

Marketing Communication Strategies of Cultural and Tourism Departments of Gunung Kidul and Sleman Regencies: A Comparative Analysis

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Abstracts

Yogyakarta Special Province has several attractive destinations for tourist. Bantul, Sleman, Kulon Progo, and Gunungkidul regencies have been developing many ways to attract tourists so they desire to come its regency own places. As long as we know, each regency has been working hard to promote and persuade tourists to visit some places that was offere But, in the fact, the result or the amount of tourists that visited each regency was different. Accroding data, the number of tourist who visit Sleman regency is more numerous than Gunungkidul regency. In 2010 for example, the number of tourist who visited Sleman regency reached 3,595,924. While Gunungkidul regency just reached 352 244 tourists at the same time. That why, this research was intended to find out the marketing communication strategies that conducted by Cultural and Tourist Department of Sleman and of Gunungkidul. At the least, this research was aimed to undertand how Sleman and Gunungkidul regencies developthe strategical marekting communication for increase and catch more tourist to visit Sleman and Gunungkidul. Data was obtained by interviews and observation as well as literatures analysis. And the result showed us that Cultural and Tourist Department of Gunungkidul was still not optimum doing marketing communication acitivites. It lack sufficient human resources who can develop creatively to attract tourists. While, Sleman regencies was more experience and could develop marketing communication more diverse.

Keywords: Marketing Communication, Strategy, Tourist, Destination, Regency

Introduction

Yogyakarta Special Region, is one of the alternative tourism visits for both domestic and foreign tourists. In this adjacent province with Central Java, there are tourist destinations with a wide variety of options. The province is composed of five districts/cities each have tourism potential. Bantul District is famous with craft industries and beaches, Sleman district with its rural tourism and Kaliurang ecotourism, which is identical with the Kulonprogo Regence, and Gunungkidul district with its beaches and natural attractions.

The fifth regencies develop strategies to attract tourists to come to their places of interests. These were shown by the Government of Gunungkidul and Sleman regencies continue to work in attracting tourists. Although the attractions in the two districts is based on natural attractions, but it is undeniable public interest in a tour in Sleman is much higher than in Gunungkidul District.

Data reported by the public relations officer of Sleman District on February 23, 2010 on the official site tourismsleman.com mentions,

in 2009, the number of tourists visiting Sleman reached 3,595,924 of whom were foreign tourists (www.tourismsleman.com). While the number of tourist visitors in Gunungkidul average per year between 15 371 people to 352 244 people. It is a very striking difference between the number of tourist arrivals in Gunungkidul and Sleman District (www.gunungkidulkab.go.id).

Gunungkidul is one of the districts in Yogyakarta Special Province, the capital of Wonosari. The total area of 1485.36 square kilometers Gunungkidul or about 46.63 percent of the area of Yogyakarta Special Province. Wonosari city located in the southeast of Yogyakarta (DIY Provincial Capital), with a distance less than 39 Km. Gunungkidul region is divided into 18 districts and 144 villages. Gunungkidul consists of 144 villages and 1416 suburbs. Districts in Gunungkidul include: Grilled Sub, Purwosari, Paliyan, Saptosari, Tepus, Tanjungsari, Rongkop, Girisubo, Semanu, Ponjong, Karangmojo, Wonosari, Playen, Patuk, Gedangsari, Nglipar, Ngawen, and Semin. Of the 144 villages, 141 villages classified into three villages, including self-help and self-sufficient villages. Gunungkidul has a diverse economic potentials ranging from agriculture, fisheries and livestock, forests, flora and fauna, industry, mining and tourism potential. Gunungkidul now also focus on tourism development. Coastal areas are still seriously by the local government worked. Gunungkidul long beach has a wide located on the south by the Indian Ocean, extending along approximately 65 km from district to district Girisubo Purwosari. Marine products and tourism potential is huge and open for development (www.gunungkidulkab.go.id).

