DECREASING POPULARITY OF CERAMIC TOURISM VILLAGE OF DINOYO MALANG IN NEW MEDIA AGE

PENURUNAN POPULARITAS KAMPUNG WISATA KERAMIK DINoyo MALANG DI NEW MEDIA AGE

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Abstract
Cyber media and social media applications become the key of many tourist attractions in Indonesia. In Malang city, East Java, the local government strengthens the tourism sector by building its tourism village. Utilizing the new media network, Malang is now known as the pioneer of Tourism Village. Unfortunately, as the number of tourism villages becomes famous, there is one famous tourism village that was previously famous, even falling in popularity, namely ‘Kampung Wisata Keramik Dinoyo’. This study aimed to determine the causes of decreasing popularity of the village using public relations theory and descriptive qualitative research methods. In-depth interview were administered to the Chairman of Paguyuban Kampung Wisata Keramik Dinoyo, government, and shop owners in Dinoyo Village. The results showed that Kampung Keramik Dinoyo removed many sectors in the field of public relations, especially the use of new media. It was suggested to tourism village to fully use the new media access in order to improve its image so its popularity also increased.

Keywords: Popularity, Kampung Wisata Keramik Dinoyo (Ceramic Tourism Village of Dinoyo), New Media, Public Relations

INTRODUCTION
Tourism begins to be developed in various cities in Indonesia because it can be one of the major contributors to the Regional Revenue or PAD. In fact, the World Tourism Organization (WTO) predicts that by 2020 the development of world tourism will increase to 200% (Utama, 2015: 1) and the number of tourists will reach 1.8 billion in 2030 (Nesparnas, 2013: 2). Therefore all regions must take advantage of these opportunities, other than perceiving large income; it can also improve the welfare of the surrounding community. Moreover, the world of tourism marketing in the digital age is getting easier in bringing tourists which is not a difficult problem, even though it cannot be considered easy because competition will be increasingly tight.

Smaller countries or regions can participate in tourism competition by paying attention to some of the latest developments in world tourism, first, a shift in the tourism market. Second, competing strategies are increasingly complicated. Third, there will be a need to empower human resources that can provide additional value to tourists. Fourth,
networks work must be well established. Fifth, the use of information technology should be appropriate. Sixth, innovations in various aspects should be made to be able to compete (Suradnya, 2005, in Utama, 2015: 1-2).

Because it is important and profitable, all regions are competing to make their territory a tourism destination. Malang city, East Java, has been a tourism center in East Java that is able to bring millions of tourists annually. However, since one of the sub-districts became an administrative city, Malang City has lost its tourist center. In the past, when people traveled in East Java Park and Selecta, Malang City still benefited from the tourism. Unfortunately, the two tourist mascots have been owned by Batu City itself so that Malang City does not have a mainstay of tourism places that can attract many tourists.

Nevertheless, Malang City continues to build the city in various fields to find a new form of tourism called ‘Thematic Village’. This Thematic Village wants to be used as a tourism center as Tourism Villages are popular in various places by utilizing the funds disbursed by the government to the public. Some tourism villages that have been famous in the city of Malang such as: Kampung Jodipan (or Colorful Village), Kampung Gintung Go Green, Kampung Tridi, Kampung Wisata Topeng, and Kampung Putih. All of these villages become new tourism centers in Malang City which are visited by many tourists on vacation.

Thematic villages which are developed by Malang City can be compared to ‘tourism villages’ which are built by villages around Malang Regency, Batu City, and other areas outside East Java. Tourism Village can be interpreted as a tourism center based in a rural administrative area by utilizing the potential that exists in the village. Purwanggono (2009) mentioned that tourism trends led to non-mass tourism, namely the transition of tourism spots full of visitors to more private tourism attractions. This opportunity, of course, can be used by the village government to utilize the village funds given to the government to build a tourism base that benefits the entire population in the village.

Along with the rapid development of thematic villages, the Dinoyo Ceramic Tourism Village which had been established since the 1930s lost its popularity. In other tourism villages, all residents work together to bring tourists by fixing their villages to be comfortable and safe for tourists. When entering Jodipan village, tourists will be treated by the hospitality of the citizens, painted and colored walls, many banners and photo spots. But in the Dinoyo Ceramics Tourism Village, tourists will have difficulty enjoying the beauty of tourist attractions, even having difficulty finding Instagrammable photo spots (a term for mentioning locations that are suitable to be photographed and uploaded on social media Instagram).

