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Development of Public Relation Strategy with Marketing Mix and SOSTAC Approach on Tourism Product, Case Study of Belitung Tourism¹⁾

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ABSTRACT

The purpose of this research to develop the public relations strategy with marketing mix and SOSTAC approach of the product of Tourism in Belitung. The method of this research was qualitative research with case studies type. The data sourced from key informant interviewee, field observation, and journal analysis who has related links with this research. All data collected and analyzed with a marketing mix and SOSTAC approach from the public relations perspective. Then, the result continued to analyze with the SWOT method to map the strength, weakness, opportunity, and threat. The research showed, tourism product development in Belitung yet involves public relations inside. The issues, such as lack of identification, control, and evaluation, become the leading root that causes the product of tourism yet developing—the product of the tourism including the attraction, accessibility, and amenity. Thus, they become the three-part that would never be separated. According to the SWOT analysis, the strength of the product covers nature and accessibility. While weakness includes products that only could be served and be preserved until the afternoon, so the tourist did not have any activity on the night. The opportunity that would appear covers the development of the economy,

Lack of identification to fulfill the tourist needs, lack of control, and evaluation from every process; as a result, the product of the tourism in Belitung yet applying the sustainability concept. Lack of price transparency commitment also becomes another. Lack of communication between all related stakeholders carried out some inconsistencies of local regulation interpretation regarding the tourism product concept of Belitung. According to the SWOT analysis, the strength of tourism in Belitung, i.e., high tourist amounts incoming to Belitung, the natural condition, and the tourism object diversity. While the weakness is including; destination only lasts until the afternoon; lack of tourism information; low amenity; lack of stakeholder relationship; lack of control, evaluation, and lack of training and meeting from the government; price transparency commitment; and the cleanliness of tourism attractions. Then, for the opportunity was the Belitung included in The New Bali program development by the Indonesian government, public relations involving in every activity and tourism work program and implementation, stakeholder commitment to developing Belitung tourism, and stakeholder teamwork, for the threat was low of stakeholder relationship, lack of commitment from all related parties to protect and hygiene the tourism attraction. From that analysis above, the public relations development strategy including; develop and maintain the stakeholder relationship (management public relations), identify and map the future risk along with the problem solving (crisis public relations), carry out monitoring, control, and communication with tourist to engage the relationship (external public relations management), and carry out socialization and publication (public relations campaign).

Keywords: Strategy, Public Relations, Marketing Mix, SOSTAC, SWOT, Management Public Relations, Crisis Public Relations, External Public Relations Management, and Public Relations Campaign.

INTRODUCTION

The development of the tourism industry has a trickling down effect so that the development of the tourism industry for specific regions becomes less favorable to the environment, society, or socio-economic-culture that exists in a community where the tourism industry develops. Couple with the concept of developing the tourism industry that is currently available has not fully applied the idea of Sustainable Tourism. Thus, it creates the image of the tourism industry only for the upper-middle class. According to Medlik (2003, 163) in Petrovici (2014, 68) that "countries, regions, cities, and areas that have tourist attractions are the best places to become tourist attractions, where tourism activities are will have an economic, social and psychological impact. According to these conditions, to create the concept of sustainable tourism and develop a good image as a "populist," it needs a proper mechanism and method that can provide information correctly and adequately, help to lead public opinion, and engage the relations between all stakeholders. Belitung Island is one of the many islands in Indonesia. Located on the east coast of the island of Sumatra or directly across from the province of South Sumatra has the potential of a huge tourist attraction that led Belitung to become The New Bali in Sumatra. Tanjung Kelayang is one of the assets of Belitung, which has the potential to be developed into a sustainable tourism industry. But this potential has not been supported by the concept of sustainable development, where public relations figures are the key to helping Belitung to the development of sustainable destinations and creating a prestige or edible image.

MPR help the engagement of the relations with the tourist and related parties to build a good relationship and build a good image. Thus, it could help the marketing promotion and increase the mouth to mouth promotion by the tourist. According to Harris (1991, 12) in Scriven (2002, 35), MPR is a process in planning, implementing and evaluating programs to increase sales and customer satisfaction through an effective communication process and the delivery of credible information related to the products needed, desired, and which becomes consumer interest. In other words, public relations is not marketing, but public relations can increase the number of tourists who come.

Based on the background, the authors focus on the development of the public relations strategy with the help of the MPR to identify, map, and formulate the opportunity that Belitung has and decrease the weakness of the Belitung.