Meanwhile, geographically Sleman District located between 107° 15' 03" and 107° 29' 30" east longitude, 7° 34' 51" and 7° 47' 30" south latitude. Sleman district north bordering Boyolali, Central Java Province, east by Klaten, Central Java Province, south-western border with Kulonprogo District, Yogyakarta Province and Magelang district, Central Java Province and the south by the city of Yogyakarta, the District Bantul and Gunungkidul, DIYogyakarta Province. The area of Sleman district is 57.482 hectares

or 574.82 square kilometers or about 18% of the Province of Yogyakarta Special Region of 3185.80 square kilometers, with the furthest distance of the North - South 32 Mile, East - West 35 Km. Administratively, the region comprises 17 district, 86 villages, and the 1212 Hamlet (www.slemankab.go.id).

Each district is working hard to attract tourists. In addition to coastal attractions, Gunungkidul is now working on an alternative tour. Department of Tourism and Culture is developing Gunungkidul Ancient Volcano Ecotourism Nglanggeran. The case also occurred in Sleman district. This Northern region of the Province of Yogyakarta also has eco-tourism attraction in the region Plawangan Turgo Ground. The International Ecotourism Society (Ties) in early 1990 defines ecotourism as responsible travel to natural areas to protect the environment and improve the welfare of local residents. This definition is actually almost identical to that given by Hector Ceballos-Lascurain, they both describe the nature of tourism activities in the open, only by ties in ecotourism activities contained elements of caring, responsibility and commitment to environmental sustainability and well-being of local residents. Ecotourism is an effort to maximize and simultaneously preserve the potential of the natural resources and culture to serve as a sustainable source of income. In other words, ecotourism is nature tourism with additional activities. The above definition has been widely accepted by the perpetrators of ecotourism (www.ekowisata.info).

Gunungkidul is geographically mountainous in structure. As a consequence few people think to achieve Gunungkidul is very difficult because of the terrain is steep. Most of the people thought that traveling in Gunungkidul is far away; moreover, it lies in the mountains. Though the fact that the nature is still natural, Gunungkidul region can be an alternative choice in travel.

One of the sights can be visited is the Ancient Volcano Ecotourism Nglanggeran travel within 22 miles of the City Wonosari. Nglanggeran Ancient Volcano region is made up of older volcanic material. The volcano was

estimated active at 70 million years ago (Reuters, August 2, 2009).

Ancient Volcano Nglanggeran Nglanggeran located in the village, district Patuk Gunungkidul. It is located in the northern region Baturagung Gunungkidul with a height of between 200-700 meters above sea level (masl), with average air temperature 23 ° C - 27 ° C. The distance is 22 km from the city and 25 Km from Wonosari city of Yogyakarta. There are two lane roads to the attraction through the smooth asphalt roads, if the direction of Sambipitu Wonosari get past the roundabout, take the right direction to the village Bobung / craft mask, then heading for Nglanggeran (www.gunungkidulkab.go.id).

This region comprises of older volcanic material and has a beautiful landscape with a unique geology and of high scientific value. From the results of existing research and reference, Mount Nglanggeran was declared as ancient volcano. It is said Chief Youth Bukit Putra Mandiri, Sugeng Handoko, which manages the ecotourism Nglanggeran Volcano. "Based on research geologist from several public and private universities, the region is a region with litologinya drawn up by old volcanic material," said Sugeng Handoko in an interview with the author while visiting the Ancient Volcano Nglanggeran, not long ago. Exploration of nature in the mountain region is considered interesting and challenging, because to climb to the top of the mountain as high as 700 meters above sea level it should be pursued through the path and climb. Once reach the top, visitors can see the beauty of the landscape below the mountain Nglanggeran (www.antaranews.com).

Although a lot of charm that can be enjoyed from ecotourism, but the visit rate per year is still not optimal. It is suspected due to unfamiliar locations and not many people know about ecotourism information of ancient Mount Merapi (Nglanggeran). Since the promotion of the tourist areas is still not intense, people find it difficult to access the presence information of ancient Mount Merapi Nglanggeran. Moreover, judging from the number of visitors, ecotourism Ancient Volcano is much less than, for example,

with Kailurang ecotourism, Sleman. Even during Idul Fitri holiday in 2009, tourist visits to Kaliurang exceeded the target emphasized by the Government of Sleman. "The Ramadhan break in 2009, visitors to Kaliurang reached up to 63 thousand visitors. From the results of monitoring of the date from 21 to 27 September 2009 was recorded as many as 71,861 people," said Head of Tourism Department of Culture and Tourism, Ir. Heru Wahyudi Santosa. Of these, it is known that the visitors exceeded the target of about 14 percent of the target. Even when compared with the number of visitors in 2008 which reached 57,318 visitors, the number of visitors in 2009 increased by about 25 percent (<http://www.gudeg.net>).

