

Marketing Communication Strategy in Tourism Development based on Local Wisdom of Jayapura City Communities

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Abstract

Introduction: Based on a two-way communication model, effective communication between stakeholders can foster citizen participation in tourism management. Jayapura City's coastal tourism potential must be professionally managed, as evidenced by limited facilities and ineffective promotional strategies. The study aims to examine the community's social, economic, and cultural characteristics and devise an effective marketing communication strategy for developing coastal tourism in Jayapura City.

Methods: A qualitative approach utilizing a causal descriptive survey method, also called mixed methods. With Lisrell, the research was analyzed using multiple linear regression and the Structural Equation Model (SEM) model.

Findings: The effectiveness of marketing communication in the development of beach tourism in Jayapura City is relatively low in the role of tourism managers and the use of media in tourism promotion. Coastal tourism managers are still dominated by the elderly who are not updated with digital technology. The potential of culture and local wisdom has not been optimized in tourism management. There has been no synergy between interested parties such as government, customary, and community in the application of tourism marketing communication.

Originality: Many studies have been conducted on tourism marketing communication strategies, but only a few have studied them from the perspective of tourism development which involves participation and local wisdom of the people in Papua. This study shows that marketing communication strategies are part of the solution, and research on local wisdom and community culture can provide alternative tourism development to improve the welfare of local communities.

Keywords: Marketing Communication, Participatory, Local Wisdom, Beach Tourism, Jayapura.

Introduction

Community-based development prioritizes local wisdom in development and has become a crucial step in enhancing community well-being. Indonesia, as an archipelagic nation rich in biodiversity and featuring beautiful coastal landscapes, holds the potential to support the improvement of community prosperity and social resilience. However, the captivating potential of coastal tourism has yet to be fully optimized in boosting community income, as evidenced by the continued poverty and lagging development of coastal communities. Efforts to foster active participation of coastal communities in tourism management can be achieved through effective communication among stakeholders, relying on a two-way communication model. According to the involvement of residents is crucial for the development of tourism, especially at the local level (Kim et al., 2021).

Jayapura City the capital of Papua Province has very diverse natural tourism potential as a tourist destination, both coastal tourism and other natural tourism. However, this tourism potential cannot be managed professionally to improve community welfare.

The results of the observations explain that internal and external factors cause progress in tourism marketing, such as low individual characteristics of the community, low access to capital, lack of tourism entrepreneurship development, and local wisdom of the community which is not yet optimal in tourism development, low knowledge, and skills in utilizing information technology in promotion. tourism and the low quality of tourism facilities and infrastructure.

Since the Holtekamp Red Bridge was inaugurated in 2020, visitor interest has been quite high in seeing tourist attractions on the beach in Jayapura City which is located on the coast of Holtekamp Beach. Modern tourist facilities on the beach, such as cafes, restaurants, and tourist attractions on the coast of Holtekamp beach, are mostly managed by investors who are not native Papuans. The native Papuan people provide stalls (seats) for visitors which are very simple and made from wooden planks. In line with previous research, there are three dynamic roles in tourism development: 1) functioning as cultural material in destinations, 2) as an entity for co-creation through tourists' interpretative views, and 3) tourists' interpretation of culture for transformation (Teoh et al., 2023).

This study aims to illustrate how marketing communication in tourism development by optimizing local wisdom and culture of the community in tourism development in the city of Jayapura. Optimal tourism development can enhance the well-being of the coastal communities, which have long been associated with poverty and marginalization. Therefore, tourism growth can only occur with the support of effective marketing communication strategies to attract tourists to enjoy the beauty of coastal tourism in the city of Jayapura. Through participatory communication among stakeholders, awareness among residents can be cultivated regarding the importance of creating a captivating tourism atmosphere. Local destination managers should coordinate learning and training to strengthen marketing communication skills focusing on their resource potential to develop destinations by implementing local creative tourism destinations, thereby generating greater value (Gato et al., 2022).

