



Original Article

Tourism Department Communication Strategy in Increasing the Positive Image of Tourism Destination Development in Asahan Regency

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Abstract:

This research examines how the Asahan district tourism office uses communication strategies to improve the positive image of tourist destinations in the region. The aim of this research is to understand the communication strategies used by the Asahan district tourism office in increasing the positive image of tourist destination development in the area. This research uses a qualitative method with a descriptive approach. Data was collected through direct observation and interviews with 5 informants, including the head of the tourism sector, canoe rowing tourism manager, mangrove tourism manager, bunkhouse tourism manager and visitors. The research results show that infrastructure development and good management of tourist groups are important to improve the positive image of tourist destinations. An active communication strategy between the Asahan district government, village heads and tourism awareness groups is needed for smooth tourism development. Good communication between relevant agencies in Asahan district is also needed, as well as the involvement of third parties as distributors of funds for developing tourist destinations. The Asahan district tourism office also uses social media Instagram and online websites to disseminate information about increasing the positive image of tourist destinations in Asahan district.

Keyword: communication strategy, tourism, tourist destination development, Asahan district.

Introduction

An area that has a tourist destination is a gift in itself for the local community and its government. Tourism in the area is a piece of paradise, as is known, an area that has a tourist destination can become a place for creativity, local wisdom, and become a source of income for people around the area. In addition, the tourism

industry is a valuable and potential resource that can be regulated and improved to improve the economic situation and social activities, especially for poor communities in rural areas and Island. There are several factors that form the basis for defining tourism. (1) Something to see, this is related to the variety of tourism and attractions that can be seen so that they can attract the interest of visitors, both from local, regional, national and international levels. (2) Do something related to activities that visitors can do in the tourist area they visit. (3) Something to buy, related to special souvenirs that visitors can buy in tourist areas as souvenirs for tourists. (National, 2019) Tourism will not develop and become known to the wider community if there is no encouragement and effort, of course this cannot be separated from the responsibility of local people, such as; community and also local government, both core government and government that specifically handles this field.

To make an area that has tourism known to the wider community, there are several things that we as a community and local government must do, such as; maintaining the beauty and care of tourist attractions, promoting them through social media, preserving culture and beauty, and also developing facilities or infrastructure at these tourist attractions. This is an effort to increase the positive image and attractiveness of this tourism. The image of a tourist destination is said to have a significant role and is the main factor for consumers or tourists in the decision-making process. When a destination's image is assessed as positive, it is likely that tourist consumers will choose that destination. On the other hand, if the image of the destination is considered negative by tourists, they will tend to cancel their intention to visit that destination. In research by Echtner and Ritchie (2003), it was found that there were variations in the attributes used to assess the image of a destination, this was because consumers had motivations that changed over time. According to research by Mohamed (2003), he used 40 attributes to investigate 11 cities in Malaysia, where the attributes were divided into five variables, namely, tourist attractions, facilities and services, infrastructure, prices or costs and hospitality. (Sudiarta, nd).

Therefore, developing tourist destinations is one of the various ways to improve the positive image of tourist destinations. Through communication intermediaries, opportunities to introduce a tourist destination will increase and it will become better known to the wider community. Communication is also an important factor in the success of developing tourist destinations. Improving communication also means minimizing misunderstandings in conveying information. This is what this small area rich in tourism needs to do, to continue to develop as communication improves. Like a small area in North Sumatra, an area that has tourist attractions that are famous throughout the world. In fact, tourism in this area is ranked the best in the world, the area is Asahan district. Asahan Regency is one of the small areas in North Sumatra which has hidden tourist attractions. Both in terms of natural beauty, cultural richness and history. Of course, this can attract the attention of tourists both from within and outside the region.

Asahan Regency has tourism which continues to increase every year, such as in 2022 there will be 25 tours, in 2023 there will be 30 tours, and in 2024 there will be 32 tours. The increase in tourist destinations in Asahan district has made tourism that has existed since 2022 less attractive to tourists. However, Asahan Regency has a waterfall tourist attraction which is recorded as the highest waterfall in Indonesia, namely Sigura-gura waterfall or commonly known as Airjump down. This waterfall has a height of approximately 250 meters, even exceeding the height of the National Monument (Monas), which is only 132 meters high. This uniqueness makes people interested in this natural tourist attraction. Due to the increasing number of visitors, it is certainly a focus for the government to continue to develop this tourism. Traveling from the city of Asahan to this waterfall by crossing the route from Bandar Pulo, visitors will see how beautiful the water of the Asahan River is. However, the

journey was also worrying, there were lots of damaged and cracked roads, making it difficult for motorists to navigate the incline to this waterfall. Not only that, this tourist attraction is managed by the village community, not the tourist village group formed by Asahan district tourism, so parking at this tourist attraction can be said to be illegal, and the cleanliness of this tourist attraction is very worrying, both visitors and village communities do not maintain the tourist location.