Despite the overall number of visitors in Gunungkidul relatively high, visit to Ancient Volcano Ecotourism Nglanggeran still relatively low. In the world of tourism, marketing communications has an important role to provide information related to the Ancient Volcano Ecotourism Nglanggeran. Therefore, I was interested in researching how aspects of marketing communications were implemented by the Department of Tourism and Culture of Gunungkidul in relation to Nglangeran Ancient Volcano compared to that of the Department of Tourism and Cultural of Sleman in relation to Kaliurang tourist attraction.

Problem Statement

Based on the above background, a problem can be formulated as follows: How is the marketing communications of Culture and Tourism Department of Gunungkidul compare to that of Culture and Tourism Department of Sleman in relation to the marketing of Nglanggeran Ancient Volcano Ecotourism and Plawangan Turgo Kaliurang Ecotourism.

Theoretical Framework

Marketing Communication and Social Marketing Theory

Marketing communication is communication that inform about a product or service offered. In marketing communication, emphasis is given more on two-way interaction

between the communicator and the communicant. Marketing communication is individual and personal in nature. The concept is generally referred to as promotional mix or the promotion mix. According to Fandy Tjiptono, promotion mix includes advertising, sales promotion, personal selling, public relations and direct and online marketing (Tjiptono Fandy, 2008: 507).

According to Baran and Davis (2000: 291-293) in the "Mass Communication Theory", social marketing theory is different from other theories. This theory assumed that, where the provider provides the usability and benefits information for social change. This theory provides an overview to the information provider to design, implement, evaluate the information campaign. The theory is concerned with the activity of the audience and the need to reach an active audience with the information they seek. Social marketing theory can be interpreted more widely about the seduction theory. This theory represents an attempt to improve the effectiveness of information campaigns through the mass media based on the understanding and manipulation of both the social and psychological aspects. Social marketing theory do this by identifying the various systems of social barriers and psychological barriers. This theory also anticipates obstacles that will occur and include strategies to solve them. Social marketing theory has the key characteristics, including:

1. Methods to persuade the audience about the topic of awareness campaigns or candidates. The first method is a way to make people aware of its existence. The most convenient and least expensive is the advertising campaign on television. Along with the development of theories of social marketing are many methods that have been developed, which is almost effective but costly. These theories using a review of news and new media channels to raise awareness.
2. Methods to target messages to audience that was susceptible to the messages being sent. Once segments have been identified then the message will be easily delivered to them. By identifying segments of a vulnerable and reach them with an efficient medium that has been available. Targeting strategies will reduce the cost of promotion at the same time increase efficiency.
3. Methods to reinforce the messages that have been targeted in the segment and encourage people who are in the segment to influence others through communication face to face. The various strategies have been developed to ensure that the messages sent have been received by several channels. These strategies include, discussion group, the messages are placed sequentially in multiple media, and investigation of door to door.
4. Methods to strengthen the image and impression of the people, products, or service. These methods are usually used when there is difficulty to boost audience interest. The most prominent method used to strengthen the image is the image of advertising that can be easily recognized, and present the image that can be imposed by the visualization.
5. Method to generate the desire and search for information by forcing the audience member. Information retrieval arises when the level of interest in these ideas have been enough to be raised. For example, when the political campaigns of politicians to raise issues that are being spread so that the targets are interested in finding information.
6. Method to force the desire or the method of placement decision-making positions. This is the most important phase in any communication campaign for this method to prepare people to take action as motivated by campaign organizers.
7. Method to activate the audience, especially for those segments that have been targeted by the campaign. Idelanya audience, this audience includes people who have the right and the placement position already has a decision to act but have not had a chance. Usually people can be seduced by the campaign but they are not merealisaiakannya with action. Many techniques that can enable the people which includes the use of an agent of change, merchandise free, convenient and

free transportation, free services and broadcast services as well as a phone call from a source with knowledge (Baran and Davis, 2000: 291-293).