Through participatory communication from stakeholders, can foster citizen awareness of the importance of creating charm *Sapta Pesona*, increasing residents' knowledge and skills in coastal tourism management. As explained by Sutisna, (2003), the manager's ability to design compelling and effective communication messages for consumers, choose appropriate promotional methods, utilize suitable media, and ensure the attractiveness of the message carrier determines the success of marketing communication. According to (Amin & Priansah, 2019), professionalism and consumer trust depend on the credibility of the information source, and promotional strategies closely related to communication. In terms of promotion, various forms of communication convey scientific research, including advertising, publicity, word-of-mouth information, personal selling, and direct marketing.

Sustainable community development across all sectors requires multi-stakeholder participation in the formulation and implementation of policies, mobilization of public and private resources for development, and the utilization of knowledge, skills, and energy from all social groups. Communication and information play a strategic and fundamental role, namely: facilitating the interaction of various development factors, enhancing the sharing of knowledge and information, and promoting the participation of all parties (Servaes et al., 2012).

Cultural values enhance the appeal of a place. In terms of potential, cultural values bring about social, ecological, and economic benefits. The presence of culture, expressed through artistic displays and local wisdom that leverage the beauty of natural landscapes,

can strengthen and enhance the visibility of tourist attractions if there is effective communication among the government, investors, the community, and other stakeholders (Nugraha et al., 2017). High community empowerment enables residents to establish successful sustainable tourism through local support for tourism development.

To support success in tourism marketing, local communities need to have the knowledge, skills, and capabilities to participate in sustainable tourism development initiatives (Khalid et al., 2019). Additionally, tourism managers must provide satisfactory services to tourists as a service marketing measure in the tourism industry. Tourism marketing is an activity and tool for promoting tourist attractions sustainably to become the preferred choice for visitors or tourists (Jannah & Moefad, 2019).

The cultural contribution of the community to marine tourism activities is one of the supporting elements for the development of creative economy-based marine ecotourism. Therefore, the potential collaboration between nature and maritime culture can generate creative products for marine tourism, providing higher added value than each represents individually. Packaging the natural and maritime cultural aspects of the community as a tourist destination is another option for developing the local economy (Triyanti et al., 2020). Tourism promotion is a crucial factor in achieving tourism performance. The primary responsibility of the government is to inform the public about established tourism projects. The government's role in tourism promotion is also significant. Communication media serve as tools used by communicators to convey information to the audience through oral and written forms. In line with the current era, it would be more appropriate if the communication conveyed uses digital media, making it easier to reach a wider audience of potential tourists. Digital marketing communication is communication through digital or electronic media between businesses and consumers. Digital marketing communication facilitates a larger interaction or dialogue between the source and the recipient (Shankar et al., 2022). Community empowerment based on local wisdom through community participation in developing tourist villages is an important factor, especially in directing development so that it is fair and improves the welfare of village communities based on environmental sustainability (Vitasurya, 2016).

Communities need to be empowered to have the ability to face the changes desired by the state (Sinaga et al., 2016). Community participation in development is evident in the community's proactive role in raising awareness of the importance of engaging in developmental activities (Skerratt & Steiner, 2013). Communication in development is a parallel investment in human resources through adult education and training, which is crucial for the success of development programs. Increased awareness, knowledge acquisition, attitude changes, building self-confidence, participation in decision-making and actions--all require an educational and communicative process. All of these elements are crucial and effective for community development, not just in the choices they desire (Servaes, 2020).

Communication in development involves planned changes in knowledge, attitudes, and practices that influence not only individuals but also other parts of the system. Participation as a new practice is also part of the system. What institutional behavior needs is the enrichment of progressive participation throughout the socio-technical system, making institutions more responsive to individuals and their goals (Kheerajit & Flor, 2013).

The main elements influencing participatory development communication can be divided into three themes: individuals, institutions or organizations, and the environment. These elements encompass the views, perceptions, and beliefs of development actors that

development involves economic growth, participatory development communication involves sharing information and persuasion, and participation involves labor and material contributions. Additionally, the local community's perception as beneficiaries rather than stakeholders and the low professionalism of existing communication can be part of individual factors hindering organizational communication development practices (Ali & Sonderling, 2017). Participatory communication, in principle, is divided into: 1) Equality; equality enables the devolution of power and distributes decision-making capacity among stakeholders; 2) Integration; new knowledge encourages residents to share their traditional knowledge to address various issues in all sectors; 3) Empowerment; a process in which people gain control over their lives and can make decisions to improve their circumstances. The right of the people to be involved and heard is at the center of participatory development, and this is achieved through (Chitnis, 2012).