METHOD OF RESEARCH

Following the issue, a case study conducts to be the method of this research. Data that use in this research are including; in-depth interviews; and on-site research. Thus, to complete the information regarding the tourism development activities in Belitung. According to Ruslan (2013, 229), that case study research methods use a lot of data sources studied, analyze, and explain comprehensively from various aspects of individuals, groups, programs, and organizations that experience specific and systematic events. Yin (2012, 13) states that case study research, where the researchers direct to have only very little chance or no opportunity at all to exercise control over events that have occurred in the past. Related to how researchers design and submit questions to informants. The sentence question used is "how" or "why." This type of question sentence is to ensure that an event can present as it is.

According to Yin (2012, 46), there are four basic types of case study designs, (1) single holistic case designs, (2) individual intertwined case designs, (3) basic multi-case models, (4) twisted multi-case designs. In this study, the researcher used intertwined multi-case design, with the consideration that the researcher conducted an analysis of more than one issue with the obtained data sources more than one stakeholder.

In this study, researchers used a qualitative analysis process. According to Bogdan and Biklen in Moleong (2005, 248) in Rahayu (2015, 75), qualitative is an analysis that focuses on using data; namely organizing data; sorting data into managed units; synthesizing it; searching and finding patterns; discover the essential—added by Sutopo (2006, 105) in Rahayu (2015, 75) the characteristics of qualitative research methodologies mentioned that the analysis is inductive. Furthermore, analysis not intended to prove research prediction or hypothesis as a conclusion from all the data that was found and collected from the research location. The inductive analysis strongly emphasizes the occurrence on-site with the actual condition.

The data obtained will be analyzed using the 6P marketing mix approach that is integrated with the SOSTAC method for the results to be analyzed using the SWOT method. As a result, mature planning is essential. Public relations need to understand the actual conditions so that the planning and strategies can be plan properly. Strengths, weaknesses, opportunities, and threats (SWOT) conducted to analyze the strategy development along with the potentials and future risks.

RESULT AND DISCUSSION

According to Jeffries (1971, 4) in Koutoulas (2015, 6), tourism products need to distinguish from tourism destinations, because destinations are not tourism products. This statement is supported by Framke (2001, 5) in Zemla Michal (2016, 3), which states that tourism products are a unit consisting of a geographical area containing a landscape, cultural characteristics, transportation facilities, food and other activities that provide an extraordinary experience offered to tourists.

According to Pomeroy and Jonson (2009, no page) in Narwastu (2017, without page), tourism product must consist of 3A (attractions, accessibility, and amenities), which are intangible or tangible objects that market to the tourist both good and service. The characteristics of the definition of tourism products are; destination attractions, destination accessibility, and conditions of residence at the destination location (Holloway (1983, without years) in Cirikovic (2014, 113).

Hence, the conclusion is that tourism cannot stand alone; amenities and accessibility become the main supporters to present complementary existing destinations.

1. Attractions

Presently, Coastal and Marine Tourism become the focus on tourism destination, i.e., Tanjung Kelayang that also chooses as The New Bali. Moreover, this also becomes the spirit of tourism development in Belitung. According to RIPPARKAB (Final Report 2014), the Strategic Plan of the Regional Work Unit (RENSTRA-SKPD) of the Belitung Tourism Office, and Regional Regulation No. 12 of 2015 has mentioned the assessment of potential trends in future tourism products. However, the activity of tourism in Belitung still needs to develop; people could only spend their morning until the afternoon session. In comparison, the nightlife becomes an opportunity to increase the income and maximum tourist schedule.

2. Accessibility

Belitung with the topography of the island, which is sloping to slightly hilly and the size of the island that is not too large, makes it easy to construct transportation facilities. The road conditions in Belitung are presented in Table 1 below:

No.	Road condition	Full of the road (km)	
		Province	Region
1	Good	126,01	481,95
2	Not bad	6,00	88,87
3	Bad	0	57,84

Resource: Kabupaten Belitung Dalam Angka, tahun 2016 (www.portal.belitungkab.go.id).

Enhancing HAS International Airport Hanandjoeddin in Tanjung Pandan city is a complement that provides accessibility to Belitung from outside the Belitung region. With a length of the runway 2,250 meters, the airport has been able to be landed by aircraft with the type of ATR, Boeing 800NG, and Airbus A320, and it could increase the accessibility of Belitung. However, there are still shortcomings at the Belitung airport, where when it reaches the guest room, tourists do not have a map of tourist sites or tourist maps in Belitung. The transport to and from the airport are yet transparent; public transportation is unavailable (such as public buses or others) tourists who come mostly take a taxi or have made reservations with the tour operator to rent vehicles. According to Way, Wuisang, and Supardjo (2016; 29), accessibility means make convenience for tourists to reach the destinations. The essential factors inside the accessibility are tour plans, tourist travel data, airports, land transportation, time management, transportation costs, and the number of vehicles for tourists. Furthermore, Sunaryo (2013, 173) in Wilopo and Hakim (2017, 59) states that tourism accessibility intends as all facilities that provide convenience to tourists to reach a destination and related tourist destination.