In this theory, to conduct marketing activities, planning is needed and then followed up with implementation and evaluation. Associated with this research, which became a provider or supplier is Cultural and Tourism Departments of Gunungkidul and Sleman that market their products which Nglanggeran Ancient Volcano Ecotourism and Plawangan Turgo Ecotourism. Department of Culture and Tourism is to persuade tourists to travel to have an interest in Nglanggeran Ancient Volcano Ecotourism and Plawangan Turgo. To make persuasion or inducement must of course be followed by promotional activities by taking into account the social and psychological aspects. To anticipate the obstacles that come, preventive measures become very important for the achievement of the campaign or promotion.

Research Method

This research used descriptive comparative analytical method with qualitative data. Data gathering techniques include interview, observation and documentation. Interviews were conducted with heads of Cultural and Tourism Departments of Gunung Kidul as well as Sleman Regencies.

Data Presentation and Interpretation

Development Strategy and Marketing Communication of Cultural and Tourism Department of Gunungkidul

Seeing the potential diversity of tourism attractions in Gunungkidul, Gunungkidul Cultural and Tourism Department continued developments, one on the Nglanggeran Ancient Volcano attractions. Development strategy of Nglanggeran Ancient Volcano region as a tourist area defined by considering the relationship between functional activity in the region in order to create a harmonious environment between primary activities and support activities. Nglanggeran Ancient Volcano tourism development now in one package with a rural

tourism product that has the potential of Bobung craft wooden masks.

In addition, Nglanggeran Ancient Volcano ecotourism can also be packaged separately as geological tourism and cultural tourism. Given both the potential of different characteristics. The packaging of this attraction must consider the characteristics of tourists who will be a potential market of tourist activities Bobung - Nglanggeran. By looking at trends of potential visitors from domestic and foreign tourists. The development strategy of tourism activities Ancient Volcano Nglanggeran consider several factors, among others, first, the historical and natural preservation. Second, authenticity, uniqueness and local identity. Third, it contains loads of science technology and arts.

The tendency is, when the Ancient Volcano Nglanggeran regarded as objects of special interest tourism, then it is assumed that the expected supply of tourist facilities can be accommodated and more focused. The packaging must also consider the aspect of tourism synergy with other activities already in place, the historical, cultural, and ecological functions that can add value to all the attractions that strengthens local identity.

This type of tourism development in the region that can be applied in Nglanggeran are as follows:

1. Tourism Resort Development approach
Long term development for Ancient Volcano Region Nglanggeran as a tourist resort with mountains was directed into a tourist destination that provides almost all the needs of tourist facilities and services, including recreation and resort facilities. But a good organization should have adequate knowledge of tourist guides, integrated transport system accompanied by a representative of facilities and services and the availability of adequate accommodation.
2. Development of Special Interest
Special interest in the physical aspects of the environment is more prominent, especially the physical landscape of its natural (geological). In addition to instructive, for tourists who are interested in geology can also enjoy the unique

natural scenery as well as an adventure across this landscape. This type of tourism do not require the development of large-scale facilities or high investment, because the facility is available naturally.

In the interview, Sujarwo, Head of Business Marketing said

“As a tourist attraction (ODTW) Ancient Volcano Nglanggeran is included in the attractions of special interest. Segmentation is a teen-adult. Precisely because such segmentation in the present ODTW adventure (adventure), outbound and rock climbing” (interview May 12, 2010)

3. Development of Alternative Tourism

Development of Agroforestry is carried out in areas that have a fairly wide area and is managed by a particular institution. The attractiveness of the development of agro tourism is the process of planting, harvesting, and processing of crops that can be shown to be a special package. Elli Martono continued,

“Activity in the wild is to be a special attraction besides climbing Nglanggeran Ancient Volcano. Visitors are also invited to walk through the villages, fields, and around the foot of the hill. The program is implemented so that not only teenagers who can do the tracking but all ages can enjoy the beauty of the Ancient Volcano Nglanggeran. Because of self-management, we do not target the number of visitors. That is why those who are active in marketing and development of this attraction is Bukit Putra Mandiri Youth.” (Interview May 12, 2010)

Given the developmental activities and the production of plantation crops and fruits in the Nglanggeran region are quite diverse then there is the possibility of this type of tourism can be developed.