Community-centered development programs benefit from participatory communication, ensuring that the community becomes part of the development process. Achieving community participation is a communicative activity that requires the development of a supportive communication presence, specialized communication competence, and community knowledge on how to overcome barriers that limit beneficial interactions between providers and beneficiaries (Msibi & Penzhorn, 2010). Participatory communication, as a form of dialogue-based communication, allows the sharing of information, perspectives, and opinions objectively among various stakeholders, thereby promoting their empowerment, especially for the most vulnerable and marginalized (Tufté & Mefalopulos, 2009).

The participatory communication approach enables the dynamization of social behaviors crucial for achieving social empowerment (Incio et al., 2021). Participatory communication goes beyond the exchange of information and experiences; it is also an exploration and generation of new knowledge aimed at addressing situations in need of improvement. In this communication, two core visions persist to this day, based on the radio theory formulated by the German author Bertolt Brecht: *first*, technology has the potential to improve the lives of many by giving them a voice; *second*, laying the foundations of basic education for generations embedded in many current participatory communications, namely the dialogic communication model (Agunga, 2012).

There are five factors influencing the development of Holtekap Beach tourism in Jayapura City, including the natural environment (cleanliness and sustainability), tourism facilities (sales points and supporting facilities), design, transportation, and services that will be the focus of Hammadi Beach development. The development of beach tourism needs to involve the community in the development of Hamadi Beach tourism in the city of Jayapura, fostering a sense of mutual care and concern within (Worabay & Ariastita, 2018). Based on the background of the issue, the importance of this research is deemed significant, contributing to tourism development from the perspective of marketing communication strategies and participatory development communication. It also serves as foundational research for the development of further studies related to tourism marketing communication. This research has a novelty in the development of tourism marketing communication strategies that focus on involving local wisdom and the local culture of people in Papua.

Methods

This research is designed as a quantitative study strengthened by a qualitative approach using the descriptive causal survey method, commonly known as the mixed-

methods approach. The mixed-methods approach, according to (Creswell & Poth, 2016) is a research approach that combines or associates qualitative and quantitative forms. This approach involves assumptions, philosophical considerations, the application of qualitative and quantitative approaches, and the blending of both approaches in a single study. Primary data collection is conducted through surveys and interviews with respondents and informants targeted by the research, as shown in Table 1.

Table 1. Distribution of Research Respondents

No	Age	Quantity	Percentage
1.	<32	45	37.5
2.	32-50	51	42.5
3.	>50	24	20.0
Total		120	100

Note: Research Respondent Data is based on Age Groups

Case study approach in the research on coastal tourism development in Jayapura City. Employing a quantitative design (survey and observation) as well as a qualitative design (interviews and observation). The research was conducted in Jayapura City, Papua Province. The population of the study was 1065 individuals, with a sample size of 120 individuals selected from nine neighborhoods (RT) and three community units (RW) located in the coastal areas of Hamadi, Ciberi, and Holtekamp in Jayapura City. In-depth interviews and discussions were conducted with key stakeholders, including the Jayapura City tourism office, village leaders, traditional figures, local residents, and tourists visiting the beaches in Holtekamp village. The collected data were tabulated and analyzed descriptively and statistically using Structural Equation Model (SEM) analysis with Lisrel 8.30, allowing for a structural understanding of the relationships between variables.

Results

Determining factors are examined through several variables, namely individual characteristics, tourism support capacity, local community wisdom, and the level of participatory communication that is hypothesized to influence the effectiveness of marketing communication in managing wisdom-based local tourism. The determining factors are shown in Table 2.