The PR planning program for the Dinoyo Ceramics Tourism Village needs to be done for several reasons: 1) To set a target for the PR operation that will become a benchmark for success. 2) Taking into account the number of working hours and costs 3) Preparing a priority scale 4) Determining the likelihood of achieving certain goals in accordance with the availability of resources owned by the tourism village (Jefkin & Yadin, 2015: 56) Several reasons mentioned by international public relations experts are very real and happens in Dinoyo Ceramic Tourism Village which is experiencing a decreasing popularity.

Dinoyo Ceramic Tourism Village has several obstacles that cause a decreasing popularity. By knowing this problem, a solution can be offered in order to solve the problems experienced by the village. From an internal point of view, the ceramic tourism village has a problem of lack of coordination in managing the tourism system. Many residents are ready to be involved in the program tourism villages, but there is no clear management so that people are confused. In addition, ceramic craftsmen are only located in Rukun Tetangga (RT) 2 and Rukun Tetangga (RT) 3 so that it is difficult to coordinate if they want to build a village regarding tourism matter.

"If the development fund is taken from the cash unit of the Citizens, then the others are jealous so the ceramic craftsmen choose to do their own business" (Interview with Juwadi, owner of Jaya Baru Ceramic Shop, June 14, 2018).
In addition, there are external problems which is in terms of promotion that is not going well. From several interviews with the Chairperson of the Ceramic Village Association, Samsul Arifin, said that he already had a website and social media account. However, from the search, it is difficult to find a website or social media account managed by a professional and credible community. Whereas, nowadays, the existence of websites and social media is inevitable and can even be a necessity for tourism objects that want to get a lot of visitors. As the reference of tourist destinations for the community, especially the millenial generation and generation z, they use the internet as the main reference.

Heading into the solution to the problem, the Dinoyo Ceramic Tourism Village needs to see the Schmoll Travel Decision Model described by Ismayanti (2010). She cited, in deciding tourist destinations, a tourist will consider four things, namely: tourism stimulants, internal variables, external variables, and characteristics of tourist destinations. The four considerations will form a perception in the mind of the tourist, whether he should travel to a particular area or in other areas.

Tourist stimulant is an inducement of various ways by the owners of tourism area, such as advertisement, book, magazine, and various other marketing methods. Internal factors can be seen from individual characteristics, attitudes, pleasures or hobbies, needs, including lifestyle. External factors are more directed to the destination, such as time, cost, opportunity, all of which will affect the tourism location you want to visit. Then, the purpose of the characteristics of the destination area is everything about the destination that is in accordance with the internal and external conditions of tourists.

However, among these four factors, ‘tourism stimulant’ is the most basic because reasonable stimuli and touching emotions will make potential tourists ignore anything else. Payangan (2014: 63) said that promotion is a key variable in marketing strategies and was seen as an element to create opportunities to dominate the market. Tourism promotion or stimulant can be used to influence consumers in purchasing activities or use of services in accordance with their wants and needs.

It is also important for Ceramics Tourism Village to utilize the sophistication of information technology which is now widely used by professional marketers. A tourist is now more established in determining tourism destinations via the internet because nowadays all information already exists on the internet so that many people refer their tourism goals based on recommendations in the virtual world. The public relations strategy in this case needs to be used to attract tourists who still have not decided on their tourist destinations. Even using a public relations strategy with various marketing media will make someone who has chosen a tourist destination, then change direction.
METHODOLOGY

This study used qualitative method because the researcher wanted to know in depth the causes of the decreasing popularity of Dinoyo Ceramic Tourism Village. According to Denzin & Lincoln (2009: 2) view, qualitative researchers must be able to study objects in their natural context, trying to understand and interpret phenomena that were seen in terms of the meaning attached to humans by them. The data collection technique used included repeated site observation and documentation from various literatures, including the most important was in-depth interviews of information from: 1) Head of Dinoyo Tourism Association, Syamsul Arifin 2) Owner of Pak Ismo Ceramic Shop, Juwadi, and 3) Head of Rukun Warga (RW) as a government representative, Drs Sudijar.