In marketing terms, markets are an important consideration in planning the development of the tourist area. This is due to the development of the tourist area has a main objective to provide the satisfaction of the tourists who come to the tourist area, so that their essential needs and desires to be fulfilled. Facilities that

need to be developed include the physical form and quality as well as the number and capacity.

The plan and marketing strategy and market development are as follows:

a. Public Relations

Development of cooperation with educational institutions, researchers and nature lovers clubs. Cooperation is also built with travel agencies, print media, electronic media, and government agencies as a promotional event to attract tourists. Cooperation with travel agents has also been done by providing brochures along with pamphlets in order to provide additional references for tourist attractions will Nglanggeran Ancient Volcano. Elli Martono added,

“To develop and strive for eco-tourism to be known, Cultural and Tourism Department of Gunungkidul has developed strategic steps. Some of them include collaborates with several travel agents by directing tourists to the Ancient Volcano Nglanggeran ecotourism as a tourist destination.” (Interview May 12, 2010)

Cultural and Tourism Department of Gunungkidul works with various agencies like the Forest Agency in Gunungkidul that provides 500 tree seedlings. In addition, in collaboration with the Department of Transportation to improve road access and making the sign or billboard Nglanggeran attractions in Yogya-Wonosari Highway. Cooperation is also done by the Public Works Department for making the trash bin.

Sejauh ini pengembangan Gunung Api Purba Nglanggeran mendapat banyak bantuan beberapa di antaranya adalah bantuan dari Pusat Studi Pariwisata UGM berupa dana. Disbudpar selama ini mencoba mandiri untuk mengembangkan pariwisata tanpa mengandalkan APBD. Tidak hanya itu saja Disbudpar juga bekerjasama dengan API (Akademi Pariwisata Indonesia) dengan memberikan beasiswa untuk warga sekitar yang mengelola ekowisata tersebut agar wawasan tentang kepariwisataan mereka

bertambah. Sujarwo, Kepala Bidang Usaha Pemasaran menjelaskan,

So far, the development of Ancient Volcano Nglanggeran has been receiving a lot of helps. Some help come from the Centre for Tourism Studies, Gadjah Mada University. Cultural and Tourism Department of Gunungkidul has been trying independently to develop tourism without relying on the budget. This department has also been working the Indonesian Tourism Academy to provide scholarships for local people who manage eco-tourism so that they gain insight on tourism. Sujarwo, Head of Business Marketing explains,

“We have entered Nglanggeran in Java Promo event in January 2010 and in Jakarta, and we also work with travel agencies to introduce Nglanggeran ecotourism. It is done so that the community can further recognize Nglanggeran Ecotourism.” (interview May 12, 2010)

Cultural and Tourism Department of Gunungkidul also established relationships with several media-related events held in the area Nglanggeran. Such coverage and delivery of release activity. Meanwhile, managers of Ancient Volcano Ecotourism Nglanggeran Youth and Chairman of Bukit Putra Mandiri, Sugeng Handoko said,

“So far we’ve held events in the region Nglanggeran, such as planting tree seedlings, arts events, and cruise tours will be held August 1, 2010. This event was held at the same time to introduce Ancient Volcano Ecotourism Nglanggeran to the public. Hopefully, through this event the public is more familiar in Nglanggeran Ecotourism and could become a tourist attraction visited by tourists. Thus we expect visitors Nglanggeran that had only 200 people per month can be increased as expected “(Interview 20 April 2010)

Advertising

The author also obtain information through secondary data such as brochures, leaflets and clippings from the mass media. From

these data, especially from the leaflet, it is known that Cultural and Tourism Department of Gunungkidul also targeted foreign tourists as the visitors Nglanggeran Ancient Volcano Ecotourism. With the media other than print advertisements in Indonesian language, Cultural and Tourism Department of Gunungkidul also creates advertising media in Japanese and English. According to Sujarwo, media campaign became one of the hallmarks of their tourism promotion activities. Cultural and Tourism Department of Gunungkidul also put up billboards in some tourist area. Advertising media such as brochures, leaflets and booklets were distributed in several travel agents in other regions such as Jakarta, Surakarta, Surabaya and Bandung. They were also distributed at the airports, such as Soekarno-Hatta and Adi Sucipto airports. These information tools were also being entrusted with some of the hotels or hotels in those cities.

