

Traveling in Communication Perspective

Sinta Paramita

*Faculty Of Communications Tarumanagara University, Jln. S. Parman, No:1 West Jakarta, Indonesia,
+6218653538, sintap@fikom.untar.c.id*

Abstract

Indonesia is a country that has a variety of tourist attractions. The potential of natural and cultural diversity into an exciting mix of tourism in Indonesia. Not a few famous tourist spots in Indonesia until the corners of the world. Nevertheless, there are still many potential sites are not regulated either in infrastructure, management, and human resources (HR), and service. Therefore, researchers wanted to see the trip on the tourist attractions in Indonesia communications perspective. traveling in a communications perspective, is the communication activities undertaken to attract tourists. So travelers can feel good service by the sites they visit. This is important, because tourists will carry the message to the partner sites. If the message is positive, this sight will return. but if it is negative, it is not possible to get a view of the end. Therefore, researchers Researchers therefore popular tourist attractions in Indonesia such as Toraja in South Sulawesi as a research site. The researchers goal was to find out how the services of the tourist attractions in the realm of science communication. Using the technique of quantitative survey researchers attempted to see the quality Towaja palayanan in South Sulawesi.

Keywords: Service; Traveller; Tourism communications; Toraja,

1. Introduction

Indonesia is a country rich in ethnic diversity, religion, and culture. It became the main potential birth of a tourism. According Ismayati (2008) said that tourism is a dynamic activity that involves a lot of people and life in various fields of business. Further definition of tourism, according to The Great Dictionary of Bahasa Indonesia (Kamus Besar Bahasa Indonesia) is a journey for recreation. In the communication, the concept of incoming tourism into a part of the process of communication. Communication is simply the process of delivering a message from the communicator to communicant through media.

As depicted in the model of the communication process Lasswell, who, says what, in which channel, to Whom, with what effect. The simple communication process attempted to be applied into the concept of tourism. From this came the definition of tourism communications. According Paramita (2015) tourism communications is part of science that focuses on an individual within a group or community dealing with issues related to tourism. The focus in the tourism communications is a specific process on issues related to tourism and the factors that effect the transaction. The process takes placeboth verbal and non-verbal, oral or written, personal or interpersonal. Thus Spoke it can be said the tourism communications is the applications of concepts and theories of communications in the process that takes place between individuals or groups.

As a discipline, personal communication has grown so rapidly. In the view of postmodernism, developing appropriate communication following the developments of the times, one of which is communication of tourism, by bringing together a number of disciplines in the study of communication and tourism. According Bungin (2015) Study of tourism communications have biological closeness with studies communications and tourism which gave it birth. Communication donate persuasive communication theories, the theory of mass communication, interpersonal and group theory. While tourism donate study field of tourism marketing, tourism destinations, accessibility to destinations and human resources and tourism agencies.

Further Bungin (2015) said the Country actually had an interest in the tourism destination that is a public space for the citizens, not only as a recreation room, but also as a space to release psychological pressures citizens of different busyness and difficulties of life. In connection with this, the role of communication is very important in the field of tourism, both in the aspect of the components and elements of tourism. The important role of communication not only in tourism marketing component, but on all the components and elements of tourism, requires the role of communication, whether personal, mass communication, persuasive communication, as well as other communications.

According Bungin (2015) there are six components in tourism communications, namely; marketing, travelers, accessibility, human resources and institutional owners of capital, destinations. Marketing is a way to conduct a campaign manager to the public about these tourist areas. Travelers are a person in groups and individuals who doing tourism activity. Accessibility is associated facilities transport provided to get to the tourist spots. Then the power of dance tourism destinations is travel itself (attraction, souvenirs, hotels, hospitals, fittings, arts, etc.). HR or human resources are the manager of travel, regulations and policies of local tourism, or tourism consultant. The owners of capital are institutions or individuals who fund these sights.

The focus in this study is more emphasis on the experience of travelers on tourism communications services. Travel tourism communications services sectors are two important reasons for the creation of a good tourism experience. With service travel tourism communications services that both tourists would think to come back again the tourist place. Tourists who visit the place of tourism will have a different experience, that experience will be a

recommendation other tourists to visit the tourist place. With advances in communication and information technology, many tourists make sharing information to the world about the sites they visit via the Internet. There is a positive recalled some are negative, it would be of particular concern when a traveler told me about a bad experience. Traveller delivered a bad experience will form the image of pariwisata. Services not only in the sight as an activity that aims to cater to tourists. However, the service is also easy to get the information related to the travel. Currently, Indonesia does not have an integrated service standards. Each region apply the system of travel services to tourists of different according to the policies of the respective managers of these sights.

