



**THE ROLE OF MARKETING
COMMUNICATIONS OF THE BANJAR DISTRICT GOVERNMENT
IN IMPROVING THE ECOTOURISM IMAGE OF THE RIAM KANAN
RESERVOIR SOUTH KALIMANTAN, INDONESIA**

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Abstract:

One of the water attractions that is very interesting and has the potential to be developed into a mainstay tourist destination in Banjar Regency and even in Kalimantan is the Riam Kanan Reservoir in Aranio District. The center of its attraction is the Riam Kanan dam building, the natural scenery around the reservoir and the social, economic and cultural activities of the people above and around the reservoir, which is one of the largest reservoirs in Indonesia. However, the potential of the water tourism object in Riam Kanan reservoir is not well known by both domestic and foreign tourists because the communication strategy program has not been maximized by the local government. An important factor in raising the image of ecotourism is the communication strategy policy in order to promote it to a wide audience. Communication strategy and Marketing Communication are the combination of communication planning and communication management to achieve a goal. The method used in this research is a qualitative approach with the type of case study research. Data collection techniques that researchers use are field research and literature study. The results showed that the communication strategy carried out by the Department of Tourism and Culture of Banjar Regency in enhancing the ecotourism image of the Riam Kanan reservoir has followed the procedure as in communication theories, namely Establishing Communicators. Setting Targets, Compiling communication messages and, selecting media, channels communication and also target market. The media used include outdoor media, small format media, print media, electronic media, internet and social media as well as other public communication channels.

Keywords: communication strategy, Marketing communication, ecotourism, Riam Kanan reservoir

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1. Introduction

Banjar Sub-Province is one of the Sub-Province in South Kalimantan which consists of a sloping lowland area and a mountainous area which is a series of the Meratus mountains. In the mountainous area, many interesting things are very attractive to be tourist destinations. For example, Sultan Adam Forest Park (Tahura), Riam Kanan Dam, Kiram Park, Mandi Kapau Lake, Nassau Mine (a former Dutch heritage coal mine), and other tourist objects.

Such ecotourism management has positioned tourism actors (government, tourism entrepreneurs, and the community around the object and natural tourist attraction) in a built environment condition, to change their knowledge, mental attitude, and behavior towards ecotourism management and community-based and conservation based. All of this of course leads to the image of managed ecotourism.

The most famous ecotourism in South Kalimantan is Riam Kanan Lok Baintan Reservoir as ecotourism based on rivers. In Riam Kanan Lok Baintan Reservoir, many trading activities on the river have their charm until it becomes a unique tourism destination in this place. River ecotourism has formed its image as a tourism destination in South Kalimantan. This image sticks to the memory of tourists who have come to South Kalimantan.

The attractiveness of Riam Kanan Reservoir as district leading tourism potential has not been properly managed and maximized. Even though, as a tourist attraction, Riam Kanan Reservoir certainly has a selling value and commercialization value that can attract tourists to come to visit this tourist attraction. As stated by Damartoto (2009:6) quoted from Erik Cohen's book (1984) that tourism is a process of commercialization of the guest and the host relationship. The guest in this case can be understood as (foreigner) given a temporary status and role in the community visited, which is then calculated commercially.

Based on this reality, building the image of the Riam Kanan Reservoir Tourism Object in Banjar Sub-Province is very urgent and of course not an easy problem. Without a good image, it is impossible for the Riam Kanan Reservoir Tourism Object to be included in the tourist destination of choice in South Kalimantan. Discussing imagery means revealing again the communication strategies undertaken by various parties to build a positive image of the Riam Kanan Reservoir Tourism Object. The parties who are able to build this positive image are of course the government, businessmen, and local communities, in this case the actors of the Riam Kanan Reservoir Tourism Object. These three components of society determine the value or image of a tourist attraction so that the Riam Kanan Reservoir Tourism Object becomes a choice of travel, both local and foreign tourists. So that efforts to improve image through the looking for interesting spots, their management, maximizing service to visitors are also very dependent on the communication strategies of business actors, government and local communities.

