



## Communication Analysis Of Tamang Mandailing Island Tourism Development

Bayu Ihza Mahendra<sup>1</sup>, Muhammad Alfikri<sup>2</sup>, Faisal Riza<sup>3</sup>

Department of Social Science, Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

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### ABSTRACT

*The title of this research is "Communication Analysis of Tamang Mandailing Natal Island Tourism Development". The purpose of this study was to find out how the communication of Tamang Island tourism development and how the supporting and inhibiting factors for the development of Tamang Mandailing Natal Island tourism were. The theory used is the Theory of Diffusion of Innovation in Development Communication as the main theory and the theory of Modernization of Development as a supporting theory. The object under study is Tamang Island tourism. This research approach is qualitative method where this qualitative research method is descriptive and tends to use analysis. The result of this research is that development communication on Tamang Island is still not optimal and is still in the failed category.*

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### Corresponding Author:

Bayu Ihza Mahendra,  
Department of Social Science  
Universitas Islam Negeri Sumatera Utara, Medan, Indonesia  
Email: [bayuihzamahendra12345@gmail.com](mailto:bayuihzamahendra12345@gmail.com)

## 1. INTRODUCTION

This study aims to research and analyze the Communication of Tourism Development of Tamang Island. This research is motivated by the high tourism potential in the Mandailing Natal district, especially in the western part of the Mandailing Natal district, where in the western part of the Mandailing Natal district there are many beautiful and beautiful stretches of beach that have not yet received a touch from the related parties, whereas if in If managed properly, this stretch of beach in the western part of the Mandailing Natal district can become one of the driving wheels of economic turnover in Mandailing Natal. Such as Tamang Island which has high tourism potential but has not received special attention and touch from the government or the Mandailing Natal Tourism Office.

Tourism in the last period has received more and more special attention from developed countries as well as developing countries. Tourism has developed into an industry that is able to make a high contribution to the country's foreign exchange earnings. In the tourism vision of

2020, the United Nations World Tourism Organization (UNWTO) predicts that international tourist arrivals (arrivals) are estimated to reach 1.6 billion people in 2020. Of these, 1.2 billion tourists come from between regions (intraregional), while 378 million people are tourists who travel long distances. (A.J, 2009)

Tourism is a driver of the economic sector so that it can be a solution for the government in improving the economy of the community and region. The tourism sector does not only touch certain economic groups but can reach the lower classes. Communities around tourist objects can establish various economic activities. for example lodging, services (transportation and information), stalls and others. These activities can increase people's income and reduce the unemployment rate. Tourism development can bring many benefits and advantages. Tourism development is directed at increasing tourism to become a mainstay sector that is able to compete with other economic activities, including other related sector activities. Efforts to develop and utilize various national tourism potentials to increase employment, community income and regional income.

The west coast of North Sumatra has considerable tourism potential, besides that it also has a large enough potential for economic turnover where for its distribution it requires cheap and efficient transportation facilities and infrastructure, especially to support the marketing process of the products of the many companies in the region. west coast to various regions (inter-island) and between countries. Thus the development of sea transportation in the coastal areas of the west coast is a very urgent need to balance the development of economic activities in the Madina region, especially the western part.

The location of Tamang Island is traditionally quite strategic, as well as geographically, so that the potential for its development in the future is expected to be significant. Infrastructure support in the form of adequate port building infrastructure will further spur economic growth both from the tourism sector on Tamang Island and from the business sector. (Badrudin, 2012)

Areas that have a fairly long coastline, such as the Mandailing Natal district, certainly have excellent tourism potential. This of course cannot be separated from the role of the local government to advance the region, especially in the field of tourism, so here the researcher wants to analyze and examine how the form of communication for tourism development is carried out by the Regional Government to promote Tamang Island tourism because tourism development is one of the most attractive attractions. strong for an area to attract tourists to come to visit the area.

