

# The Strategy of Communication to Develop Tourism In Islamic Education Is Based On The Heritage of The Islamic Kingdom

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## ABSTRACT

This article aims to look at The Strategy Of Communication To Develop Tourism In Islamic Education Is Based On The Heritage Of The Islamic Kingdom. the research method used in this study uses a type of qualitative research. This research is called a qualitative research because it has been determined and produces descriptive data. This study uses a qualitative descriptive method, which is used to describe and describe scientific and engineering phenomena carried out by humans. The research was conducted at the Riau Province Tourism Office which is located at Jl. Jend. Sudirman No. 200 Pekanbaru-Riau . The key informant from the Riau Province Tourism Office was the Head of the Riau Province Tourism Office, because he was considered to know the most about the communication strategy undertaken by the Provincial Tourism Office in developing tourism based on the Islamic royal heritage. The results of this study reveal that there are various forms of tourism in Riau Province. The formulation of the strategy used is the AIDDA communication planning model (attention, interest, desire, decision, action). By using this communication planning model, communication messages directed at target audiences who are potential tourists can be directed according to the objectives of the strategy designed.

***Keywords: Strategy, Tourism, Islamic Education, Heritage***

## A. INTRODUCTION

The tourism sector has a significant influence on a country's economic growth. The influence generated by this sector also develops other sectors, such as the transportation sector, the accommodation sector, the small and medium enterprise sector (MSMEs), and other sectors.

According to Databoks (2018), one of the sectors that generated the most foreign exchange for the country in 2015 was tourism, behind coal, oil and gas, palm oil and petroleum. This is evidenced by the achievements of the tourism sector which reached US\$ 12.23 billion, or Rp. 169 trillion. According to the Central Bureau of Statistics (2020), there has been an increase in the number of tourist visits to Indonesia. This can be seen from the range of tourist numbers between 2018 and 2019, where the number of tourist visits reached 15.81 million visits and 16.11 million visits in 2019. From this range, we can calculate a difference in increase of around 1.88%.

Apart from boosting the country's economy and boosting other sectors, the tourism sector plays an important role in developing and introducing Indonesian culture. Indonesia has a very diverse culture, as demonstrated by the many tourist attractions across the country. This includes traditional arts, religious ceremonies, traditional ceremonies, and many more that can attract the attention of foreign tourists and Indonesian tourists.

According to Pillane in Sugiyarto & Amaruli (2018), with the growth of the tourism industry, local culture can be understood and understood through interactions that occur between tourists and/or local tourists and the people who live in tourist sites. Through this interaction, both local and foreign tourists can begin to know and appreciate the culture of the local community and understand the backgrounds that shape it.

History Riau is one of Indonesia's oldest provinces. Islamic empires have existed in this Riau land for several centuries due to the development of the Islamic empires of Samudera Pasai and Malacca. In the past, there were several kingdoms that had relations with the Dutch East Indies (VOC), but these kingdoms eventually became Islamic empires.

Relics of the Islamic kingdom of the Riau archipelago, including musical instruments and historic buildings, still exist. There were four Islamic kingdoms that stood in the Riau archipelago: the Kingdom of Siak, the Kingdom of Indragiri, the Kingdom of Kampar and the Kingdom of Tanjung Negeri. Of these four kingdoms, only three inherited mosques: the Raya Pekanbaru Mosque from Siak, Rengat from Indragiri, and the Kubro Mosque from the Kampar Kingdom (Matakaca, 2023).

Fathurrohman (2017) notes that many Islamic royal heritages can become tourist attractions, such as the Great Mosque of Pekanbaru, Mahrum Bukit Tomb, and Mahrum Pekan (Sultan Marhum's tomb).

To maintain the value of local wisdom and culture of Riau Province, the Riau Tourism Office is trying to utilize the heritage of the Islamic empire to attract local and foreign tourists. Wulanningsih (2017) sees that the Riau Provincial Tourism Office uses POSE (Paid media, Owned media, Social media, and Endorser) in its marketing communications to develop its tourism sector. Mediacyenter Riau (2023) says that the combination of marketing and tourism communications in Riau province has resulted in an increase in the tourism sector and an increase in the number of tourist visits.

Researchers conducted a research on the Communication Strategy of the Tourism Office of Riau Province in Developing Tourism Based on the Heritage of the Islamic Empire based on the background of the problems mentioned above.

## **B. METHODS**

This study uses a type of qualitative research. This research is called qualitative research because it has been determined and produces descriptive data. This study uses a qualitative descriptive method, which is used to describe and describe scientific and engineering phenomena carried out by humans.

The research was conducted at the Riau Province Tourism Office which is located at Jl. Jend. Sudirman No. 200 Pekanbaru-Riau. The key informant from the Riau Province Tourism Office was the Head of the Riau Province Tourism Office because he was considered to know the most about the communication strategy undertaken by the Provincial Tourism Office in developing tourism based on the Islamic royal heritage.

In this study, researchers collected data in several ways as follows: interviews, documentation through book literature on tourism object development through marketing communications and tourism communications, and journals. In this study, the researcher has a role as the main instrument.