RESULT AND DISCUSSION

The public relations strategy that will be applied in one particular institution or organization must determine the public first. Determination of the public in public relations is tantamount to targeting in marketing science. In addition, before carrying out the strategy must also know the internal problems of the organization so that it can measure the level of needs, availability of resources, and goals to be achieved. But in this study, the size will be narrowed only to the public relations strategy to increase the popularity of Dinoyo Ceramic Tourism Village in the midst of the development of communication and information technology, namely through online mass media and social media.

The use of mass media and social media is very important in the online communication world. Because the media used to promote the tourism industry can form new realities so that tourism can create special images in the minds of audiences. Baudrillard (1983, in Andipate, 2015: 135) argued that the hyperreality created by the mass media would become reality itself. It meant that tourism villages could promote to the mass media and social media a new reality that was beautiful, useful, fun, togetherness, a sense of peace, etc., so that consumers were affected to come to these attractions.

Advertising

Advertising or advertising is a source of popularity for everything. Installing advertisements in various mass media has become a mainstream in companies if they want to get lots of consumers. Advertising is not always done for new programs in order to introduce their products to consumers, but is also carried out by the old program to always be remembered by consumers. Therefore, advertising is important because the mass media is one of the main keys in the dissemination of information in modern society.

Advertising is one of the main input sources for the mass media, so that advertising in the mass media can be very easy to do. The hard part of making advertisements is ensuring that the advertisements posted in the mass media are effective and efficient. If the target is reachable, the advertisement can be considered effective. If the ads does not reach the target of consumer product selection, it will waste the cost of advertising so that it can be considered inefficient.

Consequently, advertising cannot be arbitrary. Advertising must answer 9 basic questions that can influence tourists visiting the Dinoyo Ceramic Tourism Village. Nine of these minimum information are; 1) The name of the destination is clear, similarities with the names of other tourist areas will confuse tourists, 2) Transportation must be remembered by tourist targets so as to facilitate them, 3) Accommodation in the form of lodging and other services, 4) The attraction that will be obtained if tourists visit, 5) The way or route of travel from various types of transportation if traveling independently, including information about travel must also be available.

6) The overall costs that come in will be in accordance with what tourists get. 7) Calculation of the time needed for the visit so that tourists can estimate their visit, 8) When a good time for a visit can also be interesting information, because here the tourism service providers can inform certain events, or certain seasons that are attractive to tourists, and lastly 9) The time and place for booking tours for tourists must also be clear. Always provide contact numbers that tourists can contact, including instant messaging and social media applications. (Processed from Yoeti, 2002, in Payangan, 2014: 66)
Publicity

Most public relations workers still rely on advertising compared to publications. This is reasonable because advertising does not require hard work. Simply providing money, contacting mass media marketing, negotiating price and location of advertisements, and the next day the ads can be loaded. Unlike advertising, publicity requires creativity to think and act from a public relations worker, including in the Paguyuban of Dinoyo Ceramic Tourism Village. If not, the mass media will never glance at the coverage there, which in turn will not increase its population.

Publicity was information provided by external sources used by the media because the information had news value (Cutlip, Center & Broom, 2006: 12). It is understandable that publicity is news published in the mass media but not paid because journalists voluntarily load the information because it is valuable. The success of publicity is beneficial for tourism objects such as the Dinoyo Ceramic Tourism Village, but the weakness of the news can not be controlled as advertisements.

Publicity can be exemplified when the community makes activities that attract public attention. For example the community invited famous ceramic painters from other regions to compete in the Ceramics Tourism Village accompanied by a ceramic painting competition at the school student level. Paguyuban can also create new ceramic creativity that has never existed so journalists will see it as something unique. Paguyuban can also invite regional or national figures, the head of service, mayor, governor, or ministry, to open exhibition activities there so journalists will arrive.

Many things can be done by Dinoyo Ceramic Tourism Village to get attention from the mass media. The Tourism Association of Dinoyo Ceramic Village only has to know what is needed by the media and journalists. This tends to be easy because journalists also have semi-normative guidelines for reporting. These codes have been encoded in news values that reporters must pursue. Among others; Actual (mass media like new events, not stale events but only informed reporters, Proximity (media will usually choose events that have sociological or geographical proximity to the audience), Important, impactful, and extraordinary (mass media will be happy get important events and have a broad impact on the audience.