The theory of diffusion of innovation basically explains the process of how an innovation is conveyed (communicated) through certain channels over time to a group of members of a social system. This is in line with the notion of diffusion from Rogers (1961), namely "as the process by which an innovation is communicated through certain channels over time among the members of a social system." It is further explained that diffusion is a form of communication that is specifically related to the spread of messages in the form of new ideas, or in Rogers's (1961) terms diffusion concerns "which is the spread of a new idea from its source of invention or creation to its ultimate users or adopters."

In accordance with Rogers' thinking, in the process of diffusion of innovation there are 4 (four) main elements, namely:

1. An innovation, idea, action, or item that is considered new by someone. In this case, the novelty of the innovation is measured subjectively according to the views of the individual who receives it. If an idea is considered new by someone then it is an innovation for that person. The 'new' concept in an innovative idea does not have to be new at all.

2. Communication channels; 'tools' to convey innovation messages from the source to the recipient. In choosing a communication channel, the source pays most attention to the purpose of the communication, the characteristics of the receiver. If communication is intended to introduce an innovation to a large and widespread audience, the more appropriate, fast and efficient communication channel is the mass media. But if communication is intended to change the attitude or behavior of the recipient personally, then the most appropriate communication channel is the interpersonal channel.
3. Period of time; the innovation-decision process, from someone knowing until deciding to accept or reject it, and the confirmation of that decision is closely related to the time dimension. At least the time dimension is seen in the innovation decision-making process. one's innovativeness: relatively early or late in accepting innovations.
4. speed of adoption of innovations in social systems. Social system; a collection of functionally distinct units bound together to solve problems in order to achieve a common goal.

Modernization according to Daniel Lerner (1958), is a communication process. The communication system is an indication as well as an agent of the process of social change. He saw that changes in public communication always run in one direction, namely from the oral communication system (word of mouth) to the media (for those who use the media). The oral communication system is suitable for traditional society, while the media system is suitable for modern society.

Modernization is a popular term since the industrial revolution in England and the political revolution in France until now, all of which cannot be separated from the possibility that modernization is an interesting phenomenon and is currently a social phenomenon in the world. Often people in the world are connected to the modernization network, both those who are continuing the modernization tradition and those who are just entering it.

The process of modernization change is driven by various community efforts in fighting for their hopes and ideals, namely changing existing lives and livelihoods for the better. The general characteristics of modernization are related to the fields of social tradition, science and technology, population which is described by the term social mobility. It means that a process of socio-economic and psychological elements begins to show opportunities towards new patterns through socialization and behavioral patterns.

## 2. RESEARCH METHODE

In this study, the researcher used a qualitative research approach. Qualitative research approach is more focused on describing and analyzing a phenomenon, event, social activity, attitude, thought of people individually or in groups. Data were collected through observation, together with detailed context and notes from interviews, as well as the results of document analysis.

According to Boglan and Taylor in suggesting that a qualitative approach is research that produces descriptive data in the form of written or spoken words from people and observed behavior. Researchers are involved in the situations and phenomena being studied, so it is hoped that researchers can focus on statements or events in the context under study.

Researchers choose this approach because the results of the data studied are not in the form of numbers or numbers, it is also easier to get an understanding after researching the social facts that are the focus of research so that later it becomes a conclusion (Moleong, 2007). This research

was conducted at the Pariwisata Office of the Mandailing Natal district, precisely in the Payaloting Office Complex, Panyabungan City sub-district, Mandailing Natal Regency, North Sumatra Province, and this research will also be carried out on Tamang Island, Batahan District, Mandailing Natal Regency, North Sumatra.

The subjects in this study were the Head of the Department of Tourism and Culture in Mandailing Natal Regency and also the Tamang Island community itself. In this case the researcher uses a total sampling technique to determine the research subject. The data sources in this study are primary data and secondary data.