Personal Selling

In its activities, personal selling has been implemented by the Youth Bukit Putra Mandiri, such as guiding tourists, give a briefing about the pathways that must be taken, as well as provide information needed by travelers. In an interview with Sugeng Handoko, chairman of the Youth Bukit Putra Mandiri dated 20 April 2010, he said,

“Those who guide tourists to Ancient Volcano are local resident who also belongs to the members of the Youth Bukit Putra Mandiri. Some of them have received scholarships from the API to educate citizens in order to increase knowledge of tourism to promote this place”

Cultural and Tourism Department of Gunungkidul also held a dialogue travel program by offering tenders to some schools in other regions, in order to increase the number of tourists during the school holidays. This activity was carried out with a presentation to school principals and some student representatives. Schools that became the target are junior to high school students. During 2009, Cultural and Tourism Department of Gunungkidul Gunungkidul

visited schools that were outside the region, namely, Bogor, Sukabumi, Tasikmalaya .

Sales Promotion

Activities undertaken are the bargains offered special packages to tourists so that they have choices other than hiking tour. This makes the Ancient Volcano ecotourism can be enjoyed by anyone, not merely a special interest tours. Through a sales promotion to attract tourists Disbudpar to try new products offered by the company, with new products then this may increase the number of tourists, and can compete with other attractions with a variety of product innovation. The packages are provided, tourist village, with residents staying at home and do nature activities in Nglanggeran, such as planting, along the valley of Ancient Volcano, see the rooster crows, this is generally done by foreign tourists, camping is held last June along with junior high and vocational Playen Karangmojo, do not miss too outbound activities.

In cooperation with travel agents, providing a kind of voucher for Cultural and Tourism Department of Gunungkidul tourists visiting the Gunungkidul. When tourists visiting the beach, the tourists will get a free package of Ancient Volcano Nglanggeran visit and vice versa.

In sales promotion activities, Cultural and Tourism Department of Gunungkidul also exhibited in Java promo event in January 2010. It was a form of cooperation in tourism promotion followed by 15 counties or cities in Yogyakarta and Central Java. Tourism promotion with the theme of "Jogja Risen" is intended to introduce tourism products to the audience, but also as a conduit of information required media audiences mengeni existing attractions in Gunungkidul especially Nglanggeran Ancient Volcano, which is expected to increase tourist arrivals. In this exhibition also displayed the photographs about events in the arts and crafts Nglanggeran community.

Direct Marketing

In collaboration with Bukit Putra Mandiri Youth, Cultural and Tourism Department of

Gunungkidul involved the youth in direct marketing activities, such as creating a social networking website using Facebook. As the manager of ecotourism, Sugeng created promotional activities via the Internet. Following is statement from Sugeng,

"We do promotional activities via websites such as facebook, blogs and e-mail. We strive to make it easier to access information from our travelers, this can thus be expected to be one of their information needs sources. If there are events in the region Nglanggeran, travelers can order tickets by phone or direct confirmation listed in our website www.gunungapipurba.com,". (interview 20 April 2010).

In promotional activities conducted by Cultural and Tourism Department of Gunungkidul, of course, leads to the result of the tourist visits, the authors obtained the following obtained from Bukit Putra Mandiri Youth.

Seeing the above data, in January, visitor numbers have not shown maximum results. In the following months, the visit rate showed considerable increase. In February, the number of visits increased to 85 people, this was a result of participation in the Nglanggeran Promo Java event in January 2009. In May through July, visit levels grow rapidly, this was due to tourist visit from abroad, namely Filipinos, Garuda Indonesia, which held a tour in this place and tourism visit from the Transportation Department family and office staff, as well as students who conducted research. In August and September, a decline due to the fasting month, which was not many visitors coming in this month. The following months showed improvement after the fasting month started from October to December, especially in the month of December which was the end of 2009, many tourists to the summit of Ancient Volcano Nglanggeran to celebrate New Year's Eve.

