



Tourism marketing communication strategy at "dieng culture festival" as an effort to improve the economy of the dieng community

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ABSTRACT

Technological advances and the times are able to erode the existence of local culture. Local culture is part of the tourism potential that can boost the economy. The Dieng Culture Festival is a successful cultural event and one that has the potential to boost the economy and expand employment opportunities in Indonesia. This research was conducted to find out how the marketing communication strategy was applied by the cultural performances of the Dieng Culture Festival. The research method used is descriptive qualitative method. The theory used in this research is marketing communication theory. The results found are that the marketing communication strategy is applied at four levels, namely individual level marketing communication, group level marketing communication, organizational level marketing communication, and mass level marketing communication. Good quality of human resource is a major component in the success of a marketing communications strategy. Mass media and social media are effective means of communication to promote the Dieng Culture Festival.

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INTRODUCTION

Along with the development of the era which is marked by digitalization, in the cultural aspect popular cultures are starting to emerge as a result of advances in technology. The presence of popular culture can be a threat to the erosion of traditional culture because the younger generation is starting to lose interest in preserving traditional culture. However, on the one hand, technological developments are also able to help traditional cultures which are now tourist attractions to be promoted. Current advances in communication technology can be used as a marketing communication strategy to promote traditional cultures as tourist attractions, so that traditional cultures are able to maintain their existence. In fact, traditional culture can collaborate with popular culture to reach the younger generation.

Tourism is an industry that can increase economic growth very quickly through employment opportunities, income, and standard of living welfare and in activating other production sectors in countries that receive tourists (Kolibu et al., 2019). Based on an overall economic perspective, one of the sectors that is developing the most and is paying the most attention is tourism. Tourism is a sector that has an important role in encouraging and boosting the country's economy, especially for Indonesia (Lestari & Rizali, 2022). The impact felt by Indonesia from increasing tourism flows is improving economic life, especially from gross domestic product (GDP) and opening up opportunities. work for society, where this sector, namely tourism and hospitality, contributes 6.8% to GDP (Aransyah, 2019). Seeing the huge impact of the tourism sector on the economy, this is a good opportunity to simultaneously increase efforts to preserve local culture as a tourism site through marketing strategies.

One of the traditional cultures that is popular and has tourism potential recognized by the Ministry of Tourism and Creative Economy to accelerate economic recovery and expand job opportunities is the Dieng Culture Festival. This event has been included in the 110 Kharisma Event Nusantara (KEN) calendar, where the events that have qualified for KEN 2022 are the best events that have been carefully curated by the entire team (Wibowo, 2015). The "Dieng Culture Festival" itself has a series of events that are very strong in communicating Javanese culture with the characteristics of the local wisdom of the Dieng people themselves which are influenced by beliefs that have developed over the years (Maria et al., 2023). The rundown of the Dieng Culture Festival varies every year, following the interests of the community. However, the essence of holding this cultural festival is as a means of promoting culture and improving the economy of local communities. Cultural carnivals, shaving of dreadlocks and introduction to local Dieng cultures have become the standard agenda of this festival. This event has been held from 2010 until now. However, in 2020, the Dieng Culture Festival was only held virtually, due to the Covid-19 pandemic and government regulations to enforce health protocols. Even though it was held virtually via live broadcasts on YouTube, Facebook and Instagram, the Dieng Culture Festival is still of interest to the local community. Even in 2022, the public was very enthusiastic, with around 100,000 thousand visitors from all over Indonesia taking part in the performance in the Dieng area.

Apart from being seen from economic development, the success of tourism can also be seen from the number of visitor arrivals from year to year (Adi, 2022). Judging from the success of the "Dieng Culture Festival", of course there is an influence from the marketing communication strategy carried out. Moreover, people who visited the event considered the cultural performance to be very good and interesting to visit again (Fadly et al., 2020). Marketing has the aim of positioning customer satisfaction and also increasing organizational values in making decisions, including in making product development strategies (Apriliyanti & Kristiansen, 2019). Basically, marketing is part of the communication phenomenon (M.Si. S.H.I., 2022). Because most of the activities in it involve communication starting from the time the product is produced and packaged, until information about the product is disseminated to the public. In the world of tourism, we always try to keep up with changes in everything our customers need. Apart from that, the values and development of tourism products are also able to influence the tourism marketing environment itself. Competition in offering tourism services really requires the role of communication.