Table 2. SEM Model Validity and Reliability Test (CFA)

Variable	Indicators	Loading Factor	T-Value	Validity Test VE>0.5	Reliability Test CR>0.70
X1. Individual Characteristics	X14. Education Level	0.72	4.83	0.57	0.79
	X15. Income Level	0.53	7.77		
	X17. Information Access	0.95	16.87		
X2. Tourism Support Capacity	X21. Government Policies	0.85	15.56	0.65	0.88
	X22. Tourism Infrastructure and Facilities	0.84	15.76		
	X23. Support for the community	0.71	14.57		

	X24. Visitor Perception	0.82	15.44		
X3. Local Community Wisdom	X31. Cultural Norms	0.69	12.52	0.60	0.86
	X32. Local Cultural Values	0.90	14.85		
	X33. Local Knowledge	0.71	12.72		
X4. Level of Participatory Communication	X34. Customary Habits of Residents	0.79	13.47		
	X41. Equality of communication access	0.74	11.66	0.60	0.82
	X42. Integration	0.74	11.87		
Y. Effectiveness of Marketing Communication	X43. Empowerment	0.84	12.14		
	Y11. Communicator's Role	0.75	4.05	0.58	0.85
	Y12. Information Conveyed	0.71	4.11		
	Y13. Use of Communication Media	0.74	4.24		
	Y14. Visitor Perception	0.85	4.25		

Note: This Table shows the Validity and Reliability test of Research Variables
Based on the validity and reliability test results (see Table 2), the model has met the criteria for validity and reliability. This is indicated by the values of $VE > 0.5$ and $CR > 0.7$, meaning that each latent variable is valid and reliable.

Table 3. Goodness of Fit Test

Goodness-of-Fit	Cutt-off-Value	Results	Conclusion
RMSEA	≤ 0.08	0.078	Good fit
GFI	> 0.90	0.96	Good fit
AGFI	> 0.90	0.95	Good fit
IFI	> 0.90	0.99	Good fit
NFI	> 0.90	0.91	Good fit
CFI	> 0.90	0.99	Good fit

Note: RMSEA goodness of fit Criteria Test

The processing results for the goodness-of-fit test (see Table 3), indicate that the RMSEA criterion produces a value of $0.078 \leq 0.08$, meaning that the generated model is a good fit. The use of other goodness-of-fit criteria such as GFI, AGFI, IFI, NFI, and CFI yields values > 0.90 , indicating that the generated model meets the goodness-of-fit criteria. Since the conclusion of several indicators results in the conclusion of a good fit model, hypothesis testing of the theory can be carried out.

Table 4. Results of SEM Model Estimation Effects

Variable	Path Coefficient	t-value
X1 Individual Characteristics → Y Effectiveness of Marketing Communication	0.29	5.52*
X2 Tourism Support Capacity → Y Effectiveness of Marketing Communication	0.25	5.06*
X3 Local Community Wisdom → Y Effectiveness of Marketing Communication	0.25	5.13*
X4 Level of Participatory Communication → Y Effectiveness of Marketing Communication	0.15	4.05*

Note: *) t-value > 1.96 (significant at 5% level), indicating a significant influence; Results of the influence of structural equation model (SEM) analysis between research variables

This research shows the findings (see Table 4), the indirect effect is obtained by multiplying the direct effects on each path, while the total effect is obtained by summing the direct effects and indirect effects. Indirect effects occur in the relationship between individual characteristics (X1), environmental support capacity (X2), local wisdom (X3), and participatory communication level (X4) to the effectiveness of marketing communication (Y1). This condition illustrates that the direct influence of marketing communication effectiveness is also indirectly influenced by factors outside the research variables. Based on the total effect values, the relationship between individual characteristics and the effectiveness of marketing communication is the most significant relationship with a coefficient of 0.29.

The hypothesis test results indicate that individual characteristics of the community, tourism support capacity, local community wisdom, and the level of participatory communication significantly influence the effectiveness of marketing communication at a 5% significance level, where the t-statistic > t-table (1.96). The influence of individual characteristics is measured by indicators such as education, income level, and information access, with a coefficient value of 0.29. This means that as education, income, and information access increase, individual characteristics will enhance the effectiveness of marketing communication. The field research results explain that indigenous Papuan residents, as tourism managers, do not yet have adequate abilities to promote tourism due to limitations in technology tools. Additionally, their knowledge and skills are still low in promoting tourism. The beach tourism businesses in Holtekamp Beach, Jayapura, are still predominantly managed by older individuals in a somewhat informal manner. Meanwhile, younger generations prefer to work as employees because it is considered more prestigious and promising in terms of income.