Data collection techniques with interview observations and documentation. The data analysis technique used in this research is descriptive research, with more descriptions of the results of interviews, observations and documentation. The data will be analyzed qualitatively in descriptive form. According to Bogdan and Biklen, data analysis is a way of working with data, starting from organizing data, sorting it into manageable units, synthesizing it, finding and getting patterns, looking for what is important and what is learned, deciding what to tell others. (Moleong, 2007).

### 3. RESULT AND ANALYSIS

#### **Tourism Awareness Socialization**

Tourism really needs to be well prepared with reference to tourism, it needs to be developed with the thought that the tourism sector can be used as a bullet to increase economic growth around tourist areas. There are several things that make the tourism class increase in accessibility, amenities, and attractions, in this case the three components must be repaired and prepared in advance, such as amenities in the form of tourism supporting facilities such as clean and comfortable bottles, healthy and characterized culinary its own characteristics, as well as other supporting components

Local communities in tourist areas as supporters of tourism also need to be prepared to be aware and sensitive to the tourism potential in their area. Tourism awareness is a term that is certainly often heard and the intention of tourism awareness here is as the participation and support of all components of society in encouraging the realization of a conducive tourist area so that it can increase the value of tourism in a tourist area with the aim of prospering the people of the tourist area. In this context, tourism awareness is described by growing public awareness so that they are ready to act as good and understanding hosts, able to be willing to realize the elements of safe, comfortable, clean and friendly tourism in the tourism environment. tourism is a mental or moral attitude that makes tourists comfortable.

In this case the researcher sees that there is still a lack of tourism awareness that is owned by the people of Tamang Island, it is of course because of the lack of socialization carried out by the Mandailing Natal Tourism and Culture Office, this was conveyed by the head of the Tamang Island village itself, Mr. Ansor, he conveyed "The lack of awareness of the people of Tamang Island about the existing tourism potential is one of the things that must be addressed by the people of Tamang Island" (interview with Mr. Ansor, Tamang Island 2021).

#### **Tourism Promotion Activities**

Tourism promotion is one of the effective activities to increase the number of tourist visits to an area to introduce the tourism potential of tourist areas. The success of the promotion must be supported by many factors, such as the ability of the message source to encode the communication objectives into an attractive and effective message for the communicant, the accuracy of choosing the type of promotion, and the accuracy of the use of media to convey the message, as well as the meaning of the message source on the promotional activities carried out.

This research generally looks at the implementation of forms of tourism promotion carried out by the Mandailing Natal Tourism and Culture Office, the meaning of tourism promotion activities, in tourism promotion activities, and the interaction between the Government and the Tourism and Culture Office with local communities and people outside the region.

Promotion is an effort made to adjust tourism products to tourist demand so that they become more attractive. A tourism promotion effort is a tourism product that is always packaged with a model that can be an attraction for tourists, so they are interested in visiting.

Like the Instagram account @gemma.taman which promoted by posting the beauty of Tamang Island, the @gemma.taman account also reposted all the posts of tourists who had visited Tamang Island so that it became a collection of posts about Tamang Island tourism, and it also became one form of promotion, in promotional activities carried out by the Instagram account @gemma.taman the admin of the account writes a caption on the post that is reposted, and also doesn't forget to include the account owner of the original post. Such promotional activities can invite more tourists to visit.

### **Supporting and Inhibiting Factors in the Development of Tamang Island Tourism, Mandailing Natal Regency**

Supporting factors are things or conditions that can encourage or grow an activity, business or production (Andika's, 2016). An area or place can only be a tourist destination if the conditions are such that it is developed into a tourist attraction. What is developed into a tourist attraction is what is called a tourism capital or source. The tourism capital contains the potential to be developed into a tourist attraction, while the tourist attraction certainly needs to be complementary to the motive of a tourist trip. So to find the tourism potential of an area, it is necessary to guide what visitors are looking for. There are three tourist attractions that attract visitors, namely:

1. **Natural Capital and Potential;** Nature is one of the driving factors for someone to travel because there are people who travel just to enjoy the beauty of nature, the tranquility of nature, and want to enjoy the physical authenticity of its flora and fauna.
2. **Capital and Cultural Potential;** The cultural potential here is culture in a broad sense, not just covering arts or crafts life and others. However, it includes existing customs and all habits that live in the midst of people's lives so that visitors are expected to survive and be able to spend time in the midst of society with its culture that is considered interesting.
3. **Human Capital and Potential;** Humans can be used as tourist attractions in the form of the uniqueness of their customs and life, but do not let the dignity of the human being be demeaned so that he loses his dignity as a human being.

Development activities in tourism, of course, there must be renewal and development carried out, both development carried out by tourism managers and development from the Tourism and Culture Office. According to government regulations regarding the master plan of tourism development in 2010-2025. In this Government Regulation what is meant by:

1. Tourism is all activities related to tourism and are multidimensional and multidisciplinary in nature that arise as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs.
2. Development is a process of change for the better which includes planning, implementation and control efforts, in the context of creating added value as desired.

So in conclusion, tourism development is a process of change to create added value in all aspects of the tourism sector, starting from infrastructure, tourist attractions and other aspects.

However, the existing development in Tamang Island tourism itself is still very minimal. Starting from the construction of accessibility and the construction of infrastructure that should be able to support tourist visits to come to Tamang Island. Conducting an interaction between various parties certainly has obstacles that hinder or hinder messages or ideas and ideas that want to be conveyed and applied directly in development and interfere with smooth communication, and will hinder the success of messages to be conveyed to the target object to be reduced.

Factors that hinder the development of Tamang Island tourism:

1. Budget Issues.

The budget issued by the Mandailing Natal Regency government is still insufficient for the development of Tamang Island tourism. This is the main obstacle in developing Tamang Island tourism, this problem can complicate the innovation of tourism development on Tamang Island.

2. Accessibility Issues

The problem of road access is one of the most inhibiting factors in the development and development of Tamang Island tourism, the distance is quite far and the condition of the road is still far from worthy of being a problem that is quite alarming, the condition of the road with holes and still not on the asphalt makes tourists think twice to visit Tamang Island.

## DISCUSSION

There are several supporting factors that are factors in the development of Tamang Island tourism, including attraction and promotion. Attraction is anything that has uniqueness, beauty and value in the form of diversity of natural wealth, culture, man-made products, and which becomes a suggestion or destination for tourist visits and becomes a potential that encourages the presence of tourists in a tourist destination on Tamang Island. The attraction that is owned by Tamang Island, apart from the blue sea view, is that some of the residents' houses are of the type of stilt houses that were built by the sea which makes the atmosphere on Tamang Island feel different from other places.

Then another attraction is the lighthouse in the south of Tamang Island which can be visited and climbed by visitors. When standing at the top of the lighthouse, our eyes will be spoiled by beautiful views and a stretch of blue sea that can rarely be found elsewhere, because the lighthouse is on a hill on Tamang Island, as well as a stretch of primary green forest that covers part of the island. Tamang. There is also a form of promotion of Tamang Island tourism through recommendations from visitors who have visited the island to potential tourists who are still confused and unsure where to travel, with this recommendation, prospective tourists will know about Tamang Island tourism, as for the form of recommendations made by tourists who have already visited Tamang Island. visit through posts on social media such as Facebook and Instagram, besides that there is also word of mouth.

The Department of Tourism and Culture of Mandailing Natal Regency plays an important role in the implementation of Tamang Island tourism development. To develop the Tamang Island tourist area, of course, it requires a communicator in the process of delivering the development communication. The communicator has an understanding as a party who acts as a sender of messages to the communicant (message recipient) in a communication process. In this case, the communicators in the communication process for the development of the Tourism and Culture Office of Mandailing Natal Regency are employees/staff from the Tourism and Culture Office and administrators of Tamang Island tourism.