This study focuses on the tourist attraction of the Reservoir Riam Kanan by analyzing communication strategies in improving the image of ecotourism. Riam Kanan

tourist area is a very complete tourist attraction. The combination of water, forest, mountain, and community culture attractions. This is certainly very interesting to visit if it is properly packaged as a tourist destination program. So that the Riam Kanan Reservoir area is very interesting and has the potential to be developed into a mainstay tourist destination in Banjar Sub-province and even in South Kalimantan.

The location of the tourist attraction Riam Kanan Reservoir is located in Aranio District, Banjar Sub-Province. The center of attraction is the Riam Kanan Reservoir building. According to data in the Banjar Sub-Province Culture and Tourism Office, tourist attractions in the Riam Kanan Reservoir area include: Pinus Aranio island, Matang Kaladan hill, Bekantan island, Kembang River tourism, PLN Riam Kanan Reservoir building, Tiwingan hill, Sultan Adam Forest Park, Alimpung Park, Mawar hill, Patrabulu hill, Tamiyang Lake tour, Arta Peak tour, Batas hill, Aranio Rafting, Bagugur Waterfall, Surian Waterfall, Minanga Waterfall, and Awang Bangkal Camping Ground.

Apart from the aforementioned objects, what is no less interesting is the natural scenery around the reservoir and the social activity, economic and cultural activities of the people above and the reservoir environment, which is one of the largest reservoirs in Indonesia. Unfortunately, the potential of the water tourism object in Riam Kanan Reservoir is not well known by both domestic and foreign tourists. The main factor is that the local government has not maximized the communication strategy program. Even though, an important factor in raising the image of ecotourism is the communication strategy policy in order to promote it to a wide audience. The communication strategy is a combination of communication planning and communication management to achieve a goal.

2. Literature Review

2.1 Ecotourism Theoretical Review

At this time ecotourism has developed. This tour is not only for bird watching, horse riding, tracing in the wilderness, but has been linked to the concept of forest conservation and local residents. Ecotourism is also a combination of various interests that grow from various concerns about the environment, social economy. Ecotourism cannot be separated from conservation. Therefore, ecotourism is called a form of responsible tourism.

The wet tropical wilderness across the Indonesian archipelago is a destination. Destinations for ecological tourism may be possible to obtain maximum benefit from ecological, socio-cultural and economic aspects for the managing community and the government. As stated by Wall, (1995; 57) that:

"Destination areas to become involved in tourism primarily for economic reason to provide employment opportunities, to increase standard of living and in the case of international tourism to generate foreign exchange. Tourism is viewed as a development tool and as a means of diversifying economies".

Ecotourism is part of sustainable tourism which is actually a broader economic sector than ecotourism which includes supporting sectors for tourism activities in general including marine tourism, rural tourism, nature tourism and cultural tourism and specifically includes the following efforts:

- 1) Active contribution in the conservation of nature and culture;
- 2) Participation of local residents in planning, development and tourism operations and enjoy welfare;
- 3) Transfer of knowledge about cultural and natural heritage to visitors;
- 4) Forms of independent tours or small tour groups.

2.2 Ecotourism Communication Strategy

Strategy is essentially planning and management to achieve a goal. But to achieve this goal, strategy does not function as a road map that shows directions, but must show how the tactics are operational. Thus, the communication strategy is a combination of communication planning (communication management) to achieve a goal. To achieve this goal the communication strategy must be able to show how operations should be tactically carried out, in the sense that the approach can be different depending on the situation and conditions.

For a solid communication strategy, everything must be linked with the components that are the answers to the questions formulated, namely who says what in which channel to whom with what effect. If this formula is examined further, the question "what effect is expected" implicitly contains other questions that need to be answered carefully, namely: 1. When (When is it implemented). 2. How (How to do it). 3. Why (Why is it done this way). Or in journalism, it is often said with 5 W 1 H (What, Who, Whay, When, Where and How).