Marketing communication is an exchange process n information and tools for planning marketing so that it can attract stakeholders and customers (Yao et al., 2022). Marketing communications has an important role in an organization that manages tourism. Because marketing communications were created to answer external challenges, such as legal and regulatory aspects, socio-economics, politics, industrial and media developments. The internal strength of the organization is its closeness in terms of marketing so that it can develop market orientation, which can be done through marketing communications. Marketing communications also have a relationship with shaping customer behavior and exploring the interaction between

customer actions and reactions to the messages conveyed in the marketing itself (Yanti et al., 2022). Seeing the great influence of the role of marketing communications in the tourism industry, researchers are very interested in knowing in depth the marketing communications strategies used by the Dieng Culture Festival, which is also the aim of this research. The marketing communication strategy that researchers at the Dieng Culture Festival want to know is what methods and forms of marketing communication are applied. First Dieng Cultural Festival was held in 2009, so it will be entering its ninth year in 2018. Every year, Dieng Cultural Festival attracts many visitors from various places regions in Indonesia. As in year 2017, Dieng Cultural Festival offers positive things have an impact on the economy of Banjarnegara and Wonosobo by bringing in income of IDR 45 billion which can be felt immediately by the people of Dieng and its surroundings (Jaiswal & Singh, 2020) examined the effects cultural events, structural elements, brands cultural events, and place the brand the cognitive image and the affective image form the overall image of tourists objective. In this research, it was found that cultural events, locations rich in past cultural heritage, displays structural elements have greater impact on the image cognitive rather than effects on affective imagery. However, the brand culture the event has greater influence on affective image (Kartini, 2020). In a similar study that performed by Hernandez-Mogollon, explained that the overall picture can generate intent to review return, as well as the intention to suggest. However, in his research, he did not measure intention to revisit or resulting intention to recommend how measure the overall effect the image has on intention to recommend and intention to review it as it is reflected (Piercy et al., 2018). Using these two studies as a reference, researchers are interested in researching the effects of cultural events, structural elements, place branding, and event brand culture on cognitive image and affective that make up the whole image and the influence of forming intentions to recommend and intend to revise. By conducting this research, researchers hope to find out the impact of the image is more affected by cultural events and related elements and their impact on the overall picture and behavioral intentions, so that researchers can know and give advice to organizers and related parties implementation of cultural events, in particular. Dieng Cultural Festival, so for can maximize tourism opportunities and promote Dieng tourism and surroundings.

Some of the research used as a reference in this research is research conducted by Ulfa Khairina in 2022 with the title "Central Aceh Tourism Marketing Communication Strategy in Promotion of the Local Tourism Industry". The aim of this research is to examine the strategies used by the Central Aceh Tourism Office in marketing the regional tourism industry. Apart from that, this research also wants to look at the stages of tourism marketing communication strategies used. The approach used in this research is descriptive qualitative with direct observation and interviews as data collection techniques. The findings obtained are that the Aceh Tourism Office has not yet achieved its maximum in carrying out tourism marketing communication efforts (Yunita & Sentosa, 2019). The next research is research conducted by (Pelafu et al., 2018) with the title "Marketing Communication Strategies during the Covid-19 Pandemic". The aim of this research is to explore and analyze the tourism communication strategy of the Majalengka Regency Tourism and Culture Office during the Covid-19 period. This research uses an interpretive paradigm and the approach used is descriptive-qualitative. The method used is a case study. Data collection techniques use interviews, observations and documents. This research has the result that the Majalengka Tourism and Culture Office uses a combination of tourism marketing concepts and promotional mixes as marketing communication activities. The promotional mix concept used is advertising, personal selling, public relations, sales promotion and utilizing social media (Hrp & Saraswati, 2023). The second research is research from R. Satria Setyanugraha, Aning Fitriana and Reza Rahmadi Hasibuan with the title "Online Tourism Festivals as a Form of Marketing Communication and Improving the Financial Performance of MSMEs during the Covid-19 Pandemic". This research aims to analyze forms of marketing communication carried out online or virtually. Apart from that, this research also wants to analyze the finances of MSMEs from

