



Communication Persuasive in North Bandung Area

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ABSTRACT

Tourism activities in protected areas have a negative impact and damage the ecosystem, so sustainable tourism efforts are needed. The research was conducted in the North Bandung area and focused on the nature conservation area of the Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park. The research approach is qualitative with primary data collection through observation and field surveys. Meanwhile, secondary data was obtained through institutional surveys, statistical data, previous research, and policy documents. Data were analyzed using qualitative analysis methods, content analysis, and qualitative descriptive analysis. The findings identify the purpose of using persuasive communication by the manager of the Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park to form the image, marketing, dissemination of ideas, and cooperation or development of communication infrastructure. The indicators of the effectiveness of persuasive communication consist of the message delivered, the credibility of the communicator, the channel used, and the communicant. The results show that the message used by the manager is simple, has the main idea, and is repetitive. There are also management efforts to building credibility to give tourists confidence in making decisions or attitudes. After the analysis, a reference or reference is obtained regarding efforts to maintain the sustainability of the North Bandung area for managers of tourist attractions and further research.

KEYWORDS: Natural tourism; North Bandung area; Persuasive communication; Sustainable tourism; Tourist awareness

1. INTRODUCTION

Sustainable tourism is a key topic, but understanding how businesses can engage tourists to become active partners in reducing resource consumption remains elusive (Dabphet et al., 2012). One of the biggest challenges for sustainable tourism is encouraging visitors to act in a way that minimizes environmental impact and experience (Ervina et al., 2020). This is especially the case in natural protected areas where the environment is often fragile and caring and interesting experiences are usually sought (Brown et al., 2010). Tourism is resource intensive (Gössling et al., 2012) and without intervention, resource consumption could double by 2050 (Gössling & Peeters, 2015). The North Bandung area is a protected area and cultivation area that has an important function and role in ensuring the sustainability of the development of life in the Bandung Basin Area, on the other hand, the area has a high

potential to be developed as a tourism area (Desiana et al., 2021). Tourism activities in the North Bandung area can directly have a positive impact through the contribution of the regional economy, job opportunities, and the initiation of entrepreneurship in the local community (Wulung et al., 2021). On the other hand, there are negative impacts of tourism activities that can damage ecosystems in the North Bandung area (Novianti et al., 2020). One of the efforts of tourism managers in maintaining the sustainability of the North Bandung area is through persuasive communication.

Persuasive communication involves a symbolic process. Communicators try to convince others to change their attitudes or behavior regarding an issue by transmitting messages in an atmosphere of free choice (Perloff, 2017). Persuasive communication involves many interactions in dialogue where the perceived trustworthiness and credibility of the communicator can influence the success of influence or compliance techniques

(McCroskey & Teven, 1999; Perloff, 2017; Perloff & Perloff, 1993). Differences in mood and age can also affect persuasion because of differences in value or topic relevance, successful communicators modify their approach to suit the audience (Curtin, 2010; O'keefe, 2016). The determining factor is the persuasiveness of the communication context (Warren et al., 2017). A communication process that is carried out does not escape from various obstacles. Therefore, communication planning aims to overcome obstacles so that communication is carried out effectively. In addition, communication planning is needed to implement the programs to be achieved, whether for imaging, marketing, disseminating ideas, cooperation, or building communication infrastructure. A communication planning expert states that communication strategy is the best combination of all communication elements starting from the communicator, message, channel (media), receiver to influence (effect) designed to achieve optimal communication goals (Cangara, 2015).

The focus of this research activity is the Taman Hutan Raya Ir. H. Djuanda in Bandung City and Tangkubanparahu Nature Park in West Bandung Regency. This is because of the consideration of the two characteristics of the tourist attraction as nature or environmental conservation area and also already having an interpretation system in the form of persuasive communication media to keep the ecosystem in the tourist attraction. One of the efforts of tourism managers in maintaining the sustainability of the North Bandung area is through persuasive communication. Persuasive communication, both verbal and non-verbal, has been carried out by tourism managers in the North Bandung Region in supporting the creation of sustainable development. The effectiveness of persuasive communication is one of the focuses that will be studied in this research, it can contribute to designing an effective persuasion communication strategy for the North Bandung area. Previous research on persuasive communication has been carried out in various industries. In the tourism industry, persuasive communication research has a substantial impact on the attitudes and self-efficacy of tourists to perform altruistic behavior (Shahzalal & Font, 2018). In addition, persuasive communication through persuasive messages on park signage reduces non-

compliance in paying national park levies by almost 50%. Communication strategies on signage or elsewhere will encourage friend engagement and promote the benefits derived from visiting the park (Steckenreuter & Wolf, 2013).

