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## Strategi Sustainability Strategy and The Role of Public Relations in the Promotion of Environmental Tourism Banten

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### **Abstract**

*Sustainable tourism development encompasses aspects of nature, culture, heritage, and economics, presenting a complex challenge involving tourists and local communities as hosts. This responsibility for preserving the environment falls on stakeholders, especially those in tourism planning and development. Environmental sustainability benefits local communities and enhances tourist experiences by maintaining natural beauty and culture, increasing income opportunities, and improving quality of life. Effective tourism management is crucial for attracting and retaining tourists. The study examines why certain attractions gain media attention, collaborating with public relations firms to disseminate reliable information. Public relations is vital in connecting producers with consumers and shaping public opinion. The study aims to explore public relations strategies in tourism promotion, special events, product development, and collaboration with the public, providing insights into their efficacy. Qualitative methods are employed to understand the cases comprehensively. The role of public relations in achieving institutional goals is crucial, using strategies like social, persuasive, and educational approaches. Public relations combines marketing mix with public relations to stimulate customer sales, which is essential in promoting tourism objects with excellent service and optimal management. Various media, including mass media and organisational publications, are utilised to disseminate tourism information effectively. The "Three Ways Strategy" includes pull, push, and pass strategies to influence public opinion and attract tourists. The study concludes by emphasising the importance of media usage and public relations strategies in tourism promotion, highlighting the need for cooperation with the public to achieve tourism objectives.*

**Keywords:** Sustainable Tourism, Development, Stakeholders, Tourism Management, Public Relations, Media Strategy, Promotion, Qualitative Methods

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## 1. Introduction

Sustainable tourism development, encompassing aspects of nature, culture, heritage, and economics, poses a complex challenge involving tourists and local communities acting as hosts (Yoeti, 2008: 238-239). Consequently, the responsibility for preserving and protecting the environment falls upon all stakeholders, particularly those involved in planning and developing the tourism industry. Environmental sustainability in tourist areas benefits local communities and enhances the experience for tourists. Benefits include preserving natural beauty, maintaining local culture and traditions, increasing local income opportunities, and improving overall quality of life (Yoeti, 2008). Effective management of tourism activities is crucial for attracting tourists and ensuring their prolonged stay and expenditure within destination areas (Pradini & Alya, 2022). This tourism activity has economic implications for the community, such as increasing income, business opportunities, and job opportunities Pradini et al. (2022). As a sector based heavily on local potential, tourism has excellent potential to continue developing Kausar et al. (2014). Tourism is one of the essential components to driving economic growth worldwide; one of the tourism activities is visiting destinations Pradini et al. (2021). The increase in the number of tourists visiting Indonesia makes the hospitality industry more competitive than the competition to improve its quality Pradini et al. (2022).

The question arises as to why only certain tourist attractions receive significant attention from the public and media. Is this a deliberate media strategy by tourism actors or merely a coincidence? To address this, the Department of Arts and Culture Tourism of Banten province collaborates with qualified parties such as public relations companies and graphic design firms to effectively disseminate reliable information and promote various attractions. Government agencies and tourism-related entities organise marketing and public relations activities to promote attractions to a broader audience (Yoeti, 2008).

Public relations is crucial in effectively connecting producers, consumers, and organisations with the public. It can influence public awareness and shape favourable public opinion (Yulianita, 2001). Therefore, public relations officers must work diligently to achieve organisational goals. This study aims to delve deeper into the promotion concept in public relations within the tourism sector, focusing on implementing pull, push, and pass strategies. The formulation of the problem revolves around exploring media public relations strategies in tourism promotion, special event activities, tourism product development, and collaboration with the public in tourism promotion.

The objectives of this study are twofold: firstly, to assess various public relations strategies in promoting tourism in Banten, and secondly, to analyse in-depth the strategy related to media public relations, special events, tourism product development, and collaboration with the public in tourism promotion. Through this examination, the study

seeks to provide valuable insights into the efficacy of public relations strategies in advancing tourism objectives.