Petahunan Village. This research uses a qualitative descriptive method with data collection techniques through interviews, observations and documents. This research has results, namely marketing communications carried out by Petahunan Village using four promotional mixes, namely advertising, sales promotion, sponsor marketing and publicity (Kusmayadi et al., 2022). Then, research was conducted by Prietsawenny Riris T Simamora, Elok Perwirawati and Daniel Parulian Sihombing in 2019 with the title "Marketing Communication Strategy for the Cultural Service in Introducing the Ketoprak Dor Festival as Local Wisdom of the City of Medan". The purpose of this research is to find out about the marketing communication strategy plan used by the Culture Service to introduce the Ketoprak Dor Festival. Apart from that, this research also wants to know how marketing communication strategies are implemented. This research also uses interviews and field observations as data collection techniques. Research data processing uses a descriptive-qualitative approach. The findings in the research were that the planning and implementation of marketing communication strategies had not yet reached thorough preparation because the existing data was still minimal and there was no approach to establishing good relationships and collaboration with stakeholders (SIMAMORA et al., 2021)

The latest research is research conducted by (Barker, 2017) with the title "Tourism Marketing Communication Strategies to Increase Tourist Visits in Pan tai Suwuk, Kebumen Regency". The aim of this research is to determine the tourism marketing strategy formula at Suwuk Beach, Kebumen Regency. The research method used is SWOT analysis. The discovery found in the research is that the Kebumen Regency Youth, Sports and Tourism Department uses integrated marketing communications to market its tourism. However, several aspects such as HR, Development, Pokdarwis, promotion and media relations are still minimal and weak. Therefore, guidance is needed such as monitoring and evaluation to strengthen marketing communications. The Kebumen Regency Youth, Sports and Tourism Department also needs branding to increase tourist attraction (Faradila & Imaningsih, 2022). All of the five previous studies discussed tourism communication strategies from different regions. The results found between studies also differ because they are influenced by different human resources, so this influences the results of the marketing communication strategy carried out. In this research, researchers will focus on examining the forms of tourism marketing communication strategies in the Dieng Culture Festival.

RESEARCH METHOD

The type of research that will be used in this research is qualitative research with descriptive methods. This type of research aims to provide an explanation and depiction of symptoms, problems and social phenomena. Therefore, this descriptive-qualitative research can provide a new understanding of certain situations. Descriptive research aims to collect information about the status of an existing symptom or event, namely the symptoms that existed when the research was being conducted (Dwiyanto, 2011). Qualitative research looks at the relationship between the variables studied (objects) which are mutually influencing or interactive (Sugiyono, 2012). The subject of this research is the Chair of the Dieng Culture Festival Committee as the stakeholder and person in charge of the event and also visitors. The paradigm used in research is the interpretive-constructivist paradigm which sees social science as a systematic analysis of socially meaningful action (Haryono et al., 2021). This research also carries out direct and detailed observations of social actors in natural, everyday settings. Apart from that, the aim of this paradigm is to understand and interpret how social actors create and also maintain their social life. This research was carried out at the Dieng Culture Festival in Banjarnegara Regency, and used qualitative methods, collecting data using literature methods. Collected data is an object that has the potential to increase national to international events to attract tourists both nationally and international who attended the event. Secondary data was obtained from literature studies. Collect data and information from previous or other research conducted in Dieng. The results of this data are linked to the implementation of

planning and implementation of events at the Dieng Culture Festival in Dieng which will then be used as conclusions