Despite the abundance of prior research, little research has been done to understand the effectiveness of current communication efforts to change that demand. Realizing that it is difficult to encourage consumers to behave sustainabl (Luchs et al., 2010). This study aims to analyze the persuasive communication program carried out by the manager of the tourism area in the North Bandung Region. In addition, the effectiveness of these persuasive communication programs is also reviewed.

2. METHOD

The approach used in this study is qualitative. The qualitative approach is directed at the background and the individual holistically. A qualitative approach in this study was used to obtain in-depth data. For data collection techniques tailored to the needs. If the primary data collection is done by observation and field surveys. The analysis is carried out with the researcher's assessment. The primary data sources are obtained through surveys of institutional data, statistical data, previous research, and related policy documents. The scope of research is focused on two main protected areas that are used for tourism which include the Forest Park Ir. H. Djuanda and Tangkubanparahu Nature Park (nature conservation area). The research was done in the month of September. Data analysis was carried out using qualitative analysis methods, content analysis, and equipped with qualitative descriptive analysis methods. Then the data input process, data management, as well as plotting and data conversion are carried out.

3. RESULT AND DISCUSSION

North Bandung Area Overview

The development of the tourism industry is also one of the leading sectors in West Java Province. North Bandung Area tourism management is basically under the authority of the West Java Provincial Government through the Department of Highways and Spatial Planning, as well as the Regional Development

Planning Agency which regulates North Bandung Area as a provincial strategic area. Even in North Bandung Area, the management is in the Department of Tourism and Culture of West Java Province, the Department of Culture and Tourism of Bandung City, the Department of Tourism and Culture of Bandung Regency, and the Department of Tourism and Culture of West Bandung Regency. In practice, due to the characteristics of North Bandung Area which are dominated by nature, there are several governance models in several tourist attractions such as the Taman Hutan Raya Ir. H. Djuanda, West Java Provincial Government, and Perum Perhutani. Then the Tangkubanparahu Nature Park with a public-private partnership pattern because the tourism management is privately managed by PT Graha Rani Putra Persada and publicly under the auspices of the West Java Natural Resources Conservation Center.

Based on tourism activities, the Bandung City area has the image of a shopping and culinary tourism city (Indira et al., 2013). Tourism activities in the Cimahi City area tend to lead to cultural tourism activities. West Bandung Regency tourism activities based on the characteristics of the region, lead to outdoor recreational tourism activities. Tourism activities in Bandung Regency which are located in the highlands have the characteristics of outdoor natural tourism activities with a relaxed level.

For land accessibility using rail transportation mode. While crossing alternative routes when using public cars on the route, special tourism cars (buses and travel), or private cars, tourists can cross freeways. For air accessibility, the airport node at North Bandung Area is in the city of Bandung, namely Husein Sastranegara Airport. Tourism facilities and businesses in North Bandung Area include accommodation, eating and drinking facilities, travel facilities, and entertainment and recreation facilities. There are 518 accommodation service units at North Bandung Area, including star and jasmine hotels, youth inns, tourist lodges, and campgrounds. The facilities for providing food and drink at North Bandung Area are based on the West Java Disparbud classification, namely restaurants, restaurants, and cafes. A total of 1,554 food and drink facilities spread across North Bandung Area. Travel business facilities at North Bandung Area based are divided into Travel Bureaus, Travel Bureau Branches, and Travel

Agents. In total, there are 289 travel businesses spread across North Bandung Area. Overall, the facilities and tourism industry in North Bandung Area is concentrated in Bandung City, this identifies the current condition of Bandung City as the primary service center for North Bandung Area tourism destinations. In addition to tourism business facilities, the overall distribution of tourism supporting public facilities in North Bandung Area is concentrated in Bandung Regency for worship facilities and in Bandung City for financial and health facilities.

Persuasive Communication Program of Taman Hutan Raya Ir. H. Djuanda

Taman Hutan Raya Ir. H. Djuanda is located in the north of Bandung City. Taman Hutan Raya Ir. H. Djuanda is part of the Bandung basin which is closely related to history from ancient times to the present. The management objectives of the Taman Hutan Raya Ir. H. Djuanda to (1) ensure the sustainability of forest areas and their ecosystems; (2) fostering a collection of plants and animals as well as natural resources in the forest park area; (3) optimizing the forest park for nature tourism, research, education, science, supporting cultivation, and culture for the welfare of the community; (4) maintain the Grand Forest Park which is the pride of West Java Province.



Figure 1. Information Board regarding the Prohibition of Feeding Monkeys in the taman Hutan Raya Ir.H. Djuanda
Source: Research documentation (2021)

There is a persuasive communication program that aims to build the image of Taman Hutan Raya Ir. H. Djuanda as a tourist attraction. Appeals to protect the environment are the most common. In addition, the manager tries to make visitors aware to maintain the fauna ecosystem in Taman Hutan Raya Ir. H. Djuanda. For example, on the warning board below which invites visitors not to feed monkeys in an effort to protect these animals.