Every communicator who conveys the information process, of course there is a communicant who is the goal of delivering the communication and information. The communicant is the recipient of the message in an information process. In this case, the communicants of the development communication of the Tourism and Culture Office of Mandailing Natal Regency are local people who live around Tamang Island tourist sites, people who sell in the Tamang Island tourist area, and tourists who are visiting Tamang Island tours. The purpose of the Mandailing Natal Regency Tourism and Culture Office to communicate the message of development is that both the local community, the management staff together maintain the preservation of the Tamang Island tourism environment.

The message is the main part in the elements of communication. When a communicator conveys information and communicates, that is the message. In communication, messages must be sent and received by the communicant. Messages can also be delivered directly or face-to-face or using tools/media. Regarding the development communication of the Mandailing Natal Regency Tourism and Culture Office, the message conveyed by the communicator is the process of delivering messages and information that is presented directly in the form of deliberation for development development in the Tamang Island tourist area. The message conveyed is more persuasive communication, where communication is more based on an invitation or persuasion to the local community and the manager of the Tamang Island tourist area to jointly foster and build the development of Tamang Island.

When the messages conveyed by communicators to communicants related to the development carried out in the Tamang Island tourist area have been implemented, it is hoped that the Tourism and Culture Office of Mandailing Natal Regency will certainly have an effect on the development communication. Effects (feedback) in communication have an understanding as the attention of the communicant to the message conveyed which then becomes a behavior or behavior that is in accordance with the message conveyed. In this case, it can be seen that the effect (feedback) obtained has been fulfilled. Both local communities, management staff and tourists/visitors want Tamang Island tourism to be developed and developed. Messages conveyed directly or by using the media are responded to and responded well by the communicant.

#### 4. CONCLUSION

Based on the findings of the researchers and the results of the analysis that has been carried out, the researchers can conclude that to build and promote a tourist area is not an easy thing, it requires an active role from various parties, both government agencies that have the responsibility to develop their area and from the community. local.

The Mandailing Natal Tourism and Culture Office has made various efforts to promote Tamang Island tourism, including promoting Madina's birthday event, with the aim of increasing public knowledge about Tamang Island. However, the promotion that is being carried out is still not optimal because there are still many people who do not know about Tamang Island tourism, the lack of public knowledge about Tamang Island tourism is one of the challenges that must be solved by the relevant parties, it is caused by the lack of promotion in do.

The Mandailing Natal Tourism and Culture Office and the local community of Tamang Island are aware of the huge tourism potential of Tamang Island, but the development that is being carried out to promote and develop Tamang Island tourism is still not maximized because the distance is quite far, along with road access to Tamang Island is still far of the good word.

The Head of the Mandailing Natal Tourism and Culture Office and the Head of the Tamang Island Village also said that the development to develop Tamang Island tourism was still not

optimal, this was in accordance with the results of the researcher's analysis, but even so, the researchers analyzed that actually related parties really wanted to promote Tamang Island tourism. as the head of the Mandailing Natal Tourism and Culture Office said "on every occasion or in a meeting with the Regent of Mandailing Natal he always mentions the development to promote tourism in the west of Mandailing Natal

There are several factors that support and hinder the development of Tamang Island tourism development. Tamang Island has a very strong attraction and that attraction is one of the supporting factors that Tamang Island has so that it attracts visitors to travel to Tamang Island, plus near Tamang Island there is a newly built port, the name of the port is Pelabuhan Palimbungan which is not far from Tamang Island.

The inhibiting factors for the development of Tamang Island tourism, especially the Mandailing Natal Tourism and Culture Office, have not maximized development on Tamang Island because of human resources in the tourism sector which really must be overcome first. Tamang Island people do not fully understand the importance of tourism and maintain security and cleanliness, lack of funds and lack of facilities are also obstacles to the development of Tamang Island tourism.

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