2.3 Marketing Communication

Wibowo (2017: 168-169), marketing communication is a multidisciplinary which combines theories and concepts of communication science and marketing science. This results in a new study called marketing communication. Marketing communication is a marketing activity using communication techniques that aim to provide company information to target markets.

According to Abdullah (2017: 219) marketing communication is an effort to convey messages to audiences, especially consumers who are targeted with the existence of products in the market.

Prisgunanto in Wibowo (2017: 170) marketing communication, namely all promotional elements of the marketing mix that involve communication between organizations and target audiences of all forms shown to improve marketing.

Uyung Sulaksana in Wibowo (2017: 170) marketing communication is a process of disseminating information about a company to be offered to target targets. Marketing communication has an important role in marketing or company. Without communication, consumers and society as a whole will not know a product and service.

From the above definition it can be concluded that marketing communication performs the functions of the target market to inform and show how and why the product can be used, who, where and when the product can be obtained.

3. Material and Methods

The method used in this research is a qualitative approach with the type of case study research. Where the researchers used a single holistic case study research. The reason is that this research aims to describe the data and research subjects, namely tourists, communities, community leaders, and local governments who are competent in this case through the Tourism and Culture Office. Moreover, because this research uses one object / case in one research location, the analysis includes: the communication strategy used, efforts to build a river ecotourism image and the implications of social change can be in the form of ecotourism perceptions and perspectives. Data collection techniques that researchers use are literature study and field research, namely by conducting interviews, observation, and photo documentation.

Observations are also made to observe directly the real conditions of the management of the research object. Lastly is documentation, which is an activity to collect data in the form of materials that support research, photos of the site and planning documents, budgeting and management documents for the tourism object of the Riam Kanan Reservoir in Aranio District, Banjar Sub-Province, South Kalimantan.

4. Results and Discussion

The results showed that the communication strategy carried out by the Department of Tourism and Culture of Banjar Sub-Province in improving the ecotourism image of the Riam Kanan Reservoir has followed the procedures referred to in marketing communication theories, namely:

4.1 Defining Marketing Communicators

Defining the communicator is the first step that determines the success of communication, the communicator as the main actor plays a very important role in controlling the course of communication. Therefore, if a communication process does not work well, then the main mistake comes from the communicator, because the communicator understands the preparation of messages, chooses the right media, and approaches the target audience.

The results showed that the communicators in the cultural tourism awareness group of the Riam Kanan Reservoir were the Tourism Office of South Kalimantan Province through the Tourism Marketing Development Sector. The Tourism Marketing Development Sector has the task of coordinating, fostering, regulating and controlling the development of regional tourism marketing. This sector consists of the Archipelago and International Promotion Section, the Tourism Strategy and Communication Section,

and the Advice, Data Analysis and Information Section. The Tourism Marketing Development Sector is the unit in charge of various cultural tourism awareness group events organized by the South Kalimantan Provincial Tourism Office.

The South Kalimantan Provincial Tourism Office collaborates with various parties in communicating the cultural tourism awareness group of the Riam Kanan Reservoir. The parties involved include representatives of sub-provinces / cities in South Kalimantan, the Ministry of Tourism, Nanang Galuh or Tourism Ambassadors, Riam Kanan Reservoir Merchants, Media Partners, Sponsorship, the Indonesian Travel Agent Association (ASITA), Indonesian Pesona Generation (GenPI), Association Indonesian Tourism (HPI) and other stakeholders who have legality and one vision with the South Kalimantan Provincial Tourism Office. The Tourism Office believes that these various parties have clear access and roles in disseminating information about tourism awareness groups and local governments and related stakeholders in the Riam Kanan Reservoir.