## 2. Research Methods

This study uses qualitative methods to obtain a comprehensive and in-depth picture based on the reasonable situation of the cases studied. The research method that the author uses is a qualitative method with a single category of case studies, namely highlighting the behaviour of individuals/groups of individuals with essential problems, and the researcher himself is an instrument in the study, Yin (2000:25) states that a qualitative approach with case studies requires humans as his instrument.(Nugraha & Nahlony, 2023)

This study is a descriptive case study intended to determine the picture of the strategy or the role of public relations in tourism promotion; by its objectives, this study does not prove the specific theory, nor will it generalise the events that occur in the ongoing process of Tourism Promotion.

## 3. Results and Discussion

The role of public relations in an institution is one of the essential keys to achieving the goals of an institution. Dozier in Putra (1999:14) calls it four categories: expert prescriber, problem-solving, process facilitator, communication facilitator, and communications technician. The first three roles belong to managers or are called managerial roles, while one role includes technical roles.

However, the position of PR / Public Relations is essential for an institution Neni Yulianita calls "the same as the human heart" (Yulianita, 2001, p. 84). Specifically, he must be able to determine all communication activities and as a centre of information activities for the public.

By its function, the position of public relations in an ideal context is in the middle of the management mission and its shared mission. Thus, public relations will always be in a system that applies to an institution. Ludwig Von Bertalanffy, a biologist in Putra (1999: 40), explained that the system is a unity consisting of various parts that interact and depend on each other to achieve goals.

Public relations in an organisation are divided into two categories: open system model and closed system model. In this study, the authors assume that the model with an available system is sufficient to be one of the cornerstones in the study. Aubrey Fisher states that the open system model has a border area that can be penetrated, allowing acceptable exchange with the system's environment (Fisher, 1987, p. 279).

This study refers to the operational process of public relations using the open system model. This activity continues to grow and is influenced by its environment because the relationship is built with various publics. Of course, this can make someone persuaded, lured, and finally want to come to a tourist attraction as a PR marketing strategy with three tactics: push, pull, and pass.

### 3.1. Strategi Public Relation

According to Ahmad S. Adnanputra (in Ruslan, 1998:107), publication relations practitioners must have a strategy to reach their targets internally and externally in carrying out their functions. Adnan Putra further stated that the strategy is an integrated part of a plan. In contrast, the plan is the product of a plan, which, ultimately planning, is one of the

essential functions of the management process. (*No Title*, 2004)

In a strategy, several components will affect macro and micro, namely the environment, conditions, vision or direction, goals, and objectives of a pattern that is the basis for an institution. Some aspects of the strategy or approach commonly used by public relations practitioners in realising their goals (Ruslan, 2003, p. 121), namely through a social, persuasive, and educational approach, Social Responsibility public relations, Cooperation, and coordinative and integrative approaches.

This is closely related to the public relations function that he carries out, namely, as a presenter of management policies to the public and a presenter of public opinion for management. The success of an organisation in the eyes of its public is the creation of harmonious relations. This can only be achieved when togetherness has become a necessity. Pelaksanaan strategi PR dalam berkomunikasi dikenal dengan istilah 7-Cs public relations communication menurut Cutlip, Center & Broom in Ruslan (2005:113-114) terdiri atas: credibility, contex, content, clarity, continuity and consistency, channels, capability of the audinence.

### **3.2. Marketing Public Relations**

Philip Kotler developed the concept of mega marketing, a combination of public relations and marketing mix. In the subsequent development, Thomas L Harris MemPopulerkan marketing public relations terms, as Ruslan (2005: 239) stated, that marketing PR is a process of planning and evaluating programs that stimulate customer sales. In memPromosikan tourism, objects need promotional tips, publications, and excellent service. It is managed optimally.