One of the persuasive communication programs is applied to social media. Taman Hutan Raya Ir. H. Djuanda Manager actively communicates through Instagram and Facebook. Published content contains a lot of persuasive messages. Persuasive communication on social media provides added value visually for visitors who are looking for information through Instagram and Facebook. The focus on the use of social media as a medium of persuasive communication is in the captions used. To build a customer relationship, Taman Hutan Raya Ir. H. Djuanda manager has a nickname for his visitors, namely #SobatTahura.



Figure 2. Instagram Content Taman Hutan Raya Ir. H. Djanda
Source: Research documentation (2021)

Persuasive Communication Program of Tangkubanparahu Nature Park

Tangkubanparahu Nature Park is one of the natural attractions located in West Java Province. Administratively, it's located in West Bandung Regency and Subang Regency. Located at an altitude of 2,084 meters above sea level, the conditions there with an average temperature of 17-20 degrees Celsius. Tangkubanparahu Nature Park has various tourist attractions such as Upas Crater, Baru

Crater, Domas Crater, and of course Ratu Crater which is the largest crater and is under Tangkubanparahu Nature Park. Activities that can be done such as enjoying the scenery and taking pictures with the background of Tangkubanparahu Nature Park. Its uniqueness also comes from the legendary folklore, namely the Sangkuriang legend.

As a tourist attraction, the manager tries to build a good image with persuasive communication in various media. The manager created many banners whose content reminded visitors to comply with the 5M health protocol in the adaptation phase of the new habit. The manager builds an image as a tourist attraction by paying attention and awareness to tourist safety, especially during the Covid-19 pandemic. In addition to calls to comply with health protocols, there are many calls to pay attention to vigilance when in the Tangkubanparahu Nature Park area which has a high level of disaster risk. Information that helps tourists such as location, access, and tourist attractions is also provided by managers in various media.



Figure 3. Outdoor Media Appeal to Implement Health Protocols at Tangkubanparahu Nature Park.

Source: Research documentation (2021)

In addition to providing advice regarding health protocols, the manager attracts tourists by providing information that the manager is trying to build through internet media such as websites. The messages conveyed were dominated by appeals to dispose of garbage in its place, calls to maintain environmental cleanliness, and appeals to prevent fires. Even the appeal can be seen by visitors from the entrance gate of Tangkubanparahu Nature Park and at many other points. Managers provide a lot of education about disaster mitigation in the event of an eruption at the location.

The findings identify the purpose of using persuasive communication. Manager of Taman Hutan Raya Ir. H. Djuanda and

Tangkubanparahu Nature Park use persuasive communication with the aim of forming an image, marketing, disseminating ideas, and cooperation or development of communication infrastructure. Research on persuasive communication with the aim of spreading ideas was also carried out (Desiana et al., 2021), that persuasive communication was carried out to make people aware of the importance of protecting nature and cleaning the environment. Apart from being in the context of imaging and disseminating ideas, persuasive communication can be an opportunity to build relationships with consumers through marketing objectives.

Effectiveness of Persuasive Communication

The effectiveness of persuasive communication is determined by the planned strategy. A persuasive communication strategy is a combination of persuasive communication planning with communication management to achieve a goal, namely influencing a person's attitudes, opinions, and behavior. The indicators of the effectiveness of persuasive communication consist of the message conveyed, the credibility of the communicator, the channel used, and the communicant. The message is the most important element in persuasive communication. So that the persuasive message is conveyed simply, has the main idea, and is repetitive. The message conveyed by the manager at the Taman Hutan Raya Ir. H. Djuanda and TangkubanParahu consist of various persuasion techniques. The technique of persuasion in the message conveyed is dominated by appeals with one side issue. The use of this technique makes it easier for visitors to think about the purpose of the message being conveyed. In addition to one side issue, the technique found in persuasive communication messages in Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park is the composition of humorous appeals. The manager urges to maintain cleanliness by disposing of the garbage but choosing diction in a style that is easier to remember. Based on the results of observations, outdoor media owned by two tourist attractions was carried out repeatedly.



Figure 4. Persuasive Communication Messages at Taman Hutan Raya Ir. H. Djuanda (a) and Tangkubanparahu Nature Park (b)

Source: Research documentation (2021)

Persuasive communication has another important indicator, namely the communicator as a party trying to influence tourists. The credibility of the source makes the communicant believe in the content of the message and greatly influences the success of communication. In practice, the manager of the Taman Hutan Raya Ir. H. Djuanda tries to build tourist trust through social media activities. Provides closeness to tourists. Provide validly and required information for tourists. Tangkubanparahu Nature Park managers try to build credibility by providing interpersonal communication channels such as tour guides who will interact and communicate with tourists to explain about Tangkubanparahu Nature Park.