In addition, the Banjar Regency Culture and Tourism Office involved other parties in disseminating information about the Riam Kanan Reservoir tourism awareness group. These parties include Sub-Province / City Representatives in South Kalimantan, the Ministry of Tourism, Nanang Galuh or Tourism Ambassadors, Riam Kanan Reservoir Merchants, Media Partners, Sponsorship, Indonesian Travel Agent Association (ASITA), Pesona Indonesia Generation (GenPI), Tourism Association Indonesia (HPI) and other stakeholders who have legality and one vision with the South Kalimantan Provincial Tourism Office.

4.2 Defining Communications to the Goals

Communication targets are commonly referred to as publics, communicants, recipients or audiences. The targets in communication studies can be individuals, groups and communities. Understanding the community, especially those who will be the targets of the communication program is very important because all communication activities are directed at them. They are the ones who determine the success or failure of a program, regardless of the amount of cost, time and effort spent influencing them, but if they are not interested in the program being offered, then the communication activities carried out will be in vain.

Based on the results of the research, the strategy of the Banjar Sub-Province Culture and Tourism Office in determining the targets is to divide these targets into two, namely the primary target and the secondary target. Primary targets are generally the main targets prioritized in all efforts related to the promotion or dissemination of information. In this case, the primary target of the Riam Kanan Reservoir tourism awareness group is domestic tourists and foreign tourists. The determination of this primary target is based on the target of tourist visits to South Kalimantan which is stated in the 2016-2021 Regional Medium Term Development Plan (RPJMD), where the increase in foreign tourists is targeted at 10% and domestic tourists 20% each year.

Secondary targets are representatives of friendly countries, Banjar people who are overseas, the board of directors and managers of BUMN / BUMD, directors and managers

of private / investment companies in South Kalimantan, and associations or professional organizations of tourism and culture. Although not a priority target, secondary target parties affect the sustainability of the tourism awareness group and stakeholders of the Riam Kanan Reservoir and the development of regional tourism marketing.

4.3 Compose Message to the Target Market

Message is everything that is conveyed by someone in the form of symbols that are perceived and accepted by the communicant in a series of meanings. Communication messages have a specific purpose and really depend on the program to be delivered. In this case, the purpose of the Banjar Regency Culture and Tourism Office is to inform and disseminate information so that the cultural festival event is known to wider community. In addition, it is also to motivate and support community decision-making to visit, to enliven the tourism awareness group and stakeholders in Riam Kanan, Araranio district and preserve the Riam Kanan reservoir.

According to Cangara (2013: 116) the compilation of messages based on its nature is divided into three types, namely informative messages that is obtained as knowledge for someone, persuasive messages which have a proposition with results (changes) obtained by the source from the recipient of the message what he conveyed, and educational message which emphasized the cognitive, affective and psychomotor elements. The formulation of messages between stakeholders of the Riam Kanan reservoir delivered by the Department of Culture and Tourism of Banjar Regency includes two characteristics of the message, namely informative and persuasive.

The informative nature of Riam Kanan reservoir tourism awareness group message is shown by spreading information, ideas, or new knowledge to the public. The informative message in the form of this publication can be categorized as a general informative message. The persuasive nature of the Reservoir Riam Kanan tourism message is shown with the aim of the Banjar Regency Culture and Tourism Office which not only wants the public to know what Riam Kanan parwiisata is, but can also enliven the Riam Kanan reservoir tourism and preserve the tourism icon of South Kalimantan, namely the Riam Kanan reservoir. A persuasive message to the cultural tourism awareness group of the Riam Kanan reservoir can be categorized as a persuasive message with motivational appeal.

Based on the research results, it shows that the Department of Culture and Tourism of Banjar Regency in compiling messages to the tourism awareness group and stakeholders of the Riam Kanan reservoir uses relatively the same message for all target targets. In the sense that there is no difference in messages aimed at one of the targets. However, the Department of Culture and Tourism of Banjar Regency pays attention to the format of message arrangement and is adapted to the media used. Where the message for social media is slightly different in format from the message addressed through brochures and billboards.