3. Amenity

Framke (2001, 5) in Zemla Michal (2016, 3), in addition to landscaping, supporting facilities must be available or, in other words, known as amenities and accessibility. According to Suwantoro (2004, 21-22) in Nawangsari, Muryani, and Utomowati (2018, 32), amenities are the availability of necessary or supporting facilities that are following tourist objects provided to provide the tourist assistance. The example of the amenities such as restaurants, places of worship, souvenir and souvenir shops, banks, money exchange, tourism information offices, health facilities, and security facilities.

Presently, the conditions for the infrastructure (amenities) provided in Belitung;

No.	Amenities	The number of availabilities
1	Hotel/	56
2	Restaurant	120
3	Entertainment Area	Not available
4	Hospital	Available
5	Bank/ATM	Available
6	Souvenir	Available
7	Worship place	Available
8	Tourism Information Office	Not available
9	Security Facility	Available
10	General Transportation	Available but still not maximum.

Source: Data from Tourism Official Government in Belitung.

Sugiama (2011, without page) in Wilopo and Hakim (2017, 59) states that amenities include a range of facilities to meet the needs of accommodation (lodging places), the supply of food and beverages, entertainment venues, shopping places, and other services, even though amenities are not an attraction for tourists, but with a lack of amenability will make tourists avoid the destinations. Furthermore, Wilopo and Hakim (2017, 59) in Sunaryo (2013, 159) separate supporting facilities called "Ancillary Service" which are public infrastructure used by tourists that support the tourism activities such as banks, ATMs, telecommunications, and hospital.

The role of public relations is needed to build, maintain, and evaluate the relationship and communication that exists and not-exists between all related stakeholders, to maximize performance, connection, and communication. Another function of public relations is to be able to provide education, information and ready to approaches the concern of stakeholders regarding the development of tourism in Belitung. Thus, to develop and encourage the economy of the community, increase the level of visits and be able to introduce Belitung to the international, and to create new destinations to the fullest. RIPPARKAB and RESNTRA-SKPD are stating that the goal of Belitung on tourism development is to increase and optimally economic activity and productivity based on natural and environmental resources, especially for the tourism sector and decrease the prosperity of the Belitung community.

As a result, here is the following table of tourism products, the strengths, opportunities, weaknesses, and threats (SWOT) of the development of Belitung tourism products as follows:

Strengths 1. Attractive natural attractions (beaches, blue sea, white sand, and natural forests) with the natural view. 2. Ease of access (good road conditions, smooth and flat road). 3. Access is quite close from the capital city of Jakarta.	Weakness 1. Only focus on coastal and marine tourism. 2. Lack of public transportation 3. Lack of amenities.
Opportunities 1. More varied activities, such as street food, night attractions (night markets), and others. 2. Increase the marketing of tourism village to increase and introducing the culture of Belitung and the number of visitors. 3. Collaboration between stakeholders to develop Belitung tourism products. 4. Use public relations as a key to communicate and maintain the relations to all stakeholders.	Threat 1. Saturation of tourists with the destination of Belitung. 2. Massive tourism from tourists without the support of carrying capacity of the environment / related tourism objects.

Once the SWOT map and analyze, the integration between SWOT and SOSATC is conduct to create the strategies in overcoming and managing existing weaknesses:

Strength – Opportunities (S-O) 1. Create variations on the tourism products by adding the coupled with artificial tours such as the night market (night market), culinary tourism with an attractive presentation, night tours, and others in the heart of the city area with a	Weakness – Opportunities (W-O) 1. Involving the public relations for the role model of communication and maintaining relationships with all stakeholders and educate the community with the information and expertise to develop the tourism and the community of Belitung.
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sustainability concept.	
Strength – Threats (S-T) 1. Improving the tourist destination by designing tourist trails and developing another destination.	Weakness – Threat (W-T) 1. Improving the variety of tourism destination. 2. Involving public relations in the tourism sector for maintaining communication and relationships with all stakeholders. 3. Create sustainable tourism as a new image of Belitung tourism products as a selling value that expects to be able to suppress massive tourism with attractive communication techniques.