According to (Sugiyono, 2017) there are three stages of procedures that will be carried out in qualitative research, namely the description or orientation stage, where the researcher will describe what he sees, hears and feels, then the researcher will record what he gets (Gunawan, 2013). Then, the next step is the reduction stage, where the researcher will reduce all the information that has been obtained and then focus on a problem. The final stage is the selection stage, which is a stage where the researcher will describe the problem that is the focus and then analyze it again in depth (Idroes et al., 2023). The data collection method in this research is in three ways, namely observation, interviews and review of document contents (Sakdiyah, 2023). Direct observation (observation), where researchers make direct observations by going into the field before and during the Dieng Culture Festival. Then the next data collection was by means of in-depth interviews, where the sources were the Chair of the Committee and visitors to the Dieng Culture Festival. The final step is to systematically examine documents that are related to the Dieng Culture Festival. After the data has been collected, the researcher will analyze the data obtained using the marketing communications concept.

RESULTS AND DISCUSSIONS

The results of data collection, namely through interviews, field observations and literature studies, will be described as follows:

Individual Level Marketing Communications

In every business, strategy is needed as a means to excel and achieve goals. In creating a marketing communications strategy, someone is needed who is intelligent and able to create business concepts, and has a personality who is persistent, brave and tenacious in realizing goals (Hidayat et al., 2022). From the results of an interview with the Chair of the Dieng Culture Festival Committee, Alief Faozi, it was found that the success of the Dieng Culture Festival in becoming a potential world-class tourist attraction recognized by the Ministry of Tourism and Creative Economy began with the self-awareness and persistence of Alief Faozi as the former chairman of the Youth Organization who had an awareness of preserving Dieng local culture. In implementing marketing communication strategies, human resources (HR) are the main key (Nugraha, 2020). The front guard is communications human resources, because they are responsible for carrying messages to stakeholders, both internal and external.

(Vininda & Yuliana, 2020) states that good communication human resources must have a "source ethos" namely source credibility, source attraction and source power (Hair et al., 2019). Alief Faozi has these three sources of ethos, where in 2005 when he was Chairman of Karang Taruna he created the Tourism Awareness Village which became the history of the beginning of the Dieng Culture Festival. Alief is always the chairman of the committee when there are big events in his village. Then, in 2006-2007 he carried out activities with the aim of preserving culture and empowering the community in the tourism sector. As a communicator to develop tourism in his village, Alief has credibility, namely expertise, trustworthiness, charisma, sociability, co-orientation, charisma, security, dynamism, openness, and sincerity ((Anggraini et al., 2020). The local community really believes in Alif's ability to develop Dieng's economy through the tourism sector. If tourism activities are managed by involving local communities, they will have benefits and use values that can be felt directly by the communities themselves (Mutiasari, 2022). Personally, Alief is able to attract people to start becoming economically empowered by inviting people who like making food to start producing unique foods and handicrafts typical of Dieng to be used as souvenirs. Apart from that, he also invited people who own land and houses to make them homestays or halfway houses for tourists.

Social networks are the starting point for marketing developments (Salim et al., 2022). Individually, Alief has a very wide social network. He not only communicated with the people of Dieng to start their own business, however, to realize the Dieng Culture Festival, he also communicated with village elders and local religious figures. This was because local religious figures had opposed Alief's plan to make local Dieng cultures, such as the tradition of shaving hair, into a tourist attraction. However, Alief continued to carry out the communication process by assuring that this tradition was not an idolatrous act, but rather a tradition whose values were still on the path of God. Through Alief's communication efforts, he was able to shift the stigma against the cultural ritual of shaving gembel hair into something positive and bringing blessings to the people of Dieng. Harmonization of local wisdom and the economy is able to stimulate economic competitiveness, increase community productivity which can ultimately improve people's standard of living while maintaining and maintaining culture and customs (Suprihatiningrum, 2022). Alief's journey to realize his goal of increasing the economic growth of the Dieng community is very long. Marketing communication efforts that are also carried out include seeking funding support from the government and sponsorship parties. Because of his persistence in developing Dieng tourism from its beginnings as only small cultural activities until now it has become one of the nationally and internationally recognized tourism destinations, Alief Faozi is a communicator who, apart from having source credibility, also has source attraction and source power. Because of his success, Alief is often a resource person in seminars that highlight culture and tourism which will also have an impact on the promotion of the Dieng Culture Festival itself. Alief as the communicator also has status and power, because he received a very important role in the development of the Dieng Culture Festival when he was previously trusted to be chairman of the committee for various events. The power he has makes him choose This is a very extensive social network, so that the Dieng Culture Festival can grow from year to year.

