

Communication Strategy in Promoting Batujaya Section Site as A Cultural Tourist Destination in Karawang District

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ABSTRACT

The potential of the Batujaya Temple Site with the spread of the temple has historical, scientific, educational, religious and cultural values, has the opportunity to be developed as a cultural tourism attraction. Maintained by the Banten Cultural Preservation Agency. In the future development there will be problems including promotion in tourism which is not carried out by related agencies, lack of knowledge about physical problems such as inadequate road access, clues and nameplates, unclear site locations, migrant communities are less aware of the existence of the Batujaya Temple Site. Data collection methods: field observations, interviews and literature studies. The findings of the Batujaya Temple Site have the potential for attraction as a cultural tourism destination, managed by the Banten Cultural Preservation Conservation Agency. The conclusion is that the communication strategy through promotion using social media and websites can introduce this site to local and foreign tourists.

Keywords: *Communication Strategy, promotion of cultural tourism, Batujaya Baths*

1. INTRODUCTION

Communication in its development in the form of a concrete culture, can be described as a building in the form of culture. One form of the development of cultural communication is buildings such as Batujaya in Karawang regency, precisely in the area of Segaran Village, Batujaya District and Telaga Jaya Village, Pakis Jaya District, West Java Province. The Batujaya Temple site is a cultural heritage, which has a high meaning and value in replicating various aspects of past life communication, both in terms of historical background, and studies on the use of cultural heritage.

Travel history of the temple in general, leaving a trail, Batujaya Bathing Site is one of the cultural tourism potential that has a variety of heritage sites in the form of artifacts from the relics of Buddhism. In 2003 the Department of Tourism and Culture of West Java Province built a museum building in the Batujaya Percandian Site complex which was being restored. Since the Batujaya Site Museum was inaugurated, the community around the site has made the area for local recreation. According to Yoeti [1], attractions are interesting objects that can be witnessed and felt, and an activity of communication is carried out every day with the community and its environment, will share information in one-way or two-way communication, and

to achieve the purpose of gathering in one the place. according to Syaiful Rohim [2], there must be a communication container, here the container is the existence of the site and museum.

Based on data from 2019, visitors came to approximately 4,000 people / month consisting of various walks of life, some from within the country (99%) and some from abroad (1%). From these data, most visitors come from the surrounding population, with the aim of besides traveling also to get to know the rest of the past culture, rituals, research. While foreign tourists come from Japan, Thailand, America and Malaysia.

This site is a valuable historical heritage, not only known as a religious tourist attraction in Buddhism. This tourism object can be enjoyed in supporting the strengthening of national identity through educational tourism tools of history, culture, and religious facilities for Buddhism, which can be enjoyed by the general public in adding insight and introducing culture to the next generation, so that the existence of the site is maintained and adding destinations tourism in Karawang Regency, West Java Province.

But unfortunately, most visitors still come from the surrounding community and not too widely known. Public understanding of this historic site is still lacking. Proven tourists who visit are limited to recreation and religion. Whereas Batujaya Baths can be used as a tourist

attraction as a cultural attraction and lift the name of Karawang Regency.

The local government has made efforts to promote to increase the number of visits by conducting various promotional efforts.

2. RESEARCH METHODS

This study uses a qualitative descriptive research method to investigate the circumstances, and conditions whose results are presented in the form of research reports [3].

This study uses a qualitative description research method to investigate the circumstances, and conditions whose results are presented in the form of research reports [3]. According to Denzin & Lincoln in Albi Anggito & Johan [4]. states that qualitative research is research that uses a natural setting with the intention of interpreting the phenomena that occur. Added by Eko Sugiarto (2015: 8-9) that qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of calculation, and aims to express symptoms holistically-contextually through collecting data from a natural setting by using the researcher as a researcher key instrument.

The research subject chosen in this study is the communication strategy of promotion of the Batujaya Temple Site. The choice of the Batujaya site as a research subject is because the researcher wants to know how the implementation of the promotion of the Preservation of Cultural Heritage Centers in the tourism sector.

Researchers conducted interviews with related informants about promotional strategies, cultural tourism, historical tourism, religious tourism with observers, travelers and visitors who perform rituals and who know in detail and clearly to support this research.