Tourism support capacity is measured by indicators such as government policies, infrastructure and facilities, support for the community, and visitor perceptions with a coefficient of influence on the effectiveness of marketing communication amounting to 0.25. This implies that an increased tourism support capacity will enhance communication effectiveness. The low empowerment of the community is evident in the insufficient knowledge, attitudes, and skills of the community in accessing information, decision-making, entrepreneurial abilities, and collaboration skills, including information access to knowledge and skills using communication media (Sulistiani, 2020). The effective utilization of communication channels enhances communication (Saputri, 2018).

The research results in the field explain that beach tourism marketing in Jayapura City is not widely conducted through social media platforms like Instagram, Facebook, and also Twitter. The design of the marketing communication strategy model for the development of community-based tourism in Holtekamp Beach, Jayapura City, is illustrated in Figure 1 (with Chi-Square Statistic=193.96, df=113, P=Value=0.00000, RMSEA= 0.78).

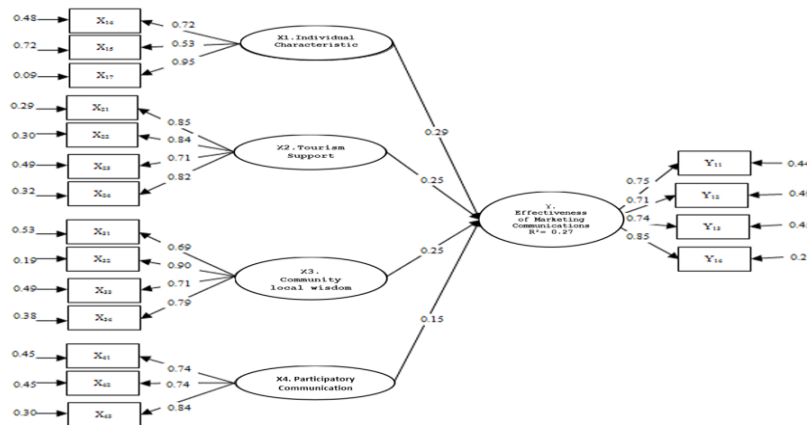


Figure 1. Structural Model of Marketing Communication in Tourism Development (source: SEM Analysis Results of Primary Research Data)

Description:

In the local wisdom of the community measured through cultural norms, local cultural values, local knowledge, and the customs of the residents, there is an influence on the effectiveness of marketing communication with a coefficient of 0.25. This implies that as the local community's wisdom increases, it will enhance the effectiveness of marketing communication. Tourism managers can implement communication strategies using trending social media platforms like Instagram, which offers various visual-sharing features suitable for promoting the tourism potential to social media users (Amalia & Sudiwijaya, 2020).

In an interview with MN, a tourism manager in Jayapura, it was mentioned that tourism development still lacks support from traditional customs due to concerns that it might disrupt or even damage the environmental and social order. Additionally, the level of participatory communication, measured by equality of communication access, integration, and empowerment, also influences the effectiveness of marketing communication with a coefficient of 0.15. This means that a higher level of participatory communication will enhance marketing communication effectiveness. As stated by (Arsyad, 2020) the driving factors for community participation in development include awareness, community capacity, and increased community income.

Communication Model

The effectiveness of the marketing communication model with an R-square value of 24 percent means that the variation in the effectiveness of marketing communication depicted by the structural model is 24 percent, and 76 percent is described by factors outside the model. The analysis results (Figure 1) show that the effectiveness of marketing communication in tourism management is influenced by individual characteristics with a coefficient value of 0.29, meaning that an increase in individual characteristics will increase the effectiveness of marketing communication in the management of Holtekamp beach tourism. From the research results in the field, it is known that the community managing tourism is generally composed of residents with low individual characteristics

in terms of education, income, and the ability to access information. The coefficient of education level has a value of 0.53, indicating the low level of education of the community's individuals, indicating the growth of the quality of community resources through training to improve the skills of the community. Low education levels imply low community capabilities in improving their well-being due to their inability to compete and adapt to the environment. This condition is reflected in the poverty rate in Papua Province, which ranks highest in Indonesia.