In addition, the mass media will also see whether an event invites a certain character, which is reflected in the value of the news headlines. Artists who have come there for recreation can be used to invite journalists. Including news values considered by the community is a trend that is happening in the general public. For example, during the World Cup season, ceramic craftsmen can make ball paintings, world cup logos, or various other ornaments that can certainly attract journalists. Even the stories of craftsmen there can also be sold to journalists to become human interest news, such as the youngest figure of a ceramic craftsman, or a figure of an accomplished ceramic craftsman.

In addition to planning various activities that are in line with news values held by journalists, publicity is also known as press conferences and press releases. Press conference is an invitation to one or many journalists to publish a news that usually benefits the company. The press conference is very interesting for journalists because there is no need to dig up data that is difficult to obtain information. Different from the press conference, the press release was more to provide information to journalists through various media, including emailed posts, photos and documentation, including videos for television mass media. Both press conferences and press releases greatly facilitate journalists in searching for news and benefit the company because they do not need to pay for advertisements.

Press Agentry

Agentry press is also one of the public relations activities related to the mass media. Press Agentry, according to Cutlip, Center & Broom (2006: 17), was the creation of news and events that were part of news value to attract the attention of the mass media and got public attention. The difference between agentry's publicity and press is at its destination. If publicity wants that publications carried out in the mass media can enhance a positive
image, then press agents only want popularity without looking at the positive or negative sides.

Therefore, the motto of Agentry's press is: the more often an area is reported, the more famous the area will be. However, in order to create favorable popularity, the agentry press strategy carried out by the community must also be effective so that it cannot be arbitrary. Paguyuban must play the setting agenda for the mass media using the news value approach as well as publicity. One more thing that distinguishes publicity is that companies can usually hire agent presses so that the issues they want to bring to the public are built by other parties.

But the association as a tourism object does not have to hire agentry press as large companies. By using their own energy, it is easy to create activities that intrigue residents. For example, the community can suddenly install giant ceramics from consumables on the side of the road to the Dinoyo Ceramic Tourism Village. It is also possible for the community to paint a picture of the presidential and vice presidential candidates on ceramics so that they will attract the attention of journalists. Other ideas can be socialized to citizens so that they can build togetherness and a sense of belonging among them.

As long as the ideas presented by the people can be applied, it must be realized. Because in the agentry press, the most important thing is the furor is done to attract journalists to come up with coverage. Thus indirectly the tourism village will get the benefits of publications by the mass media. In addition, the agentry press can also work with various sectors that have the same interests as the ceramic village so that a mutually beneficial relationship occurs. Some locations that can be invited to work together include schools, colleges, community institutions and community organizations, including many tour and travel companies that are very important for tourism companies.

Social media

The development of the internet has had a huge influence on the world of advertising tourism. First, tourists must follow a travel agent to get information about travel. Even to see the promotion of a tourist attraction only through conventional mass media that is expensive. With the presence of social media all information is very easy to spread. Conditions must be utilized by tourism managers such as the Dinoyo Ceramic Tourism Village to disseminate its existence.

The tourism market share in the internet world is very tempting with the number of users as much as 132 million in 2017. Based on a globalwebindex survey of internet users in Indonesia, Youtube has the highest number of users by 43%, second place is Facebook with as much as 41%, WhatsApp is in third with the number of users by 40%, then Instagram 38% (Katadata, 2018). Therefore, it is strongly recommended to the community to create social media accounts which can later be managed by the Tourism and Youth Awareness Group owned by Dinoyo Village.

Promoting social media is different from mass media in terms of formality. Using social media, tourism promotion can be done using everyday language, even local languages can attract tourists. The first step that must be done in making social media is to fill in all basic information so that the profile is clear. The profile that is filled up in its entirety will show seriousness and look convincing so that social media visitors will trust the information in it.

Second, giving all information needed by tourists related to Dinoyo Ceramic Tourism Village. This information can be started from the route from which any tourists come, providing estimated travel cost, information about accommodation (lodging and services that support travel), suggestions to do while in the Dinoyo Ceramic Tourism Village, and contact numbers that can be contacted. Information is very important for tourists because they will come in places far from home so they will estimate the budget and set the appropriate time to travel.