Group Level Marketing Communications

In carrying out marketing communication strategies, the important role of social groups is not overlooked. A social group itself is defined as a meeting between individuals who carry out social interactions such as communication, accommodation, cooperation, acculturation and assimilation to achieve common goals (Vininda & Yuliana, 2020). The success of the Dieng Culture Festival cannot be separated from the role of social groups. As with the communication carried out by Alief, he met with a number of elements of social groups from the local community, including youth groups, farmers, food producers, craftsmen, arts groups, village elders, religious figures and other groups. To carry out promotional efforts requires an in-depth understanding of the market and this is the basis for developing promotional strategies and programs (Azmi, 2022)

In designing the Dieng Culture Festival, Alief has discussed it with various parties. To design the concept of the Dieng Culture Festival, he took the initiative to form a committee with a community based concept by making local communities the main committee and then acculturating them with other groups. The aim of this event is not only as an effort to preserve culture, but also as an effort to improve the economy. For this reason, to achieve the objectives of this cultural performance, the results of discussions with various stakeholders resulted in the concept of a collaboration event between popular culture and local Dieng culture. Popular culture such as musical arts performances will trigger tourists, the majority of whom are from the younger generation, to be interested in visiting Dieng and getting to know the local cultures. Apart from that, this activity also presents spiritual studies that bring in religious figures, to meet the target market of people who are interested in religious tourism. The concept of the Dieng Culture Festival is not only rich in culture, but is mixed with popular culture and religious sacredness to attract tourists who have different interests. The multicultural concept was obtained from the results of communication at the group level that had been carried out.

The concept of the event carries the values of mutual cooperation, so he also invited other groups such as academic groups, government, business people and mass media to contribute to realizing the goals of the event. In the academic field he received support from ISI Yogyakarta, ISI Solo, STIPARI Semarang and Puspar UGM. Alief's communication strategy aims to seek help to carry out research in the form of questionnaires distributed by the community. The results of this research will really help the committee in determining visitors' interest and interest in terms of attractions, facilities, accessibility, security and so on.

From a mass media perspective, Alief specifically has never looked for a media partner to publicize the Dieng Culture Festival. However, many mass media, namely around 500 mass media from local, national to international, actually met with Alief to offer cooperation in reporting. In this case, Alief freed any media to cover the event, because he realized that the Dieng Culture Festival had several values such as commercial value, unique value and communication value. Commercial value is how much economic value the public receives from the content produced by the mass media. Then unique values are things that are unique and characteristic of Dieng culture which need to be continuously promoted through mass media. The third value of communication includes the promotion itself. The more mass media that highlight the Dieng Culture Festival in the news, the more profitable it will be in terms of promotion for the event.