Communication must always have channels, can meet in person, through outdoor media, print media, interpersonal channels, social media, and so on. The methods and channels used in the communication process must be adapted to the existing conditions. The persuasive communication media channel used by the manager of the Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park are quite complete. Especially outdoor media and print media that are already available and easily found by tourists so that they have a greater chance of influencing tourists to obey the appeal or information conveyed. Social media use can be a channel to reach more tourists. Achieving the goal of persuasive communication is characterized by the response given by the communicant. The communicant can respond and respond to the message conveyed by the communicator. Persuasive

messages that give the communicant confidence in their decisions and behavior indicate that persuasive efforts have been successful. Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park manager are trying to achieve that.

Feedback from persuasive communication can be categorized into two, internally and externally. Internal feedback is a reaction that comes from the communicator. While external feedback is a response coming from the communicator. Based on the results of observations at the Forest Park Ir. H. Juanda tourists can give positive feedback. Apart from the fact that more persuasive communication channels are available in locations, the number of messages such as warning boards is also placed in many places. The number of places where persuasive messages are posted allows tourists to change their behavior by following the available rules and appeals. This means that the manager is able to influence the beliefs and understanding of tourists in a behavior. Especially in the use of social media, it is more helpful for tourists to find information that is valid and with high credibility.

Persuasive communication has a substantial impact on attitudes and self-efficacy to perform altruistic behavior (Shahzalal & Font, 2018). Destination management organizations, tour operators, resorts, and accommodation providers can stimulate altruistic behavior among tourists by increasing awareness of the needs of the destination, its people, and its environment, and the effectiveness of this information will be greater if you pay attention to writing messages that take advantage of tourist attitudes and self-efficacy. In addition to messages, the importance of a more consumer-focused approach that matches product attractiveness with tourist beliefs and norms (Sparks et al., 2013). Both studies support the results of the analysis of the effectiveness of persuasive communication. That the message contained can create or change tourist behavior. In addition, managers can focus on communicants or tourists to achieve the goals of persuasive communication. So that efforts to achieve various goals through persuasive communication can be carried out and effectively.

4. CONCLUSION

The North Bandung area is a protected area and a cultivation area that has an important function and role in ensuring the sustainability of the development of life in the Bandung Basin Region and has the potential to be developed as a tourism area. One of the efforts of tourism managers in maintaining the sustainability of the North Bandung area is through persuasive communication. The findings identify the purpose of using persuasive communication is to form an image, marketing, disseminating ideas, and cooperation or development of communication infrastructure. The themes that are widely raised are about maintaining cleanliness, health, security for the convenience of traveling. Message distribution is done by using the one side issues and two side issues technique. The message conveyed by the manager of the Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park is done simply, has the main idea, and is repetitive. On the other hand, there are negative impacts of tourism activities that can damage ecosystems in the North Bandung area. One of the efforts of tourism managers in maintaining the sustainability of the North Bandung area is through persuasive communication. The findings identify the purpose of using persuasive communication is to form an image, marketing, disseminating ideas, and cooperation or development of communication infrastructure. The themes that are widely raised are about maintaining cleanliness, health, security for the convenience of traveling. Persuasive communication media channels ranging from outdoor media, print media, to social media. Message distribution is done by using one side issues and two side issues technique. The message conveyed by the manager of the Grand Forest Park, Ir. H. Djuanda and Tangkubanparahu Nature Tourism Park was carried out in a simple, main idea, and repetitive way. One of the success factors is the credibility of the communicators managed by the manager of the Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park in the form of activities on social media to providing

interpersonal communication channels. Persuasive messages that give the communicant confidence in their decisions and behavior indicate that persuasive efforts have been successful. H. Djuanda and Tangkubanparahu Nature Park can be a reference in designing an effective and efficient persuasive communication strategy in the North Bandung area

5. LIMITATION AND STUDY FORWARD

The limitation of this research is that the focus chosen is only on two tourist attractions in the North Bandung area, namely the Taman Hutan Raya Ir. H. Djuanda and Tangkubanparahu Nature Park. While there are still many other tourist attractions outside the North Bandung area and in Indonesia. In addition, the scope of the study has not adjusted to the current conditions, namely the new normal.

This research is expected to be used as a reference for conducting further research. By further deepening research related to the development of persuasive communication models in the North Bandung area or other tourist destinations in Indonesia. Further research can use the latest persuasive communication indicators by the development of persuasive communication science.

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