This is different from the service system tourism in other countries such as Hong Kong. Hong Kong maintains a Quality Tourism Services Scheme (QTS) which facilitates teavelers in finding sites that include shopping, restaurants, lodging, price, and trust. Scheme Quality Tourism Services (QTS) dipengan directly by the tourism agency Hong Kong (HKTB). The Hong Kong government did QTS accreditation to all the tourist sites there. QTS accreditation covers; provide clear pricing, provide clear product information, ensuring excellent service to travelers. Zeithaml, Parasuraman & Berry (in Hardiansyah 2011: 46) to determine the quality of service perceived significantly by consumers, there are indicators of the quality of service that is located on the five dimensions of service quality, namely: Standard service is divided into five sections tangible, reliability, responsiveness, assurance, empathy.

Tangibles quality of service in the form of tourist facilities and infrastructure in place. Realibility the ability of employees and community sites to provide a reliable service. Responsivess the ability of employees and the community to assist and provide services quickly and accurately, as well as responsive to the desires of consumers. Assurance the ability and the friendliness and courtesy of employees in ensuring consumer confidence. Empathy firm but caring attitude of the employees and the community as tourist attractions.

In addition to servicing the tourism potential has also become an important reason for tourists to visit. Tourism potential can be seen from the two sectors. Firstly the diversity of nature, the beauty of nature has always been a tourist destination for a holiday. Diversity of nature can be seen as their beliefs; sea, forests, waterfalls, lakes, mountains. Both cultural diversity, cultural diversity in Indonesia into a power of tourism. This can be seen

from the variety of local wisdom, architecture, religion, culinary, handicraft, and others. To determine the services communications ministry of

tourism, who multiply need to research based on the experience of tourists in visiting tourist place.



Figure 1: Kete Kesu traditional house (left) and Wide Londa (right) (Source: Data online)

Tourist sites selected in this study is the Toraja. The Central Sulawesi Toraja lies a popular tourism destinations and visited by both local and international travelers. According twisata.com geographically Tanah Toraja is a county located in the region of North Sulawesi province and the capital of Tanah Toraja is in Makale. Toraja tribal communities still adhere to the beliefs and lifestyles are very similar to typical culture in Nias, which makes Tanah Toraja become one of the world cultural heritage sites listed in UNESCO. Lemo, Londa and Tampang Allo, where in the area you can see a very unique cemetery that is very popular even internationally. The funeral shaped cave - a cave located in the rocky walls and cave - the cave was filled with lots of coffins and bones - human bones, indeed we think sometimes weird, but that's the uniqueness of the culture of the community about the tourist attractions in South Sulawesi.

2. Method

This study uses a quantitative methodology descriptive survey. Research using a survey method of research that begins with the rise of interest of researchers of a particular phenomenon. Research surveys have wide usage range so widely used. Research of this type has a characteristic form of data collected from respondents to the research instrument was a questionnaire. Information collected by these researchers was obtained from a sample in a defined population. Samples taken from a particular population is expected to represent the characteristics of the population (Sumantri: 2011).

The survey is a method of research using a questionnaire as a data collection instrument. The goal is to obtain information about the number of respondents who are considered to represent a

specific population (Kriyantono, 2009). Survey methods suitable for this study, because the survey method capable of collecting and obtaining data directly from the source field of research, usually through a written questionnaire that do not require face to face contact between researchers dengan repondennya (Ruslan, 2003).

Data used in this study are primary data is the answer of the respondents to the questionnaire distributed. Secondary data in the form of profile sites that are the focus of research. Population is the generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions. (Sugiyono, 2010: 61) According Arikunto (2006: 130), the overall population is the subject of research. So the population is a subject of concern in the study. The population in this study are all the tourists who are visiting South Sulawesi Toraja.

The sample used in this research is purposive sampling with the rating criteria are visiting Central Sulawesi Toraja. From sampling at 100 responden traveler it can meet the criteria. To 100 respondents were given the same questions related to the experience of the service covering Tangible (tangible), Reliability (reliability), Responsiveness (responsiveness), assurance (assurance), Empathy (Empathy). Data collection techniques in this study was a questionnaire. The questionnaire is a technique of data collection is done by giving a set of questions or a written statement to the respondent to answer. A questionnaire was used to determine the opinions of the respondents. In this case respondents only answered by giving a certain mark on the alternative answers provided (Arikunto, 2006: 47). To measure the scale of assessments in the questionnaire using Likert scale. Likert Scale used

to measure attitudes opinions, and perceptions of a person or a group of social phenomenon. The answer used in the measurement of the Likert scale of good and bad.

3. Result and discussion

Here are the results of frequency distribution made to 100 samples used in this study. Of the 100 samples, respondents were interviewed about the service experience they get when visiting the tourist attractions in South Sulawesi Toraja.

Tangibles, quality of service in the form of tourist facilities and infrastructure in place. Tangible

showed that as many as 90% of travelers believe that the tourism potentials in Toraja were excellent. According to them the grave of the Toraja people or so-called "Four Seasons" is very interesting. In addition, not only the "Golden Arches", there are also traditional house of Toraja commonly called "Ketekesu" also attracted the attention of both foreign and international travelers. Uniqueness "Ketekesu" is the natural and architectural forms using buffalo horns in front of the house poles. The more buffalo horn shows that homeowners are rich people.