Environmental support with a coefficient value of 0.25 means that the higher the level of environmental support, the more it will increase the effectiveness of marketing communication. The research results in the field explain that environmental support, such as tourism infrastructure, is considered to have not met the feasibility and comfort of visitors, such as the provision of public facilities, relaxation areas for tourists, and others. If available, these are usually provided by cafe, restaurants, and resort operators managed by investors rather than by the local Papua community. Meanwhile, the residents manage tourist sites in an ad hoc manner, as seen in seating areas for visitors, which are independently created by community members in the form of huts and very simple wooden seating. Despite the high number of tourist visitors to Holtekamp Beach, improvements are still needed in terms of facilities such as providing toilets that meet standards, cleanliness facilities, and other tourism facilities. Regarding communication channels for beach tourism, interview results explain that the community managing beach tourism does not yet understand the importance of communication media as an information channel or promotional tool for visitors. Information about Holtekamp Beach tourism is not managed comprehensively and systematically to attract tourists. The importance of tourism information, as stated by (Sidorenko & Garrido, 2021) in tourism traditions, communication channels, the scope of tourist attractions, resources, and destination size, becomes more efficient in communicating and promoting sustainable tourism. Meanwhile, (Švajdová, 2019) suggests that tourism marketing through social media appears to be the best way to communicate with potential visitors.

Interviews with tourism managers in the Holtekamp coastal area in Jayapura City state that, from the perspective of government policy, there is already support, but it needs to be realized through tangible evidence by guiding tourism management, skill training, and better tourism facilities. The better the service to tourist visitors, the higher the visitor satisfaction will be. As stated by Chindaprasert et al., (2015) visitor satisfaction is influenced by their altruistic attitudes and the effectiveness of local service providers. Business travel activities are a new concept that can be utilized by destination management companies and national tourism organizations to develop satisfying tourism products.

Local wisdom with a coefficient value of 0.25 towards marketing communication effectiveness explains that the residents in Holtekamp village strongly support the development of tourism. This is not only an attraction for the city of Jayapura but also a source of income for residents, the majority of whom work as fishermen. From norms, values, local knowledge, and the behavior of the residents, there is support for tourism management where the community believes that preserving nature is synonymous with safeguarding the present and the future. In terms of sustainable tourism development, there is still a limited understanding of personal communication channels and message factors leading to positive consumer reactions, making sustainability messages less effective than they should be (Tölkes, 2018).

Interviews with traditional figures explain that local customs, including cultural values and traditions in the Holtekamp village, serve as a support in managing beach tourism. The beach is a source of livelihood for the residents that must be preserved and protected. The management of beach tourism by native Papuans has always been in synergy with the government, community-based organizations, community leaders, and other relevant parties to preserve the natural environment, especially the beach, to provide comfort for visitors. Environmental pollution from the Youtefa market, where waste enters the bay or beach, poses a threat to the environmental ecosystem and needs immediate attention from the government. The threat to the beach ecosystem is also caused by erosion, impacting beach tourism in the city of Jayapura.

The level of participative communication with a coefficient value of 0.15 toward the effectiveness of marketing communication. This implies that an increased level of participative communication will foster the effectiveness of marketing communication in the development of beach tourism in the city of Jayapura. Field research results explain that community members perceive that the communication conducted by the government is ongoing but not intensive and continuous in guiding the management of tourism for the residents. The residents have not fully experienced equal participation in dialogues during the implementation of development programs related to empowering the coastal community. Residents hope for integrated ideas or initiatives, whether from the government or the community, in the development of tourism on the beach. The community needs to be empowered through socialization, training, or skill enhancement in managing tourism because Holtekamp Beach is a government asset, necessitating good cooperation with the government. The strategy and integration of participative development communication should be considered as an alternative in development communication planning (Buluamang & Handika, 2018).

Marketing Communication Effectiveness

The effectiveness of marketing communication in managing tourism at Holtekamp Beach with an R-value of 0.27 indicates that the residents, as communicators conveying informational messages, have not maximized their efforts in promoting beach tourism to visitors. This is due to the residents' limited ability to design tourism messages and their constraints in utilizing information and communication technology, such as creating a website and promoting tourism through social media channels like Instagram, Facebook, YouTube, and others. Similarly, the role of the government as a supporter of the residents is still considered low. This implies that the effectiveness of communication between the government and residents in managing beach tourism still needs improvement to enhance the social capital capacity of residents in managing beach tourism in Jayapura City. Intensive communication, according to (Lestari et al., 2019) is highly necessary, as the function of communication is to control members' behavior to follow group work rules in partnership development. This has a motivating effect, explaining to members what needs to be done and how to perform the job well, emotional expression, and information function, indicating that all decisions can be made and communicated to all group members.