Third, always update information so that social media always looks interactive when tourists visit the account. Because of that, it is necessary to prepare personnel who specifically care for social media. Information updates can be done regularly, for example
daily or weekly. Don't get an update in one week. Information that can be shared on social media: activities carried out, visits from tourists can also be captured and then uploaded on social media, the process of making ceramics, practicum or field work practices from several schools and colleges, to the daily atmosphere of the village which can be uploaded.

Actually, there is no specific benchmark in uploading photos to social media. But, the community or social media manager must pay attention to everything that looks beautifully photographed and good to describe so that when uploaded will cause tourists to visit. Keep in mind, in social media there are many tourist attractions that are only interesting when photographed but not so beautiful when really seen with your own eyes. Dinoyo Ceramics Tourism Village does not need to lie on social media to get the attention of tourists, but instead must be honest and only show the best on social media.

Fourth, be consistent to continue to promote on social media so that the quality of promotions can be maintained. Dinoyo Ceramics Tourism Village must really prepare personnel who specifically serve social media so that consistency can be maintained. Most social media owned by institutions, companies, or communities, are not maintained because they do not have a special team that handles social media. Ceramic villages can assign two to five members of Pokdarwis or Karang Taruna to take turns filling content on social media, including answering all questions from web users if any. With consistent marketing, the popularity of Kampung Keramik will be maintained continuously.

Website

For starters, website creation can be started from building a free blog that is widely available in cyberspace, for example wordpress, blogger, blogdetik, and so on. If you have stepped into the professional field, then the blog can be upgraded to an org., Com., Or net based website depending on the needs and availability of domain. The significance of the website for tourism objects such as the Dinoyo Ceramic Tourism Village is in terms of the credibility of the information provided. Organizations or attractions that have official websites will be considered more credible and professional so as to gain the trust of tourists.

The website must always be updated as social media so that it looks active and can be trusted. Websites that are left untreated will cause bad effects. According to this reason, website management needs to be seriously scheduled, including by compiling a team that specifically handles websites. The website can contain a complete profile of the village tour, the arrangement of the community organization, the contact number that can be contacted for reservation, including updates on each activity. Social media managers and websites must be synchronized and continue to coordinate so that both can help each other, especially in terms of positive content.

CONCLUSION

Dinky Ceramic Tourism Village had tremendous potential to become a tourist center in Malang City as well as other 'thematic villages'. Starting from the attractiveness of tourist destinations, the facilities of the destination area which included accommodation, the business of making ceramics that was entertaining and could be practiced by tourism, recreation, to the ease of transportation to the ceramic village was also possible to do. Therefore, the Dinoyo Ceramics Tourism Village should be able to develop more rapidly and compete with other thematic villages.

There were several obstacles experienced by the Dinoyo Ceramic Tourism Village so that it could not grow as other tourism objects, both internally and externally. From an internal point of view, for example, there was no coordination between communities because the people who process ceramics were not as a whole, including the community that had difficulties in creating work programs to develop ceramic tourism there. These internal problems must be resolved immediately with the joint commitment of all citizens so that they could immediately develop a comprehensive solution plan.

An external issue that becomes the problem was promotions that was not in line with technological and information development. In this new media age, promotion should not only be done to sell products, but must also collaborate with public relations stations.
that emphasized the formation of a positive image of ceramic tourism villages. Therefore, the community that housed ceramics craftsmen must make serious steps to build a planned promotion system by utilizing online media and social media.

Online media as a representation of contemporary mass media was a smart choice if you want to dominate the tourism market in Indonesia. Modern society, especially the millennials generation that often crowded the tourist area, used online media as the main reference for choosing tourism destinations. In addition to online media, the millennial generation liked to access social media with a very high level of use. At the very least, the tourist market in cyberspace had exceeded 132 millions people with the percentage of social media users of various types ranging in number from 40%.

If the ceramic village could take advantage of promotional opportunities in cyberspace, it could be predicted that the visitors of this village will be bulldozed; moreover, the location of the ceramic tourism village was still in the city center. Therefore, access to it plus the accommodation were well conditioned. The community and the community only needed to develop promotional plans starting from publicity, advertising, and agentry press to various online mass media, as well as using social media and websites consistently so that the credibility of the tourism village was maintained in the eyes of tourists.

REFERENCES