Apart from waterfalls, Asahan district also has the Asahan River which has been named the 3rd ranked white water rafter in the world, after the Zambesi River in Africa and the Colorado River in the United States. This is of course very proud for the people of Asahan itself and the regional government in particular. However, in 2018 the Asahan River caused a stir in the news when 4 UMN students who were doing PKL in the sub-district were swept away. The uproar of this incident did not mean that one of the tourist attractions on the Asahan River, namely the Bedeng Bridge, was closed. Because, this Bedeng tourist location is on the side of the causeway leading to the Ponot waterfall, so tourists heading to the Ponot waterfall will definitely see this Asahan River Bedeng Bridge tourist attraction.

Asahan Regency also has mangrove ecotourism which is located in the interior of Silo Baru Village, Silau Laut District. In 2020 during Covid-19, this tourist attraction was said to be very busy, because it is located in a remote village, this tourist attraction became an alternative when tourist attractions in the city were closed. As tourism increases every year and the route to this tourist attraction is very far and hot, this tourist attraction is empty of visitors. Rain and heat also rot every wooden bridge and hut. This means that this tourist attraction has long been said to be closed by the local community. However, due to a helping hand from a third party, mangrove ecotourism is growing again and is currently in the road construction stage. The mangrove which is currently in the development stage is in a different place from the previous mangrove. Mangroves that are in the development stage are love mangroves, while mangroves that have been closed for a long time are prosperous mangroves.

Apart from natural tourism, Asahan district also has 10 artificial tourist attractions created and managed by the village government and the tourism awareness group (Pokdarwis) in the village. This artificial tourism was created so that it could provide income for the village and become a forum for the creativity of the village community. However, there are several tours that are starting to decline because they are not supported by the local village community, such as canoe paddle tourism (WDS). This tourist attraction is located in Hamlet I, Silo Lama Village, Silau Laut District, precisely on the side of the road to the mangrove tourist attraction. At the start of this tour, many visitors came because of the new rides such as canoes and ducks, but because the rides on this tour were just that, it made visitors bored to come here and it became quiet. There is no bad image of this tourist attraction, it's just that this tourist attraction seems neglected and lacks development. In fact, tourism is an important sector that needs to be improved and maintained because it can create jobs and improve the economy of local communities. Apart from that, tourism can also increase regional income to improve the quality of life of the community.

Tourism is an industrial sector that has been adopted as a way outrevive the economy in rural areas. The main function of tourism in rural areas is to act as a driving force in developing the economy and contribute to the welfare of rural communities (Wesnawa, 2022). Tourism can stimulate production demand from visitor activities. Local governments play an important role in the tourism development process because they can be the main source of income in improving the conditions of less developed communities. (Sari et al., 2023). However, even though the potential is very large, there are still many tourist destinations in Asahan Regency that have not been fully developed and widely known, so destination development and communication strategies still really need to be improved. Even

though many people already know about this tourism and it has become popular, that doesn't mean that improving its image and development is enough to stop there. There are still many tourist attractions in Asahan district that are still poorly handled.

The existence of these problems in every tour is a complaint from the public or visitors who travel to Asahan district. This is because people complain about the lack of development of facilities and improvement of routes, giving rise to negative perceptions from tourists. This of course has an impact on visitors who will come later, if the tour is quiet and there are lots of bad rumors circulating, of course it will have an impact on the tour itself. Therefore, in building and developing the tourism sector, communication is needed. Effective communication certainly has good strategies, so that the communication delivered can be said to be successful. The strategy itself grows from the logic of people who want everything to go as it should. According to Rogers, ([Ida Suryani Wijaya, 2015](#)) communication strategy is a plan created to change human attitudes on a larger scale by introducing new ideas. Meanwhile, according to Middleton, communication strategy is a combination of all the important parts of communication, such as starting from the communicator, the content of the message, the intermediary to the recipient and the influence created so that the communication is achieved according to the goal. So far, the tourism office is still using the website <https://asahangowisata.asahankab.go.id> as a promotional and information medium in broadcasting news about tourism in Asahan district. However, the last information post was in 2023, which means the website will not be updated until May 2024.