Table 1 . Frequency Distribution of Tangibles

Tangibles	f	%
Good	90	90,00
Bad	10	10,00
Total	100	100,00

Reliability (reliability), the ability of employees and community sites to provide a reliable service. Showed as much as 87% rating found the ability of employees and community sites to provide a reliable service is excellent.

Table 2. Frequency Distribution of Realibility

Realibility	f	%
Good	87	87,00
Bad	13	13,00
Total	100	100,00

Responsive the ability of employees and the community to assist and provide services quickly and accurately, as well as responsive to the desires of consumers. Showed 80% of travelers found members of Aceh ministry employees and the community to assist and provide services quickly and accurately, as well as responsive to the desires of tourists either.

Table 3. Frequency Distribution of Responsivess

Responsivess	f	%
Good	80	80,00
Bad	20	20,00
Total	100	100,00

Assurance the survey results showed 70% of travelers found that communities exist around the tourist area very friendly to tourism. From interviews traveler found in Toraja people never forced the tourists to buy souvenirs. Toraja people behave very cooperative to tourists.

Tabel 4. Frequency Distribution of Assurance

Assurance	f	%
Good	70	70,00
Bad	30	30,00
Total	100	100,00

Empathy, firm but caring attitude of the employees and the community as tourist attractions. The survey results showed that as many as 90% of travelers found firm but caring attitude of the employees and the community very well as tourist attractions.

Tabel 5. Frequency Distribution of Emphaty

Emphaty	f	%
Good	90	90,00
Bad	10	10,00
Total	100	100,00

From the survey above shows that the tourist attractions Toraja in South Sulawesi are the place that has good service standards. Toraja society understands that tourism is one idea to boost the economy. However Torajanese never forced the tourists to buy souvenirs they make. They realized by forcing tourists buying souvenirs will provide a poor experience for tourists. Travelers feel comfortably within the existing tourism potential in Toraja. Public awareness wills Toraja tourist attractions make for more tourism potential.

In the field of communication interaction between the communicator and the communicant becomes important, interactions that occur both with verbal and non-verbal impression and experience to individuals who perform these interactions. Communication handy tourism is not seen as a macro concept associated with marketing, but the concept of the micro with the services directly felt by tourism. Research conducted in South Sulawesi Toraja, enrich the knowledge of the tourism communication studies. This research could eventually be applicable throughout the tourism place in Indonesia. It is important, so that people know how to service every tourist, and managers of tourist attractions can compete to provide the best to its travelers. In addition to the government should be able to rank or accreditation of existing services in Indonesia. It aims to stimulate the manager of the tourist attractions and the surrounding communities provide the best race.

3. Conclusion

In the field of communication interaction between the communicator and the communicant becomes important, interactions that occur both with verbal and non-verbal impression and experience to individuals who perform these interactions. Communication handy tourism is not seen as a macro concept associated with marketing, but the concept of the micro with the services directly felt by tourists. Research conducted in South Sulawesi Toraja, enrich the knowledge of the tourism communication studies. This research could eventually be applicable throughout the tourism place in Indonesia. It is important, so that people know how to service every tourist, and managers of tourist attractions can compete to provide the best to its travelers. In addition to the government should be able to rank or accreditation of existing services in Indonesia. It aims to stimulate the manager of the tourist attractions and the surrounding communities provide the best race.

Acknowledgements

acknowledgments given to the faculty of communication Tarumanagara University West Jakarta which provides assistance in the form of the moral and material as well as friends lecturers of Fikom UNTAR. it is also to the people who left around the southern Sulawesi Toraja.

reference

- Arikunto, S. (2006) *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta : Rineka Cipta
- Kriyantono, R. (2009) *Teknik Praktis Riset Komunikasi*. Perdana Media. Group
- Ruslan, R. (2003) *Metode Penelitian Public Relations dan Komunikasi*. Jakarta: Raja grafindo persada
- Sumantri, A. (2011) *Metodelogi Penelitian Kesehatan*. Jakarta: PT Kencana Persana Media Group
- Sugiyono. (2010) *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta, Bandung.
- Paramita, S. (2015) "Entrepreneurship And Communications Tourism In Yogyakarta Indonesia". *Proceeding The Fourth International Conference on Entrepreneurship and Business Management*. (ICEBM 2015), pp.56-59. Available at: <http://works.bepress.com/sinta-paramita/5/>.

Another Sources

- Objek Wisata Tana Toraja Tempat Wisata Terbaik Di Sulawesi Selatan. Data accessed on 1 September 2016. Data archived at: <https://www.twisata.com/objek-wisata-tana-toraja-tempat-wisata-terbaik-di-sulawesi-selatan-indonesia/>
- Skema Kualitas Layanan Pariwisata. Data accessed on 1 September 2016. Data archived at: <http://www.discoverhongkong.com/id/pl-an-your-trip/qts-scheme/index.jsp>