3. DISCUSSION RESULTS AND FINDINGS

Batujaya's bathing site is under the working area of the Banten Preservation Cultural Center (BPCB). This agency carries out the main tasks of saving and securing, zoning, maintaining, developing, utilizing, documenting and publishing, implementing partnerships in the field of preservation, apparently there are promotional activities carried out. The intended promotion to the community will be carried out after the main work that is routinely done. BPCB has promoted through its official website and videos to Youtube using Indonesian. Unfortunately since the Youtube content was made until now it is not updated anymore. BPCB continues to inspire and provide counseling to the community to be more concerned. But communication barriers in carrying out promotion to the community, especially to schools. Students also make visits in the context of research. They came from various universities, such as Yogyakarta State University, University of Indonesia, ITB, Sriwijaya State Buddhist College, Padjadjaran University, Trisakti University, and Koyasan University. Most of the visitors come from the

Karawang region, followed by tourists from the Greater Jakarta area. Tourists who come most directly go to Blandongan Temple and Soul Temple.

Table 1. Recapitulation of Batujaya Site Visitors

No	Situs	Jumlah pengunjung							Jumlah	
		TK	SD	SMP	SMA	Mhs	Umum	Dinas		Asing
1	Candi Jiwa	470	765	40	655	9	1.779	8	-	3.709
2	Blandongan	163	486	190	317	42	11.131	31	6	12.356
3	Lempeng	10	30	20	24	-	560	6	-	670

Source: Calculation results for December 2019 (BPCB Banten-Karawang). 2020

The strategy to promote the site is to communicate, socialize and promote awareness of historical tourism to schools / colleges in Indonesia and abroad. This strategy fosters awareness and participation of the community around the site. From the explanation of the site manager, communication and socialization efforts have been made to the community, especially to schools. Through this effort, in addition to introducing the temple sites, it also provides an understanding of the importance of preserving historical heritage. Effendy said [4] One of the functions of communication is to educate. Communication and outreach to schools can promote the existence of the Batujaya bath site so that it can attract students to come. Managers try to communicate in the form of social media, Website in English, which is aimed at countries that have a connection in matters of religion, namely Buddhism, such as: Singapore, India, Japan, Korea, Thailand, Cambodia, Myanmar, Tibet and other countries its citizens adhere to Buddhism.

The use of social media and websites as promotional media is important in this digital era. A tourist attraction in a place will be easily known to the public through social media. The public becomes interested in coming up with these attractions. Many places become crowded by tourists because of viral in cyberspace. Communication strategies that use social media and websites are an effort to spread the existence of this site throughout the world. Including the increasing number of information through online news adds to the promotion of this promotion. Many tourists claim to know this historical site online. This is preliminary evidence that the ability of information through online besides having wide reach also has a strong influence. Of course with promotions that are persuasive and will become dominant in the promotion of sites according to Swastha in Fajria [5]. Meanwhile, according to Tjiptono [6] promotion is a marketing activity that seeks to disseminate information, influence or persuade the products offered. From the description of the definition of promotion according to some experts above, it can be concluded that the promotion for the Batujaya Percandian site, part of the communication carried out by the Batujaya Percandian site manager. In building promotion, of course, it must also be accompanied by physical development of attractions to be attractive. Facilities and infrastructure should also be made and improved in quality so that tourists who come also feel satisfied and memorable. The

obstacle encountered by visitors who will come to the site is the problem of inadequate facilities and infrastructure. Suwontoro in Bambang [6] stated that there are five elements of tourism development and one of them is accessibility to be easily visited. While the results of observations and interviews found that the problem of difficult access is a major obstacle for tourists visiting. The manager of the Batujaya Percandian Site is aware that this shortcoming is one of the problems that becomes obstacles in attracting tourists to visit. Various improvements have been made to reduce the existing constraints including providing marking symbols and information boards that are clear, directed, easily understood by tourists and various other supporting facilities. Site managers realize that any effort without the support of adequate facilities will certainly complicate the promotion carried out.

4. CONCLUSION

Communication strategies to enhance promotion complement infrastructure and facilities, other communication strategies to promote the Batujaya Bath Site by communicating in the form of social media, Websites in English, aimed at countries that have religious links, namely Buddhism, such as: Singapore, India, Japan, Korea, Thailand, Cambodia, Myanmar and Tibet.

So that this site can be developed and better known, good cooperation can be done between agencies in managing tourism in the Karawang regency between BPCB Banten, Disbudpar and Karawang regency, although promotion is not the main task of BPCB, but by united and together can build strength in a communication strategy to promote the Batujaya Site to tourists.

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