In fact, using digital online media such as websites is a fairly effective communication strategy because it can be an alternative for disseminating information. Nowadays, people certainly use cellphones, from elementary school children to the elderly. Therefore, of course it is very easy to disseminate to the public, and can even be easily read and seen by people outside the Asahan district area. This is because destination marketing strategies in the region are easy and spread quickly. Each strategy adapts to plans to increase attention to tourism and utilize technology in Indonesia ([Hermawan, 2020](#)). With the ability to manage information, people can enjoy conveniences such as easily obtaining data, sharing public services or carrying out business activities. Most tourist attractions have implemented unique and interesting plans to build Indonesian tourism mutuals. So that the problem can be resolved, the local government and the tourism office which oversees this matter, can provide comfort to tourists who visit tourism in Asahan district. In this way, one way is through good communication with related parties who can help resolve development problems in Asahan district tourist attractions.

Because communication creates a relationship of mutual trust, awareness and motivation to work together. This process involves action, evaluation of the actions that have been taken and the next steps to be taken ([Issn: Jatipermata & Purnomo, 2022](#)). Therefore, communication must be in accordance with the principles of effective communication and have a positive impact. Like Somad ([Sri Nurhayati et al., 2022](#)) says the principle of communication Effectiveness can be summarized in the acronym REACH, which includes: Respect, Empathy, Audible, Clarity and Humble. Respect exists when communication is based on mutual respect for each other. Empathy occurs when there is the ability to listen or understand another person. An audible message occurs when the message we convey is well received by the recipient of the message through media and audiovisual aids. Clarity occurs when information is conveyed clearly and does not give rise to different interpretations. Humility occurs when someone respects other people based on a humble attitude. Meanwhile, communication is considered successful when the message sent by the sender matches the message received and understood by the recipient.

Pitana (2009) focuses on the need for several development strategies that are

smoothly organized, so that tourist attractions can grow well. Developing tourist attractions requires guiding ideas and suggestions from various parties involved in tourism, namely the government, local communities and visitors. The plans formed will not be separated from the concept of sustainable tourism, where development must be able to provide sustainable positive effects on the economy, social, culture and environment.

The first theory that emerged in the development of communication science was Lasswell's theory.([Budi Proborini, 2022](#)), this theory describes the act of communication as a process in which someone says something through a certain channel to another person with the aim of achieving a certain effect. This model includes several aspects, namely: (1) Communicator, the person who conveys the message or information; (2) Message, regarding what you want to convey; (3) Media, channels or methods used to convey messages, such as print, online and social media; (4) Recipient, person or group who receives the message from the communicator; (5) The resulting effect, impact or reaction that occurs on the recipient after receiving the message. Therefore, with the number of tourist attractions in Asahan district totaling 32, the researcher summarizes several tourist attractions which have their own problems, so it is important to examine how the Asahan district tourism office communicates well every problem that exists in each tourist attraction in Asahan district.

Methods

In this research, a qualitative research method was used with a descriptive approach. The research was conducted through direct observation, interviews, document analysis, and literature study to gain a broader understanding of the communication strategies carried out by the Asahan Regency Tourism Office. Qualitative research refers to research about people's lives, history, behavior, or interactions between individuals in more depth([Hanif Ahda & Rozi, nd](#)). With this type of research, the researcher wants to directly contribute and see firsthand how the Tourism Department carries out communication strategies to improve a positive image and develop tourist destinations in Asahan Regency. This research will take place at the Asahan Regency Tourism Office, and will be carried out between April and May 2024. Participants in this research consist of the Head of the Regency Youth, Sports and Tourism Office.Asahan, Head of Tourism, Tour Manager and tourists. Each consisted of one person and was selected using a purposive sampling method, namely the population was selected deliberately based on the researcher's considerations

Results

Asahan Regency is one of the districts in North Sumatra province which was occupied by Japan in 1942. In accordance with the constitutional development of the Republic of Indonesia, based on Law Number 1 of 1945, the Indonesian National Committee for the Asahan Region was formed in September 1945. In On March 15 1946, the government structure of the Republic of Indonesia took effect in Asahan and the Asahan region was led by Ab-dullah Eteng as regional head and Sori Harahap as deputy regional head, and since then March 15 has been designated as the anniversary of the city of Asahan. At the East Sumatra Residency Civil Service Conference in June 1946, improvements to the government structure were held, namely: 1) The name Asahan Region has been replaced with Asahan Regency, 2) The term regional head has been replaced with the term regent; 3) The title Deputy Regional Head has been replaced with the title Patih