### **3.3. Public Relations**

A media planner, according to Philip Kotler (2000: 670), chooses from various media by considering the advantages and limitations of each existing media, namely surat newspapers, television, surat direct mail, radio, magazines, ruang open spaces, halaman yellow pages, on phone books, brochures, telephone and internet. Sementara, Oemi Abdurrahman (1993:99) membagi media public relations kedalam dua bagian besar, yaitu kata-kata tercetak (the printed word) dan kata-kata lisan (the spoken word) serta Cutlip, Center & Broom (2005:235) menambahkan gambar dan kata yang berupa teleconferencing, video, film, presentasi dengan slide dan closed circuit televison serta display dan exhibit.

### **3.4. Special Activities in Public Relations**

According to Macmara in Ruslan (2003: 212), a Special Event or activity is an event that is usually carried out to get attention in the media for clients.

### **3.5. Definition Of Tourism**

According to Law No. 10 of 2009 on tourism, Tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, government, and local governments.

### **3.6. Types Of Tourism**

Today's popular and well-known tourism types include recreational, pleasure, cultural, sports, health, business, convention, and religious tourism (Dirjenpar, 1986).

### **3.7. Tourism Products**

According to Nickels (dalam Yulianita, 2005, p. 155), a product is not merely something

to be exchanged. A product may also be defined as a perceived set of symbols that have meaning to consumers. Meanwhile, Medlik and Middleton (in Yoeti,1996:13) produce tourism products are products tourism industry produces. The product components are attractions, accommodations, refreshments/catering (food and drink), supporting facilities, and other infrastructure (Suyitno, 2001, pp. 18-21).

### **3.8. Cooperation With the Public In Tourism Promotion**

The public (audience) is a group of people who communicate with an organisation, both secara internally and externally (Jefkins, 2003, p. 89). Public relations activities are not directed to the audience in the broadest sense. However, only those who have kepentingan yang have the same interests and get the typical communication treatment of an organisation.

Drawing up a strategy for a promotion is the most challenging part of the implementation process; if it is correct, everything goes well and smoothly. Anna Gregory (2004: 98) states that public relations strategy is an overall approach to a program that must be formed; it guides the main idea and the thinking behind tactical and becomes the foundation of tactical programs. Still, according to him, strategy is the principle that moves you from the point you are at the moment in the direction you want. Promotion is done to reach the target and encourage them to make tourist visits; in the end, prospective tourists and travellers have a favourable opinion, so they are willing to visit the attractions offered. This is related to how marketing communicators implement their marketing strategies: pull strategy, push strategy, pass strategy, special event, and tourism product development.

Banten province has excellent potential and prospective as an investment development area (Banten et al. Gate). The tourism sector in Banten province has become one of the sources of local revenue, and its development is divided into four main areas: the West Coast area, the pilgrimage tourism area, the South Coast tourist area, and the Ujung Kulon National Park area. The four regions have their peculiarities and attractions that differ from each other.

Efforts to introduce Banten attractions to a broad audience, of course, are not accessible. However, it requires active support and cooperation from every component of society. This effort is commonly known as promotion. Thus, each promotion tool should be optimised by its manager. One of the tasks is optimising public relations media as a medium used to support the implementation of public relations activities, especially tourism promotion activities.

Media public relations strategy should be done carefully and thoroughly, and the desired target market is the wider community, both the people of Banten itself and those outside Banten. This requires a medium to reach it with the right message content and hit the target. This means that it is not only the form of media that concerns subdial promotion but how it is spread is also important to be observed.

The media that are commonly used in the dissemination of information that is possible to explain and promote the various advantages of tourist attractions offered, both to audiences who have low awareness of Tourism and those who need tourism information, both internal and external audiences are as follows: mass Media, organisational publications, periodicals, pamphlets, leaflets, booklets and posters, letters, inserts, printed speeches (the

printed word). Every publication, or every printed word, is part of a coordinated communications program designed to realise specific goals in response to an organisation's situation.