Communication messages carried out by the local government, tourism awareness groups and related stakeholders (in this case PLN) in the Riam Kanan reservoir consist

of message content and symbol. The contents of the message compiled by the South Kalimantan Tourism Office contain a schedule of activities such as time, location of implementation, a series of activities of the Riam Kanan Reservoir Cultural tourism awareness group. While symbols used are in the form of language and logos. The language used is the national language, Indonesian. The use of this language is based on making it easier for people outside South Kalimantan to understand the message conveyed. However, considering this message is not only addressed to people in the territory of Indonesia, because the target is foreign tourists (abroad), using the Indonesian language is less effective for foreign tourists.

The explanation above shows that the communication strategy of the Banjar Regency Culture and Tourism Office in compiling messages to the tourism awareness group and the tourism culture service regarding the Riam Kanan reservoir is in line with the Cangara theory where the preparation of messages for the Cultural Tourism Awareness Group of the Riam Kanan Reservoir is informative and persuasive, using message compilation techniques with one-side issue and glamor theory. Message for the Cultural Awareness Group for the Riam Kanan Reservoir consists of a message containing a schedule of activities such as the time, location of the implementation, the name of the tourism awareness group and the tourism culture office related to the Riam Kanan Reservoir and the use of symbols in the form of Indonesian and the logo. The logo used contains the Riam Kanan tourism logo, the logo of the South Kalimantan tourist destination brand, Wonderful South Kalimantan, the Pesona Indonesia logo, and the symbol of the South Kalimantan Provincial Tourism Office. The Tourism Office of South Kalimantan Province needs to compile a message for the Cultural Tourism Awareness Group of the Riam Kanan Reservoir by taking into the characteristics of the target. This is because the target group is the cultural tourism awareness group of the Riam Kanan reservoir which is divided into several groups, and not necessarily messages that are compiled for one group are effective for another group.

Figure 1: Matang Kaladan hilltop, Tiwingan Village, Riam Kanan Reservoir, Aranio district, South Kalimantan



(Source: personal documentation of research, 2021)

4.4. Selecting Media and Communication Channels for Marketing Targets

Media is an instrument used to transfer messages from communicators to communicants. Communication media have various forms, from traditional to modern. Cangara (2013: 121) states that in choosing communication media, one must consider the content and purpose character of the message to be conveyed, and the type of media the audience has. Knowledge of media ownership among the public must be known in advance based on the research results that has been done to avoid wasting costs, time and energy.

Based on the research results, it shows that the Department of Culture and Tourism of Banjar Regency in choosing the media and communication channels for tourism in Riam Kanan reservoir is to consider the character of the content and the purpose of the message conveyed. This is indicated by the different message formats in the various media used. However, the selection of the media has not considered the communication resources used and the characteristics of the target targets because the Department of Culture and Tourism of Banjar Regency has not conducted an analysis of media ownership and analysis of tourist characteristics maximally.

The media used by the Banjar Regency Culture and Tourism Office as a means of delivering messages on Riam Kanan tours can be classified into media forms according to Cangara (2013: 122), including outdoor media, small format media, printed media, electronic media, internet and social media as well as public communication channels. Outdoor media is associated with aesthetics in painting, and is placed in places that are crowded with many people. Its reach is limited except for people who pass by and steal the attention to read it even at first glance, the advantage is that it can be durable and can be moved from one place to another. Outdoor media, which are used by the Culture and Tourism Office of Banjar Regency in collaboration with the Tourism Office of the Province of South Kalimantan are billboards, billboards, banners and banners. The location for the installation of outdoor media is strategic enough because it is quite busy for motorists or road users to pass it.

Small format media usually consists of various kinds of media, but they are smaller in form, and the content is sometimes focused on one kind of information. Small format media exist in the form of prints, paintings and other artifacts, for example newsletters, leaflets, leaflets, brochures, posters, calendars, stickers and so on. In this case, calendars and brochures are small format media used by the South Kalimantan Provincial Tourism Office with the tourism awareness group (Pokdarwis) throughout the Riam Kanan reservoir.