Organizational Level Marketing Communications

(Turner, 2018) defines organizational communication as the process of conveying messages that occurs within the organization (Irfanda, 2022). Communication carried out within the organization can be in the form of interpersonal communication, communication between groups, individual communication with groups, whether carried out informally or formally. The direction of communication that occurs can be from top to bottom or bottom to top and between levels. When connected to marketing, the organization is able to mobilize each existing unit to increase sales figures through designing communication strategies. The Dieng Culture Festival is of course a form of organization where Alief is the Chair of the Committee who leads the continuity of the event from year to year. The Dieng Culture Festival is managed organizationally and has divisions that support the achievement of the organization's goals

The Dieng Culture Festival is managed by a structured organization where the people who are members of the organization have the same goals and ideals. The marketing communication strategy is carried out by a special team that has been formed and is carried out through various forms such as through communication between groups, namely approaching various levels of society to get support in the form of community empowerment to increase productivity, research assistance from the academic field, then communication between organizations, namely in efforts to seek partnerships or sponsorships to fund events, and also through mass communication, namely promotions via social media carried out by the social media team. All communication efforts that have been carried out within the committee are part of organizational level communication.

The marketing communication strategy in this organization is also carried out by the government as an effort to increase the popularity of the culture of the Dieng community by obtaining legal recognition from the Culture and Tourism Service and the Ministry of Tourism and Creative Economy. So that tourism potential can develop and become a product that can be relied upon and offered to the global market, it must be handled by personnel who are experts in the tourism sector (Setiawan, 2015). Experts and professionals in the tourism sector are defined as government officials who manage tourism by referring to a predetermined development vision and adopting the principles of "good governance" in carrying out community service efforts (Martinez-Bravo, 2017). Support and recognition from the government is an effective marketing communication strategy, because collaborating with the government can have an influence on increasing the number of tourists. This is because improving the quality of Dieng tourism has

become part of the government program, because Dieng tourism is able to contribute to economic improvement for the country. Apart from that, the government is also able to provide support in the form of material to improve the quality of tourism, such as providing budget funds, building facilities and providing the necessary facilities, as received by the Dieng Culture Festival committee, namely getting financial support and facilities for a carriage and horses to facilitate the Cultural Carnival. .

Mass Level Marketing Communications

Long before entering the production process, the target product that is the target consumer is first determined in the formulation of mature concepts. What needs to be done is to identify the characteristics of targeted consumers at the mass level (Fernandes et al., 2019). (Kango et al., 2020) have a marketing communications management perspective, where in marketing planning the things that must be paid attention to are the main elements of marketing, namely the process of managing marketing elements (products and their attributes), efforts to fulfill desires and satisfaction. consumers, exchange value, and create relationships that last over a long period of time. Of these three marketing elements, of course the main product offered by Dieng is the unique local culture, such as the ritual of shaving hair, which has long been an attraction for tourists. However, in order to increase tourist attraction, through initiation, mas The community was encouraged by Alief Faozi as the Chairman of Karang Taruna at that time, to fulfill people's desires and satisfaction in traveling, traditional culture was mixed with other cultures such as popular culture and spiritual immersion.

From the results of interviews with several visitors, on average the visitors come from the younger generation who are interested in modern musical arts. For this reason, Alief Faozi modified the cultural festival by adding a Jazz music concert which has been very popular and in demand by the wider community. The mingling of these cultures will result in an exchange of values, where through popular culture, people will also get to know traditional Dieng culture. Popular culture provides benefits to traditional culture to attract fans. The Dieng Culture Festival is a routine agenda which is held at the end of the year every year, starting from 2010 until now. The regular agenda of the Dieng Culture Festival shows that there are efforts to create good relationships with tourists over a long period of time. Even though the Dieng Culture Festival was held virtually via live broadcasts on Facebook, YouTube, Instagram and Twitter, the public is still requesting this event to this day.

Promotional Marketing Strategy

Marketing communications in the 21st century use many marketing mix and promotional mix strategies. Each organization has different policies in taking mix elements. There are organizations that implement a marketing mix that emphasizes four aspects, namely product, place, price and promotion (Lee & Kotler, 2020). In the Dieng Culture Festival event, there is more emphasis on mixed promotion strategies because it operates in the tourism sector. (De Yusa & Hastono, 2018) has seven channels that are important when used simultaneously or "promotion mix", namely (1) advertising, (2) personal selling (3) word of mouth, (4) sales promotion, (5) publicity, (6) public relations and (7) direct marketing.