The results of interviews with residents managing tourism in Holtekamp village explain that, so far, the supporting role has not been maximized in assisting residents, both due to their limited presence and their infrequent visits. Information in tourism management is considered crucial by residents, especially since they are generally not updated with communication and information technology. Therefore, more intensive face-to-face communication is needed in delivering information. Communication always

plays a dominant role because there is an understanding that vision is what allows community members to participate in the development process. Interviews with residents explain that, besides not having sophisticated communication tools, they are not familiar with using smartphones for tourism management. They only use regular mobile phones to communicate with other residents. Therefore, the supporting role of the government becomes crucial to ensure they are not lacking in information and can respond more quickly to current developments.

Local wisdom and personal communication channels are emphasized by (Bakti et al., 2018) as crucial in supporting tourism development. The communication channels formed are interpersonal between cultural and tourism activists and traditional elders. The group channel is highly integrated and cohesive in developing a cultural and locally based geopark tourism destination in Pangandaran. Social media is used to send and receive messages, subsequently strengthening relationships and social bonds among them. According to Chamidah et al., (2020) holistic and sustainable tourism development requires cooperation through transparent and interactive communication patterns. The integration of marketing communication concepts with stakeholder collaboration theory can be beneficial for sustainable tourism.

Discussion

Marketing communication strategies in the development of tourism based on local wisdom in villages in Jayapura City need to pay attention to related factors such as individual characteristics in aspects of knowledge of local tourism managers, environmental carrying capacity through government policies that are more pro-citizen in managing beach tourism, support for infrastructure and more modern tourism facilities to attract more tourists. In line with previous research, tourists will feel comfortable if there are complete facilities in addition to the attraction of attractions such as nature that is still natural, clean, and managed with clear references for tourists (Bhuiyan et al., 2021). Community development can be provided by collaborating with stakeholders to contribute to tourism development. The level of participatory communication in integrating ideas or ideas in building more professional coastal tourism through intensified dialogue or consultation with residents to generate ideas or ideas from the community in managing coastal tourism. The importance of marketing communication is explained by (Femenia-Serra et al., 2022) the pandemic has changed influencer marketing and has prompted influencers to change their business strategies, content creation tactics, and engagement mechanisms. The findings contribute to crisis communication literature by illustrating that influencers are important allies for organizations when communicating during crises and have played a significant role in tourism recovery.

The effectiveness of marketing communication will be achieved when the communicator, in this case, the coastal tourism managers in Jayapura City, is able to communicate messages about coastal tourism more creatively by utilizing media channels that can reach potential tourists both locally, domestically, and internationally. Marketing communication strategies, according to to serve as a tool to connect tourist experiences. Culinary centers, as recreational hubs, contribute to the tourist experience. Studies on product strategies and communication strategies in tourism offerings are obtained by visitors based on messages from social media and websites (Garcia Henche, 2018).

The use of communication media in tourism marketing in the city of Jayapura is relatively low due to the low ability of residents to use communication media as a place to promote beach tourism to the wider community. Therefore, it is necessary to improve

the ability of tourism management residents by conducting coaching and training on tourism promotion by utilizing digital technology. Social media networks can be used for brand building in marketing communications (Marin & Nilă, 2021). As explained, when travelers have access to high-quality, accurate information about a destination or tourism product, they are more likely to trust that information and engage in digital marketing interactions (Armutcu et al., 2023).

The low utilization of communication media is attributed to the limited capability of the community to leverage communication media as a platform for promoting beach tourism to the general public. Direct marketing activities are based on a database and interactive communication media. The database enables the selection of target markets (customers), followed by choosing suitable advertising/sales media. The most well-known direct marketing media are catalogs, direct mail, and telephone (telemarketing), while in practice, many others are used, such as television, radio, the internet, mobile phones, print media, inserts (Hujic & Salihić, 2020).