Printed media is a communication channel in which verbal (written) messages as well as in the form of images such as caricatures and comics are carried out in printed form. The print media used by the South Kalimantan Provincial Tourism Office is the Banjarmasin Post newspaper. The message of the cultural tourism awareness group of Riam Kanan Reservoir which was conveyed through the printed media was in the form of news. On various occasions the news can be found on the first page which becomes the main news in the implementation edition of the Cultural Tourism Awareness Group of the Riam Kanan Reservoir. Apart from the news, no other type of message was found,

such as the advertisement of the Riam Kanan Reservoir Cultural tourism group in the Banjarmasin Post print media. Therefore, media partners, in this case the Banjarmasin Post Group, are expected to maximize the dissemination of information of Riam Kanan reservoirs cultural tourism awareness group by posting advertisements for the cultural tourism awareness group of Riam Kanan reservoir in their media products a few days before the event.

Electronic media messages are conveyed through electric vibrations received by certain receivers, for example television and radio. In this case, the electronic media is involved in disseminating information about the cultural tourism awareness group of the Riam Kanan reservoir through TVRI, Banjar TV, TV Ambassador, INews TV, Prima TV, Jradio, Iradio, Abdi Persada FM, Nirwana Group, RRI, Smart FM and Motion Radio.

The next media used by the Banjar Regency Culture and Tourism Office are the internet and social media. The dissemination of the message of the Riam Kanan Reservoir Cultural tourism awareness group through this media in the form of a website, Facebook, Twitter, and a special Instagram for the South Kalimantan Provincial Tourism Office as well as videos uploaded on YouTube. Instagram is a social media that is more actively used by the South Kalimantan Provincial Tourism Office than Facebook, Twitter and the website. Where messages that are shared via Instagram are not only in the form of e-flyer messages, but also share promotional videos, documentation of activities, and use the live feature during the implementation of the Riam Kanan Reservoir Cultural tourism awareness group so that it can be witnessed directly on Instagram by the Instagram followers of the Kalimantan Provincial Tourism Office South. The dissemination of the message of the Riam Kanan Reservoir Cultural tourism awareness group through social media, especially Instagram, was also carried out by Nanang Galuh or the Tourism Ambassador at both the South Kalimantan provincial and district / city levels. The message is in the form of an e-flyer and documentation of their participation in relation to the Cultural Tourism Awareness Group of the Riam Kanan Reservoir which is shared through the official Instagram account of Nanang Galuh or the Tourism Ambassador of South Kalimantan Province and the Regency / City Tourism Ambassadors respectively.

Based on the research results, related to various media used by the Department of Culture and Tourism of Banjar Regency in increasing tourist attractiveness through the Cultural Tourism Awareness Group of the Riam Kanan Reservoir, it shows that overall media that is more focused is social media and the internet. This is based on an appeal from the Ministry of Tourism to optimize digital-based tourism marketing. In addition, the South Kalimantan Provincial Tourism Office realizes a number of advantages of this media, in the form of easy and practical use, with faster feedback, and the ability to penetrate boundaries of territory, space and time.

The explanation above shows that the media used by the Department of Culture and Tourism of Banjar Regency in increasing tourist attraction through the Cultural Tourism Awareness Group of the Riam Kanan Reservoir, including outdoor media in the form of billboards, banners, billboards and banners, small format media in the form of calendars and brochures, print media in the form of newspapers, electronic media in the

form of television and radio, social media in the form of instagram, facebook, twitter and the internet in the form of websites, and public communication channels. The South Kalimantan Provincial Tourism Office collaborates with local media namely Banjarmasin Post, Banjar TV, TV Ambassador, TVRI, RRI and J-radio, and others. However, the media partners have not made maximum efforts to disseminate information related to the Cultural Tourism Awareness Group of the Riam Kanan Reservoir. In addition, the selection of the media has not considered the communication resources used and the characteristics of the target targets, this is because the analysis of media ownership has not been done optimally and analysis of tourist characteristics.