Various forms of promotion need to be carried out to market local tourism to national and international tourists. If marketing mix strategies can be improved, then this can attract tourists which can have an impact on increasing business opportunities and community participation The marketing communication strategy carried out with a promotional mix can be called an integrated marketing communication strategy The promotional mix carried out by the Dieng Culture Festival committee is as follows:

a. Advertising (Advertising)

Advertising is an important tool for business people to influence consumers. This advertising can be done through various mass media such as radio, newspapers, online media, magazines, posters, pamphlets and so on. Advertising implemented by the Dieng Culture Festival is generally through social media Facebook, Twitter, YouTube, Instagram and also in the form of posters, banners and banners placed in Central Java and surrounding areas. Apart from that, the Dieng Culture Festival frees mass media from local, national and international to carry out coverage as a promotional effort.

b. Personal Selling (Personal Selling)

The personal sales effort carried out by the Dieng Culture Festival committee is by attending cultural seminars, where Alief as Chair of the Committee is always invited as a speaker. He used this to promote the Dieng Culture Festival. Personal selling is an effective method because it is a direct marketing method that is carried out face to face with the audience.

c. Word of mouth (word of mouth)

The Dieng Culture festival has been held since 2010 and was designed starting in 2005 by Alief Faozi. Alief Faozi started planning cultural activities by gathering local artists and local communities to produce crafts and special foods, as well as holding the ritual of shaving the hair of the gembel which used to be often held at 17's celebrations. Since then, these cultural activities have received attention from the public. Finally, this small level cultural activity developed into a large event, namely the Dieng Culture Festival. Because many local and foreign tourists hear about the uniqueness of this gembel hair shaving ritual, they finally want to be directly involved in attending the ritual. This is the power of the word of mouth promotion strategy, where stories from person to person can provide curiosity to the person who receives the message. This has triggered an increase in the number of tourists.

d. Sales Promotion

So far, sales promotions carried out by the Dieng Culture Festival committee are still carried out through social media, namely Ins tagram, Twitter, and Facebook. Social media is considered capable of reaching the wider community, so the management promotes ticket sales more through their official social media.

e. Publicity

The presence of mass media in an effort to promote tourism requires a publicity strategy as a tool to disseminate information about services and products. The use of mass media such as print and online media can be a promotional tool, which is not only able to disseminate information about tourism but is also able to persuade the audience to be interested in visiting the tourism offered. As previously explained by Alief, the Dieng Culture Festival committee has never had a media partner. However, many mass media from local, national and international came to provide coverage. Alief openly accepts this coverage, because this event is a joint event, where everyone can take part in making the event a success, so it is very accepting of any mass media to cover it as long as the reporting meets three values, namely commercial value, unique value and communication value.

f. Public Relations (Public Relations)

To maintain continuity between tourists and the organizers of the Dieng Culture Festival, even though the event being held has finished. They continue to use their social media to continue to expose the unique diversity of Dieng culture. Through the social media they manage, they continue to fill it with informative content containing everything about Dieng, such as weather

information, information on cultural rituals, religious celebrations, tourist locations, and so on. By staying active on social media, they directly maintain good relationships with tourists. That's why, from year to year the Dieng Culture Festival always has lots of visitors, even though the event is over.