Asahan is a small district with an area of 3,732.97 km² which has 25 sub-districts, 27 sub-districts and 177 villages. With this area, Asahan has the highest waterfall tourism in Indonesia and Asahan river rafting is ranked 3rd in the world. Of course, the Asahan district government has its own pride. This made Asahan's slogan come

true, namely Asahan Go Tourism. In 2024, Asahan district will have 32 tourist attractions, which are not only natural tourism but also artificial tourism and religious tourism. As attached in the following table:

Table 1. Tourism Attraction Of Asahan District

TOURISM ATTRACTION OF ASAHAN DISTRICT				
NO	TOURIST ATTRACTION	TOURIST ADDRESS	POTENCY	CONTACT PERSON
1	Lotus Lake	Central Canal Village, District. King Height	Natural tourism	
2	Asahan River Rapids	Tangga Village, District. Aek Songsongan	Natural tourism	
3	Ponot Waterfall	Tangga Village, District. Aek Songsongan	Natural tourism	
4	Simonang Monang Waterfall	Padang Island Village, District. Island City	Natural tourism	
5	Silau River (Pasiran)	BP Village. Mandoge, District. BP Mandoge	Natural tourism	
6	Unong Sisapa Waterfall	BP Village. Mandoge, District. BP Mandoge	Natural tourism	
7	Tomb of Mr Sheikh Silau	Silau Laut Village, District. Sea Glare	Cultural (Religious) Tourism	
8	Bunut Shoe Shopping Tour	Ex. Bunut, District. Western Range	Cultural Tourism (Shopping)	
9	Kelapa Gading Lake	Ex. Naga Range, District. Eastern Range	Artificial Tourism	

10	Rambate Square, Rata Raya, Kisaran City	Ex. Sidomukti, District. West Kisaran	Artificial Tourism	
11	H. Achmad Bakrie Grand Mosque	Ex. Sidomukti, District. West Kisaran	Cultural (Religious) Tourism	
12	Ga-ma Simatupang Typhoon Forest Park	Ex. Sidomukti, District. West Kisaran	Artificial Tourism	
13	Alam Tani Waterfall	Lobu Rappa Village, District. Aek Songsongan	Natural tourism	
14	Beam Fall Waterfall	Sei Kopas Village, District. BP Mandoge	Natural tourism	
15	Mangroves	Silo Baru Village, District. Sea Glare	Ecotourism	
16	Bedroom	Marjiwa Aceh Village, District. Aek Songsongan	Natural tourism	
17	Simallo Beach	Aek Nagali Village, District. Island Towns	Natural tourism	
18	Juang Building' 45 Kis-aran	Ex. Range City, District. West Kisaran City	Cultural Tourism (History)	
19	Hoppit Hill	Marjiwa Aceh Village, District. Aek Songsongan	Natural tourism	

20	Logar	Gonting Malaha Village, District. Island City	Natural tourism	
21	Deer Hill	Gunung Melayu Village, District. Rahuning	Natural tourism	
22	Datuk Ban Dar Grand Mosque	Sei Pasir Village, District. Sei Kepayang Timur	Cultural (Religious) Tourism	
23	MTQ Mosque 1945	Pondok Bungur Village, District. Rawang Panca Arga	Cultural (Religious) Tourism	
24	Moro Tresno Rice Field Tour	Sipaku Area Village, District. 4-way intersection	Artificial Tourism	
25	Canoe Paddling Tour	Silo Lama Village, Silau Laut District	Artificial Tourism	
26	Pondok Bungur Baths	Pondok Bungur Village, District. Rawang Panca Arga	Artificial Tourism	
27	Naga Geseran White Sand Bath	Sei Serindan Village, District. Sei Kepayang Barat	Artificial Tourism	
28	Siong-gang Mini Waterfall	Sionggang Village, District. Buntu Pane	Natural tourism	

29	Hopit Valley	Marjiwa Aceh Village, District. Aek Songsongan	Natural tourism	
30	Padas Beach Waterfall	Padang Island Village, District. Island City	Natural tourism	
31	Taga Haming Waterfall	Gajah Sakti Village, District. Island City	Artificial Tourism	
32	Sureng Nature Tourism	Ex. Sei Renggas, District. West Kisaran City	Artificial Tourism	

This year, the Asahan Regency Government is focusing on developing and solving problems in 2 tourism areas, namely Ponot waterfall and mangrove ecotourism. Ponot waterfall is considered not fully managed by the Asahan tourism sector, because a tourism awareness group has not yet been formed. The lack of communication between the village head and the community also becomes an obstacle. Ideally, every village that has a tourist attraction must immediately form a management group to determine responsibility for managing the tourist destination.