One of the programs implemented by PLN is PLN Peduli in Riam Kanan and tourist villages around the Riam Kanan area.

Figure 2: Part of marketing activities: CSR assistance from the community care program around the Riam Kanan reservoir



(Source: documentation of field processed data from PLN, 2020)

The PLN Peduli CSR program again provides assistance in the form of 3-wheeled garbage transportation, floating trash bins, permanent garbage dumps and trash bins for residents in Tiwingan Lama Village. This assistance aims to support the implementation of the Tiwingan Lama Village which was made a Tourism Village by the South Kalimantan Provincial Tourism Office.

The marketing communication strategy carried out by the Banjar Regency Government in improving the ecotourism of the Riam Kanan reservoir by conducting promotions with billboards, social media, exhibitions, events, direct marketing and providing sales promotions for every event and event held around the Riam Kanan reservoir. Various marketing communication strategies carried out by the Banjar Regency Government are in accordance with the communication strategy theory by Middleton in Cangara (2013: 61).

The form of marketing communication strategy carried out by the Banjar Regency Government in improving the ecotourism of Riam Kanan reservoir is the promotion mix by Wibowo and Priansa (2017); Advertising, Direct Marketing, Sales Promotion, Personal

Selling, Interactive Marketing, Public Relations. However, not all promotional channels can be implemented properly. The promotion mix that is more effective for the Banjar Regency Government is advertising, sales promotion, direct marketing, personal selling is considered less effective because it is only done when participating in an exhibition or bazaar and interactive marketing is not implemented and public relations / public relations are not carried out by the Government. Banjar Regency and only implemented by Aranio District.

5. Recommendations

Researchers hope that the local government can better cooperate in the development of ecotourism in Riam Kanan, Aranio District, especially in the construction of telecommunications facilities, considering that the telephone and internet signals in the area are very weak.

The local government of Banjar Regency needs to coordinate between PLN as the person in charge of the Riam Kanan power plant and the manager of Taman Hutan Rakyat. Researchers found data in the field, that one of the obstacles in tourism management in the Riam Kanan area is due to the uncoordinated coordination between the PLN, TAHURA as a Corporate Social Responsibility programs.

6. Conclusion

Based on the discussion of the research results above, the authors conclude that:

- 1) The form of a marketing communication strategy carried out by the Department of Culture and Tourism of Banjar Regency in increasing the number of visitors is to use a promotion mix communication strategy by promoting with billboards, social media, exhibitions, events, direct marketing and providing sales promotions. Aspects of Advertising, Direct Marketing, Sales Promotion, Personal Selling, Interactive Marketing, Public Relations have been implemented in the strategy of enhancing the image of ecotourism in Reservoir Tourism. Riam Right. However, in the implementation the Marketing Communication can be implemented well. The more effective communication strategies carried out by the Department of Culture and Tourism of Banjar Regency are advertising, sales promotion, direct marketing, personal selling is considered less effective because it is only done when participating in an exhibition or bazaar and interactive marketing is not implemented and public relations / public relations are not implemented by the Department of Culture and Tourism of Banjar Regency and only implemented by Kominfo Banjar Regency and CSR from PT PLN Persero.
- 2) Communication media, channel and marketing communication used by the Banjar Regency Tourism Office include outdoor media, small format media, print media, electronic media, internet, social media and public communication channels. Of these various media, social media in the form of Instagram is the media that is

more actively used, while others are still not optimal. In addition, the selection of the media has not considered the communication resources and characteristics of the target targets.

- 3) The compilation of messages on the Riam Kanan reservoir is informative and persuasive, using one-side issue message formulation techniques and glamor theory. The message for the Riam Kanan reservoir consists of a message containing a schedule of activities such as the time, location of the event, the name of a series of activities and the use of the symbol in the form of Indonesian and the logo itself for the marketing program and advertising.

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Conflict of Interest Statement

The authors declare no conflicts of interests.

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