From the results that have been described, the marketing communication strategy carried out by the organizers of the Dieng Culture Festival is very good, where behind the success of the tourism marketing communication carried out, good human resources are needed. Apart from that, communicators also need to have a wide social network as a tool to promote tourism. The elements of a good marketing communicator are already possessed by Alief Faozi as the initiator and Chair of the Dieng Culture Festival Committee. Within the scope of group level marketing communications, he also involves a number of elements of society from local communities, craftsmen, food entrepreneurs, homestay managers, arts groups, academics, government and business people to collaborate to achieve common goals, namely preserving Dieng culture and the environment and improving the economy and opening employment opportunities for local communities. Within the scope of organizational marketing communications, the organizers of the Dieng Culture Festival are very organizational, having a marketing and promotion division that specifically handles every marketing and promotional activity. Then the level of mass marketing communication also plays an important role in marketing communication strategy. The Dieng Culture Festival involves more social media and mass media as a promotional strategy. Promotion carried out through communication media is effective because the people who are the targets of the promotion have different desires and tastes from each other (Ding et al., 2020). Learning from the success of the Dieng Culture Festival that to increase tourism in the regions requires qualified human resources and promotion through mass media publicity and online media. The individual's interpersonal communication skills influence the ability of other levels of marketing communications.

Community Featured Products

Dieng is a producing center for mountain papaya (*carica*), mushrooms, kemar fruit, rhubarb and purwaceng. The products that have been processed into typical Dieng culinary delights include Carica Sweets, Purwaceng, Tempe Kemul, Ongklok Noodles, Mushroom Chips, Dieng Nuts, Dieng Potatoes and Kemar.

Planning and Staging Ecotourism Events

Tourism development managed by local communities for improving community welfare by presenting and reviving local traditions, preserving resources cultural natural resources to increase interaction between tourists and local residents (Novelli, Klatte & Dolezal, 2017). Community support is achieved by tourism awareness of the importance of developing the tourism industry involved (Sugiharto & Sutarso, 2019).

Impact of the Dieng Culture Festival

This activity uses the concept of Community Tourism (CBT) which aims to empower the local community who participates in managing development that strives for community welfare. The economic impact is that there are job opportunities but people's income becomes unstable. The social impact of society is that customs become better known and have good tourism value but there are changes in social life at the level of society. Impact the environment, the construction of tourism supporting facilities will be better. But there is waste generated from tourism activities.

CONCLUSION

There are four levels of marketing communication strategies applied at the Dieng Culture Festival, namely individual level marketing communication, group level marketing communication, organizational level marketing communication, and mass level marketing communication. The simplest marketing communication strategy implemented in the Dieng Culture Festival is individual level marketing communication. This individual level communication ability determines the success of communications at the next level. For this reason, quality human resources are at the forefront and most important in marketing communications strategies. Apart from that, to achieve success in improving tourism requires collaboration with various groups and must be managed in a structured and systematic organization. By involving various elements of society, it makes it easier to fulfill what visitors expect and want through research and dialogue with various perspectives. Organizations are needed to command marketing communications tasks in detail. At the mass marketing communication level, mass media, both print and online, and social media have an important role in promoting Dieng Culture Festival tourism. Mass media is a promotional strategy tool that is not only able to inform and disseminate information to the public, but is also able to persuade visitors to visit the Dieng Culture Festival. Social media is an important means of communication to maintain continuity of communication and relationships between Dieng Culture Festival organizers and visitors. By maintaining communication through social media, apart from being able to attract new tourists, it is also able to encourage visitors who have been there to visit the event again. It's activities show about natural beauty, culture and wisdom local communities are the basis tourism in Banjarnegara and Wonosobo. Success is visible increased participation, communication masses on digital media platforms, sales growth in the sector economy, income growth through souvenir centers, industry home, guesthouse and restaurant sustainable. Tourism management on marketing carried out. Communication management can became the basis to become tourist destinations in general and worldwide. The existence as a tourism promotion as well preserving culture. The effect appears from the satisfaction received. So that can reduce advertising costs for and speed up information. Regarding accessibility, it has implement and introduce easy accessibility for tourists to meet their needs through various support services and infrastructure. Based on the discussion taken, then the researcher can provide conclusions about the management in Culture is running effective, and there are several things that need to be improved. Future research, researchers must focus on the study tourism communications. It's success year after year proven to increase the number of tourists. This has a good impact on society and government. Through this action, the government also helped improve infrastructure. However, this activity must be prepared so that it doesn't happen there was an accumulation of visits leads to harmful activities and damage the environment.

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