The social capital capacity of the community is considered low in managing beach tourism in Jayapura City; hence, it needs serious attention from the government. The community's ability to manage tourism needs to be enhanced to improve competitiveness in tourism marketing, which can support the well-being of coastal residents. Government communication in guiding tourism management is still relatively low. This means that the effectiveness of government communication needs to be optimized for guidance to the community in managing beach tourism. The low management of beach tourism needs to consider the preservation of environmental aspects as part of sustainable tourism development through participatory communication to cultivate awareness among residents to actively engage in tourism development activities.

Beach tourism managers in Jayapura City, from the research findings, are found not to have an organization as a platform for tourism management. Residents manage tourism individually, and it is not well-organized. Establishing an organization can enhance tourism management to become more professional. As expressed by Gato, local destination management organizations can coordinate effective knowledge learning and training to strengthen marketing communication skills. Meanwhile, focusing on the potential of tourism management resources to develop destinations by implementing local creative tourism destinations, thus generating greater value for creative local tourism destinations where tourists play an active role (Gato et al., 2022).

The marketing communication strategy for the development of beach tourism in Jayapura City can be implemented by optimizing participatory dialogue and synergy among the government, tribal leaders, intellectuals, and religious leaders in the effort to optimize the management of tourism in Holtekamp Beach. The low knowledge and skills of residents in managing beach tourism can be supported by a more intensive, communicative, and informative mentoring role to residents in tourism management through community meetings. The main tools for communication strategies, as explained include public forums, direct meetings, discussions, briefings, and group discussions (Rani, 2017). Public forums are not only at the top level in the village development meeting (Musrenbangdes) but are also conducted for the public during development. Tourism development needs to consider SWOT strategies to grow cultural-based ecotourism in maintaining and improving the quality of tourist attractions, developing and managing existing natural potentials, improving service quality to tourists, and developing tour packages (Widnyana et al., 2020).

The development of tourism at Holtekamp Beach requires an integrated communication strategy among service providers through comprehensive marketing by the government, the community, and other service providers. Tourism management communities should implement creative tourism communication management that can form competitive and sustainable advantages to develop tourism destinations based on excellence and the local wisdom of the community. In line with previous research, in marketing business strategies in the field of tourism, digital communication is important to consider by implementing differentiated, edimented, and concentrated marketing strategies (Tranchenko et al., 2020).

Based on research findings, the most important thing in tourism development is to improve capabilities in digital marketing which plays an important role in tourism development. The main limitation of the study is still limited to the locus of local tourism object actors and has not thoroughly reviewed all tourist attractions in the city of Jayapura. So comprehensive research in tourism marketing communication involving the role of stakeholders (government, business actors, investors) in tourism development in Jayapura City is possible.

Conclusion

The ability of the community as beach tourism managers in Jayapura City is still relatively low in the effectiveness of marketing communication. This is marked by the low characteristics of individuals in terms of education, income levels, and access to information. The low marketing communication in tourism is evident in the availability of human resources managing tourism, which is not predominantly composed of young people, resulting in a lack of creativity and innovation in utilizing information and communication technology. The low educational characteristics of the community need to be optimized through non-formal education capable of enhancing skills in managing beach tourism professionally. Improving the skills of indigenous Papuans can be achieved through conscious tourism socialization about the seven charms, and skills training using communication media to promote marine tourism in Jayapura City so that visitors increase not only local and national tourists but also international tourists. In addition to the government's role, improving the community's ability to manage tourism needs to be supported by collaboration, especially with tribal leaders who play a role in supporting the acceleration of tourism development in Jayapura City. Information about tourism potential needs to be conveyed intensively so that potential tourists gain sufficient knowledge about the existing tourism potential. We suggest that the government, in addition to providing assistance to tourism managers, also needs to facilitate the formation of groups or tourism organizations to facilitate collaboration with investors for the development of tourism in Jayapura City. This research has limitations in focusing on communication between managers and stakeholders in supporting tourism development in Jayapura City. An analysis of communication strategies with a SWOT approach should be considered for future research.

Conflict of Interest

We declare that there are no conflicts of interest, whether financial, personal, or other relationships with individuals or organizations related to the material discussed in the manuscript.

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