Development Strategy and Marketing Communication of Cultural and Tourism Department of Sleman

Tabel 4.4
Tourist Visit to Nglanggeran Ancient Volcano,
Januari-Desember 2009

Month	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	

Source: Taruna Bukit Putra Mandiri Youth, 2009

The Development of Price and Product Differentiation

In this case, product positioning for Kaliurang-Kaliadem tourism region rely on the uniqueness of volcanic geology and ecological richness of forest plantations as well as local cultural traditions. They are needed to be specifically packaged and have special characteristics compare to that offered by other regions. The implications are:

- a. Excavation of new themes in the development and marketing of products.
- b. Coordination with the tourism industry in relation to local, regional, national, and international event campaigns.

Communicating tourism as the main sector

The determination of tourism as the main sector in program development strategy of the Kaliurang-Kaliadem region need to get the attention of various parties involved in it. It is

intended to allow a sense of harmony and create a focus of development that leads to the development of society. The implication is:

- a. Coordination between sectors / government agencies, especially the concentration of development and priorities.
- b. Penyamaan investment opportunities to prospective investors.
- c. Socialization to the community about business opportunities in tourism.

Implementation of information technology for promotion and tourism information system

The implication is the optimizing the use of internet for tourism promotion and utilization of the internet for local tourist information system. The development of Kaliurang region was done through an integrated concept, that is, each object does not stand alone. The concept is quite interesting as tourists visiting the region along with other supporting objects. This was emphasized by Wasita, section head of tourism promotion *Cultural and Tourism Department of Sleman*. According to Wasita, despite the name Kaliurang has been known, but its management is not under *Cultural and Tourism Department of Sleman*.

According to Wasita, supporting attractions in the region makes it easy for her office to provide choices to the tourists who visit Kaliurang. This strategy proved to be effective. Cultural and Tourism Department of Sleman also made promotions outside the region and abroad by asking officials who visit other places to bring promotional material either in print and electronic form. The department is also working with travel agents, and creating discussion forums Kaliurang tourism market. In doing promotional activity Cultural and Tourism Department of Sleman also use the internet, website, e-mail and facebook. So that tourists can access relevant information before going to Kaliurang. In general, the promotional activities undertaken are:

a. Public Relations

Cultural and Tourism Department of Sleman take advantage of PR by

providing information to public, especially tourists. It attempted to maintain relationships with outside agencies, media and society. Relationship to the media in particular, has been done for instance by holding a press conference. Especially when the department hold events, such as Java Summer Camp held on July 7, 2010 as well as cruise tourism held on August 9, 2009. In addition Cultural and Tourism Department of Sleman also worked with the Mount Merapi National Park (TNGM) to manage Plawangan-Turgo. Mass media has become the campaign tool to disseminate information by holding a press conference with reporters. Relationships with the media is also done by sending a release to multiple media. Cultural and Tourism Department of Sleman also frequently hosts various events held in Kaliurang to attract public enthusiasm. The events held include cruise tours, exhibitions in Kaliurang and out of town, child stage which is held every holiday, and other events.

b. Advertising

In advertising activity, Cultural and Tourism Department of Sleman provides information about tourism products to tourists who might not familiar with existing attractions. The department created printed materials such as brochure, Leflet, pamphlets, and booklets in Indonesian language and English. It also also prepares materials such as CDs and ads that played on Videotron Malioboro and cinema 21. Media ads are being distributed to the hotel, restaurants, travel agents and also at the international airport. These places are considered strategic locations.

c. Personal Selling

In personal selling, direct interaction occurs between seller and buyer, in this case is a tour guide with tourists. Cultural and Tourism Department of Sleman

emphasis more on dialogue by conducting presentation in schools. These activities are carried out to increase the number of visits to Plawangan Turgo Kaliurang.