Tourism development needs to be directed to encourage the growth daya of competitiveness through the development potential of inter-regional potential, then save the researcher by itself. Public tourism juga can also be added; as Frank Jefkin suggested, other governments must be external public. Banten provincial government, for example, the external public is the government of all of Indonesia and may even be a foreign government.

The existence of the Liaison Office of Banten province located on Jln. East Of The No. Timur Dalam Raya 135 Tebet, South Jakarta, is quite strategic in carrying out its activities, not only being a showcase and miniature display of Banten province and all yang its potential.

DISBUDPAR Banten always pays attention to them internally and externally in cooperation with the public. DISBUDPAR Banten undertook promotional strategies to attract potential tourists, retain the tourists accustomed to travelling in Banten, and increase the number of tourists visiting to overcome stiff competition.

The nature of the world of tourism is that today, there has been an era or an open period, as explained by Soeganda Priyatna (Mediator, 2001, p. 213). Globalisation driven by communication technology and transportation, however, is a trend that can not be denied.

Description "Three ways Strategy" promotional strategy conducted by DISBUDPAR Banten to attract prospective tourists and retain the tourists who have been accustomed to travelling in Banten in order to increase the number of tourism visits and overcome stiff competition in the world of tourism di where there has been an era or period of open, as explained by Soeganda Priyatna (Mediator, 2001, p. 213) globalisation driven by teknologi communication technology and transportation, how pun is a trend that can not be denied.

Marketing Public Relations DISBUDPAR Banten supported several programs and activities of community involvement as a promotional target both directly and indirectly, and prospective consumers of tourists can select the use of media in the hope of attractions offered.

Pull Strategy Through publicity efforts and excellent service in marketing activities, Yang sought to bring in tourists. Effective tourism marketing yang can bring several people to visit the attractions it markets. DISBUDPAR Banten's way of promotion is by using publications about existing attractions in Banten province through media tailored to the target. The Media used are as follows:

In printed words, Mass Media and in-house public relations media are most organisations' leading media for internal and external communication. Along with the publication activities through several media sources, it is a suitable means to disseminate feasible tourism information that can attract, influence, and arouse the interest of potential tourists. The Media used are mass media and in-house media, namely media public relations media in printed words, which are the leading media for internal and external communication in most organisations.

Push Strategy efforts are expected to stimulate the audience. Of course, this is not easy because it may be that with the development of information technology today, audiences

have gotten more information and details about tourist attractions from various media.

This strategy is carried out through efforts to increase the quantity and quality of tourism products and improve services. DISBUDPAR Banten continuously develops tourism products in the following forms: attractions, accommodations, refreshments/catering (food and drink), supporting facilities, and other infrastructure.

Tourism products that can stimulate tourist visits are of high quality and convenience. Quality means having more value than other tourist attractions. To Pangandaran, for Jakarta, people will feel far away than if to Anyer, to be visited, Anyer must be qualified. DISBUDPAR Banten is trying to make the location Anyer easy and fun.

Pass Strategy is the effort to influence, persuade, and create favourable public opinion among tourists and potential travellers. This is done through improving the quality of service to tourists by providing discounts and convenience for visitors and the distribution of activities yang listed in the event calendar throughout the year, of course with an exciting affirmation and information through the mass media, is expected to arouse public interest to visit.

#### 4. Conclusion

This paper discusses the strategy of *Public Relations* in the promotion of Tourism. The conclusions of this study specifically are social media, several *public relations activities* and programs made very varied, set up a liaison office located in the capital city of Jakarta, not just a storefront and miniature yang displayed about Banten province, as an effort to cooperate with the public-public.

Making a marketing kit about Banten attractions spread in Kota and other cities and cooperation with travel agencies and tour package providers can be improved. Cooperation with the public, presumably, can be improved. It could be done by targeting the novice public, namely para students and staff yang involved in the world of tourism from among bureaucrats, so as not to get hung up on the normative approach. Suggestions for developing knowledge, namely the development of Tourism, mastery of Information Technology, and understanding of the development dunia of the business world for academics in the field of public relations, should be close attention.

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