Several visitors also complained about the condition of the waterfall tour, Garbage scattered around the waterfall location makes the view less pleasing to look at. Apart from visitors who lack initiative with their own food waste, tourism managers also do not collect/clean up the rubbish, and there is also a lack of advice to visitors. Responding to this, the head of tourism for Asahan Regency said, "We have communicated with the village head to form a management group so that tourist sites are maintained. However, the village head was also confused because the youth or local community did not want to cooperate. "And we have also communicated with the Environmental Service, we are just waiting for the reply letter, because we will move the rubbish motorbike from Asahan city."

Apart from that, the access route to Ponot waterfall is also a concern. The reason is, when going to Ponot waterfall, visitors are presented with beautiful natural views. However, the condition of the asphalt road which is cracked and has holes is a complaint from visitors. However, this problem is not the responsibility of the Asahan Regency Government, but rather the responsibility of the provincial government. "If the road is damaged, it is not our responsibility, it is the cross-provincial road that connects Asahan Regency with Toba Regency, which means it is the responsibility of the provincial government," explained Mr. Nazar, Head of Tourism. Meanwhile, mangrove tourism is currently in the development stage at the mangrove love tourism location. This location was chosen because it was closer than the mangrove location of the previous prosperous group. Developing or building new mangrove tourism requires quite a lot of funds, this development is funded by Pelindo as a third party, namely through the CSR program, which will later build

huts, build a track-ing road to Bird Island, with an estimate of completion in This year.

This development occurred because of communication between the fisheries service and Pelindo. "After the Fisheries Service communicated with Pelindo, the Fisheries Service also informed me that we have tourism management. Actually, what we want is like that, there is a third party to join hands as the tourism manager, so that we don't continue to depend on Asahan Regency Government funds alone. And the objects being developed must also have the potential to continue to develop, so as not to suffer losses." Said the chief. Apart from natural tourism which requires a third party to develop, artificial tourism in Asahan Regency is also still having problems with its development, namely Canoe Paddling Tourism (WDS). "What we need are investors, so that we can manage this tourism to keep it alive with new rides such as ball baths, odong-odong or balloon houses and this tour also has lights at night because it is provided by PLN," said Mr. Ahmad as the village head. The manager of this tour is only the head of hamlet I and the head of the group, because the youth group no longer participates because they think there is no income from this tour. It has been running for 3 years, this tourist attraction is only busy on certain days.

"This tour has been running for 3 years, and at the beginning it was busy when there was an event, at 17 there was a canoe rowing competition. At first it was busy because there were boat rides, then it was quiet again, there were ducks for only a year and then it was quiet again. "Now there are no more rides, that's why it's quiet, and busy only on Fridays, because there is an Islamic boarding school near here where every Friday the parents and guardians visit to sit here," he said. Responding to the problem of canoe rowing tourism above, the head of the tourism sector explained that the development carried out in tourism certainly has requirements. "The conditions for the development and physical assistance that we are providing from the district government are there, but we must first be clear about the land ownership status, then whether the object we are proposing has potential or not. Because not every year we get funds" The development assistance for these 32 tourism destinations depends on our budget, which is still inadequate, and we have also submitted a proposal to the center, we just have to wait," said the Head of Division. Based on the results of research conducted through interviews with the head of tourism at the Youth, Sports and Tourism Department of Asahan district, these tours are not fully developed every year, but there is always communication and working meetings with village heads and tourism managers, namely the Tourism Awareness Group (Pokdarwis).

The communication strategy carried out by the Asahan district tourism sector is by using social media Instagram (IG) and via the Asahan Go Wisata website <https://asahangowisata.asahankab.go.id>. The Instagram media used is the tourism ambassador Instagram @dutawisataasahan which is managed by staff in the tourism sector, while the Asahan Go Wisata website collaborates with the Asahan Communication and Information Service to help manage it. However, staff from the tourism sector also take control if you want to upload the latest tours in Asahan. It is said that it is quite effective if you choose Instagram social media as a tool to promote and introduce Asahan tourism to the wider community. However, its use still needs to be increased. Because through the Asahan tourism ambassador's Instagram, every time there is an event, tourism sons and daughters will share it on Instagram and tag tourism sons and daughters in other districts, so that tourism ambassadors in other districts will also attend or share activities at Asahan tourism. This means that many people also know the latest information about Asahan tourism.