In the dialog travel, tourism promotion section came to the region or province to organize the school principals to be given information on tourism in Kaliurang district, as well as promotional event that was specifically addressed to the student traveler. During 2009, the tourism promotion section has made travel dialogue in different regions, namely Tangerang, Jakarta and Cianjur on December 20 to February 24, 2009, in Sragen, Demak and Blora on 25 to 28 April 2009, Makati and Malaysia on 17 to 20 May 2009, Ciamis and Sukabumi on December 5 to August 8, 2009 and a growing outer islands such as Sumatra, namely Medan, Muara Enim, Tebing Tinggi and Tanjung Balai on December 4 to December 6, 2009. In addition the department also take advantage of the younger generation who are members of Dimas Diajeng Kabupeten Sleman to promote tourism that are located in Sleman.

d. Sales Promotion

Sales promotion activities undertaken by Cultural and Tourism Department of Sleman are:

- 1) Discount is given to tourists visiting the Plawangan-Turgo. Usually, discounts are given to tourists during low season, hoping to increase the number of tourist arrivals

Provision of vouchers, while holiday Disbudpar provide vouchers to the tourists who get into tourism-Turgo Plawangan. These vouchers are given to tourists who come in groups with more than two buses. Thus, tourist visits are expected to increase.

- 2) Tourists can try tracking Plawangan Turgo region with some choices: light, medium and heavy. Thus the tourists can choose tracks that suit them.
- 3) Cultural and Tourism Department of Sleman attends exhibitions in the region and outside the region on a regular basis. During 2009, the department had joined the Regional Potential Exhibition organized by Sleman Government, Tourism Week in Jakarta, Yogyakarta and Yogyakarta Arts Festival (FKY). In addition, the department also followed international tourism events in the form of exhibitions. ITB exhibition in Berlin in April 2009, Indonesian Gate Way in Malaysia in May 2009, the Japan Association Travel Agent Exhibition in September 2009.

e. Direct Marketing

The usage of information technology answers the demands of delivering information and promotional materials to overseas markets, especially about products and tourism facilities and services in Kaliurang-Kaliadem, quickly and accurately. Head of Tourism Promotion, Wasita said,

“We do promotion through facebook organized by the department. Travelers who need the information to the questions and answers can use the messenger so that answers can be immediately accepted.”
(Interview, June 23, 2010)

Cultural and Tourism Department of Sleman developed a site that can be accessed worldwide via www.tourismsleman.com. The public

can see the potential of tourism in Sleman district. Other activities also include sending letters or fax in case agencies and service providers ask for further information.

With all the promotional efforts that have been made, the number of visits during 2009 was 748 503 people. However, based on interviews with visitors, some of them were still not satisfied with the tour, especially Plawangan Turgo Ground. This is due to the cleanliness of the tourism object.

Conclusion

Based on the research of marketing communication strategies of cultural and tourism departments of Gunungkidul and Sleman regencies, it then can be concluded that the element of personal selling is one of the advantages in marketing eco-tourism. Providing tour guiding services while doing activities in the Ngelanggeran Ancient Volcano Ecotourism will give tourists a sense of security and obtain full information through the guide at the same time. The offering of tour packages can be an attractive option for tourists. With this offer, travellers are expected to have the option of a tour that includes not only tracking, so that all people can enjoy this ecotourism. Nonetheless, public relations activities run by the department was still not optimal. The same case also occurs in Media relations activities. This is a proof if looking at the less news coverage of the Nglanggeran and less releases distributed to the news media.

Cultural and Tourism Department of Sleman has advantages in conducting marketing communication strategy, which was through advertising. This activity was done by creating an electronic ad for outdoor media that can be seen by many people. This strategy consumed more budget compare to that of Cultural and Tourism Department of Gunungkidul. On the other hand, Cultural and Tourism Department of Sleman has shortcomings in terms of sales promotion, the offering of tour packages in Plawangan Turgo Kaliurang does not comply with existing facilities. Many hiking paths covered

by bushes so that the lines can not be used again. Considering this condition, the department did not give attention to the desire of tourists, namely by providing tour packages that can be undertaken in-Turgo Plawangan Kaliurang so that tourists do not feel bored with the existing vehicle.

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