Goals and objectives must be the center of the strategy. As stated by Andrews (1980, p. 18) in Nickols (2016, 4) that the concept of strategy is a pattern of decision making in objectively determining and expressing objectives and business policy plans, where the approach involves all stakeholders such as workers, customers (tourists) and community (local community). Strategies explain how organizations use their resources and capabilities to build and maintain competitive advantages that benefit and influence customers' decisions in choosing to make purchases (Fahey (1989, 28) added in Mainardes, Ferreira and Raposo (2014, 47). Referring to the explanation above, the strategies formulated are as follows:

1. Making a variety of tourism destinations/activities, for example, by adding artificial tourism such as a sustainable night market, night market, night entertainment, or other events that attract tourists, to increase the number of tourists and high turnover of money values for the local community.
2. Approach the local community for the *desa wisata* along with the collaboration with the tour operator to market the village. Another plan is to invite the influencer and the vlogger to come to Belitung and make their videos to help to spread the tourism in Belitung.

3. Involve a public relation on tourism development to create and maintain the relationship and communication with all related parties (tourism actors, tourism businesses, government organizations, community organizations, and local communities).

All related parties are essential in the development; therefore, public relations needed to become a part that could prevent future risk and read the condition along with the situation.

In line with Petrovici's (2011, 18) statement in Petrovichi (2014, 68) that public relations are a significant medium in maintaining reputation to gain understanding and support as well as to influence public opinion and behavior. Public relations become a management function that helps to build and maintain relationships and reciprocity; improve the communication, understanding, acceptance, and cooperation between organizations and the public; keep the information and response to public opinion; define and emphasize responsibility with the audience; help to ensure and utilizes change effectively; serves as an early warning system to help anticipate possible events; (Harlow (1976, 36) in Palaniappan and Ramachandraiah (without years, 12).

According to Palaniappan and Ramachandraiah (without years, 22-23), the strategy to get a practical implementation goal is to evolve. The planning process includes;

- a. Determine area
- b. Determine roles
- c. Choose and set goals
- d. Prepare action plans related to programming, scheduling, budgeting, improving accountability, and establishing rules and procedures.

Public relations need to determine the areas with the purpose and serve as a bridge to communicate and deliver the information to the tourist and the local community. In advance, the information will help provide effectively with or without the media. According to Rice and Paisley (without years) stated in Palaniappan and Ramachandraiah (without years, 22) mention that mass media and interpersonal communication are complementary. Tactics are derivatives or loci of a strategy. Tactics is a specific activity and the output of a strategy of the technical aspect of public relations (Botan 2006) in Hobbs and Mann (without years, 10). The form of tactics needed by public relations. This campaign increases its attention to problems by facilitating the purpose of public relations effectiveness to produce "conversation stimulation/stimulation of reality and allowing perception to shape it." This campaign is a form of

providing information to audiences that expects to shape public opinion, lead opinions, and defend that opinion.

After the map and analysis of strengths, opportunities, weaknesses, and threats, the implementation of strategies and tactics is carryout. The next after implementation is controlling by the authorized organization, in this case, is the Belitung Tourism Office, which involves public relations. The control process must be carried out in such a way as to be monitor and can evaluate as a form and description of continuous improvement by involving all stakeholders.

CONCLUSION AND SUGGESTION

Conclusion

Belitung already has quite a variety of tourism products that are supported by complete tourist attractions and adequate accessibility. But the available attractions are not enough to meet the desires of tourists, because many tourists complain about the nightlife. In the development, Belitung Tourism Office and Tourism Businesses in Belitung have not involved Public Relations to build synergies and equalization of goals between all stakeholders related to the develop Belitung tourism, so that communication between stakeholders is not going well. Furthermore, the limitations of human tourism resources who understand the tourism industry are also obstacles in developing Belitung tourism products. Management of tourist attraction locations that have not to maximize, where much garbage found on the destination.

Suggestion

1. The Belitung Tourism Office should ideally survey the tourist to measure the satisfaction of tourists with all Belitung conditions, along with the needs and wants of tourists. According to the interviews with the tourist, all tourist say that they need a nightlife to spend in Belitung.
2. The use of websites and other media need to be control and active considering that almost all tourists who say they get Belitung information from their colleagues' social media. According to the interviews with the tourists, most widely source of information received by the tourist are by social media. Besides, the use of social media is also cheaper compared to other promotion containers and more effective than other media because it reaches all levels of society.

3. Use of Youtube and endorsers such as Best Ever Food Review Show or Mark Wiens as a media in the dissemination of Belitung tourism information. Thus, to reach tourists from various parts of the world. With the widespread and worldwide distribution of information, it expects that Belitung tourism can develop well and increase from year to year. A large number of youtube users and social media make an excellent opportunity to market tourism destinations in Belitung.

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