The Asahan Go Wisata website is the latest innovation created in 2019, with consideration to support the Asahan Go Wisata priority program. In the context of innovation diffusion theory, at the decision stage the Asahan community decides to

accept or reject innovation, which can be observed through documented data on the Asahan go Wisata website. This innovation appears to be accepted by the Asahan community, as reflected in the increase in the number of website visitors every year. The second stage is implementing innovation in people's lives, which indicates that people are starting to access websites to get information about tourist destinations in Asahan.

To test whether the use of websites in a communication strategy is effective or not, it can be analyzed within a year. If website visitors are summarized as a whole, then compared with the number of visitors directly at the tourist location. "In my opinion, using the website is effective, because on the website you can see the number of visitors who open the website, then we compare it with direct visits. But we summarize that in a year. Our website is managed by Kominfo Asahan, so don't open comments, just look at the news. "Yesterday it was under maintenance, now it has been repaired and the newest one has been uploaded, namely the female tourism finalists and all 32 tourist attractions have been included," said Ibuk Sitti Nurlaeli as Tourism Analyst. Apart from using social media and online media, the communication strategy in the tourism sector in Asahan Regency is also carried out through distributing brochures containing the latest tourist attractions in Asahan. Distributing brochures at each event is useful as direct reading material while the event is taking place. "Every time the Asahan Disporapar participates in events, whether at PRSU Medan, on Asahan's anniversary, or at an MTQ event, we also distribute brochures containing Asahan tourist attractions. Its use can be knowledge for those who see it and think about visiting it. Who knows, those who see this brochure don't know about tourism in Asahan," said the Head of Tourism, Disporapar Asahan. However, the lack of development carried out will certainly affect the image of tourist destinations in Asahan district. The head of the tourism sector also expressed his complaints regarding tours that were hoping for development funds from the Asahan Regency Government. "We are in the tourism sector. After all, the main task of this field is tourism business services if seen from the indicators. Actually, we are here for the development of MSMEs/culinary in tourism and business services such as hotels. Not providing funds for this and that development. "But we are still trying to get funding from third parties."

"We also hope that the village will have an active tourism group, because they are the ones who encourage and improve tourist destinations, development does not only come from the government who has the will. If there are no active groups and village heads then tourism will not work. And for development funds, we can collaborate with local BUMDes, so that the funds can be given through the Village Community Empowerment Service. "And we will also often carry out training and mentoring for these management groups," he explained.

Researchers assess that there needs to be good communication between the tourism office and the village head, the village head and the management group and also good cooperation with the local BUMDes, so that the tourist attraction will run well.

Conclusion

Based on the results of research on communication strategies in the Tourism sector of the Asahan Regency Youth, Sports and Tourism Service, it can be concluded that to improve the positive image of Asahan Regency tourist destinations is to develop and control tourism regularly. Where the tourism sector requires villages that have tourism to form tourism awareness groups (Pokdarwis) and collaborate with BUMDes (Village-Owned Enterprises) and village heads. So that communication can be well-directed and structured between the tourism sector of the Asahan Regency Government and the management group at the Asahan tourist attraction. If communication goes well, the management of tourist destination development will also run well, and groups can send videos of tourist conditions

regularly.

After tourism development and management is maintained, the Tourism Sector uses a communication strategy with social media, Instagram and websites. However, researchers believe that the use of social media and online media is still less effective if it is not used as well as possible. To use Instagram @dutawisataAsahan, you should be diligent in making video clips about tourist conditions every week, both in terms of crowds, the uniqueness of the food at tourist locations, and the enjoyment of visitors while traveling. This can certainly be an initial stimulus to improve the positive image of Asahan Regency tourist destinations. To use online media, the website would be better, if you continued to post about the uniqueness of tourism in Asahan so that the news rises in Google searches. Apart from that, it is also necessary to update the website regularly so that maintenance does not occur on the website. Apart from that, researchers hope that there will be good communication and mutual support from one agency to another, to support the Asahan Go Wisata priority program, and that problems at tourist attractions can be resolved quickly and efficiently.

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