Before researchers carry out data analysis activities, researchers provide all raw data, observations, in-depth interviews, and documentation. Raw data from interviews is made in the form of transcripts, or short narratives, observational data is stored in photographs, videos or notes, data in the form of documents is stored in the form of document collections.

The data validity test carried out in this study was triangulation by comparing and checking the degree of confidence in the information obtained based on different times and tools. related.

The triangulation used in checking the credibility of the data in this study uses source triangulation. The data that has been analysed by the researcher will produce a conclusion in which an agreement (member check) will be requested with the data sources that have been collected. the purpose of the member check is so that the information obtained and will be used in writing the report is in accordance with what is meant by the data source or informant.

### **C. RESULTS AND DISCUSSION**

Riau Province is one of 33 provinces in Indonesia which stretches from the eastern slopes of Bukit Barisan to the South China Sea. The Malay ethnic group is the largest population inhabiting Riau areas which are spread throughout Riau Province.

Judging from the composition of the population, the province of Riau, which is full of diversity with different socio-cultural, linguistic and religious backgrounds, is basically an asset for the Riau region itself. The religions adopted by the people of this province are very diverse, including Islam, Protestant Christianity, Buddhism, Catholic Christianity, Confucianism, and Hinduism (Wikipedia, 2023).

Based on data from the Ministry of Home Affairs for 2021, the majority of Riau residents adhere to Islam. 87.09% of Sunni Muslims are generally adherents of Malay, Javanese, Minangkabau, Banjar, Bugis, Sundanese, and partly Batak, generally Mandailing & partly Angkola.

Wikipedia (2023) provides several forms of tourism in Riau Province, these forms of tourism include:

- a) Natural Tourism, including: Jenur Island, Bukit Tiga Puluh National Park
- b) Marine Tourism, including: Tanjung Medang North Rupert Beach, Ketapang Beach and Makruh Rupert Tengah Beach, Aek Martua Waterfall, Bono Tourism Object, Marine Tourism in Siak Regency
- c) Religious, cultural and historical tourism, including: Barge Burning at Bagansiapiapi, Chinese New Year Celebrations in Selatpanjang, Meranti Islands Regency, Hoo Ann Kiong Temple/Selatpanjang Sejahtera Sakti Temple, Pekanbaru Grand Mosque, Siak Sri Indrapura Palace, Muara Takus Temple, Citadel Seven Layers

In carrying out the tasks referred to, the Tourism Office has the functions, among others:

- a) Management of secretarial activities including finance, general affairs and staffing; based on.

- b) Formulation and determination of policies in the field of development of tourism destinations and industries, development of tourism marketing, development of tourism institutions, and development of Creative Economy.
- c) Coordination and synchronization of policy implementation in the development of tourism destinations and industries, development of tourism marketing, development of tourism institutions, and development of the Creative Economy.
- d) Implementation of technical guidance and supervision of the implementation of regional government affairs in the field of destination and industrial development.
- e) Implementation of licensing and implementation of public services in the tourism sector. Preparation of Regional Tourism Development Master Plans.

The vision of the Riau Province Tourism Office for 2019 - 2024 refers to the Vision of the Riau Province for 2019-2024, namely: "Excellent Tourism Based on Malay Culture". The missions that will be carried out in order to realize the vision of the Riau Provincial Tourism Office are: (1) Developing competitive and sustainable tourist destinations supported by Malay culture as local wealth and wisdom, (2) Improving the quality of tourism human resources, (3) increase stakeholder participation and cooperation, (4) carry out the development of Sapta Pesona and Syariah Tourism.

The strategy carried out by the Riau Provincial Tourism Office (which will hereinafter be referred to as the Riau Dispar) will describe its vision and mission. The following is an excerpt from an interview with:

*"...every five years the vision and mission of the Riau Tourism Agency changes, because our vision refers to the vision of Riau Province. Every time the Regional Head changes, of course the vision of the Regional Government also changes according to what the Regional Head wants to achieve and so does the vision that exists in the Riau Dispar. So the strategy used by the Riau Dispar will also follow the vision and mission of the Dispar, while the vision and mission of the Dispar will follow the vision and mission of the Regional Head..."*

To realize the vision of the Riau Regional Government, there is a mission that needs to be carried out by the Riau Tourism Office to help realize this vision, the following is an excerpt from an interview with:

*"...so we really have a mission that we need to carry out so that the vision of the Regional Government can be realized, that mission is to accelerate maritime-based economic growth, environmental awareness and regional excellence to increase people's prosperity..."*

Based on this mission, there are several programs carried out by the Riau Dispar, the following is an excerpt from an interview with:

*"...the general programs carried out by the Riau Tourism Agency include programs to increase the attractiveness of tourism destinations, tourism marketing programs, creative economy development programs through the utilization and protection of Intellectual Property Rights (IPR) and finally programs for the development of tourism resources and the creative economy..."*

Tourism development in Riau Province is what is called the National Tourism Development Strategic Area and will hereinafter be referred to as the KSPN and the National Tourism Development Area, hereinafter referred to as KPPN. The following is an interview with:

*"...so there is one area that is included in the KSPN, namely the Rupert Island area while there are six areas that are included in the KPPN, namely: 1) Muara Takus is in the Kampar area and its surroundings; 2) Pekanbaru City and its surroundings; 3) Rupert is in the Bengkalis and surrounding areas; 4) Jemur Island, located in the Rokan Hilir area and its surroundings; 5) Sial Sri Inderapura and its surroundings; 6) Thirty hills are in the Rangat area and its surroundings..."*

However, apart from the KSPN and KPPN it turns out that there are other areas that will be developed, this is expressed in the following interview excerpts with:

*"... yes... apart from the KSPN and KPPN there are other areas that will be developed to become tourism destinations, that area is in the Bono wave tourism area in the Pelalawan Regency area and then there is also the Bandar Serai area in Pekanbaru then the last is the Sutan Syarif Qasim Tahura tour in Siak Regency..."*

Tourism objects originating from the legacy of the Islamic empire can also be called sharia tourism, religious tourism and can also be called halal tourism. It is said so because the legacy of the Islamic empire is full of Islamic values. Based on this, it can be seen what

characteristics and factors can support the development of tourist objects from the legacy of the Islamic empire, the following is an excerpt from an interview with:

*"...actually there are four important aspects that really need to be considered to support the development of tourist objects from the legacy of the Islamic empire. The first is location, the second is transportation, the third is consumption, and the last is the hotel..."*

The formulation of the communication strategy is carried out using the AIDDA communication planning model (Attention, Interest, Desire, Decision, Action).

To get the attention of potential tourists, both foreign and local, information about areas that provide cultural and historical tourism objects must be informed using certain media, this is expressed in excerpts from interviews with:

*"...in Riau Province there are six Islamic kingdoms, namely 1) the Kingdom of Siak, located in Siak Regency; 2) The Kandis Kingdom is located in Kuantan Regency; 3) Rantau Kampar Kiri Kingdom, located in Kampar Regency; 4) Koto Alang Kingdom, located in Kuantan Regency; 5) Rokan Kingdom; the location is in Rokan Regency; 6) Indragiri Kingdom, located in Indragiri Regency; 7) The Sultanate of Kuntu Darussalam in Kampar Regency. Each of these empires left a legacy that could become a tourist attraction. But if we don't publish it, how can potential tourists know that there is an Islamic royal tourist attraction in that regency..."*

A tourist destination should ideally have tourist attractions for example having sufficient facilities or offering an event/attraction and/or providing something to buy. This is in line with what is stated in the following interview excerpt:

*"...some relics from the Islamic empire in Riau Province do have saleable value, so why can they be used as tourist attractions? The value that can be sold on this Siak Palace tourist attraction is its history, the shape of the building and also the architecture..."*

There are two factors that influence the desire of prospective tourists to choose a tourist object until a decision is made to take a tour later, this is expressed in an interview excerpt with:

*"...there are two things that can be used as factors in potential tourists which come from desires or desires that form the basis of their needs which in the end these needs*

*must be fulfilled so that there is a sense of satisfaction within them. There are supporting factors and there are pull factors. The supporting factors that cause potential tourists to go on a tour are usually yes... he will scroll through the area he is going to go to and then he will search in that area for any tourist objects, look at photos or pictures of these tourist objects then read various comments that abandoned by previous visitors, then adjusted to all the existing conditions starting from the cost of the trip then suitable not to go with family or want to go with friends and or want to travel alone. Then the next factor is the pull factor, this pull factor provides stimulation to potential tourists who are interested in taking a tour to the area due to the promotion of the tourist attraction whether promotion in the field of transportation, hotel or even promotion at the tourist object. But what is no less important is the image of the tourist attraction..."*

An urge to travel which then develops with the aim of social interaction, pilgrimage, trade, self-pleasure to self-development. This is explained in excerpts from an interview with:

*"...there is a lot of motivation from tourists who visit this tourist attraction from the legacy of the Islamic empire, some really want a vacation to relieve fatigue from busy work and/or daily activities, some really want to make a pilgrimage to the sultanate's tomb, some want self-development by seeking knowledge from the history of existing tourist attractions....there are many things that encourage these tourists..."*

It is undeniable that the level of satisfaction from tourists and the length of time they stay at the location of a tourist attraction will support repeat visits to the tourist attraction as well as recommendations that they make by word of mouth to relatives, co-workers, neighbors and others. This can be explained in the following interview excerpt:

*"...the loyalty of tourists to tourist objects depends on the number of previous tourist visits, if there are many, then that is the strength of the attractiveness of the tourist object. Then there is also such a thing as familiarity with a tourist object, which means that between tourists and the location of the tourist object have the same values so that it will feel familiar. then the perception of the quality and services provided while at the location of the tourist attraction and there is also related to the perception of value, if the cultural value of the tourist object is positive then it is also positive that is perceived by tourists and finally on the experience of tourists in choosing a tourist attraction will be the determinant of the selection of the next tourist attraction..."*

The implementation of the strategy carried out is carried out by carrying out several activities in accordance with the references of the predetermined program, as previously mentioned that there are 3 main programs related to tourism, namely:

- a. The program to increase the attractiveness of tourism destinations, the following is an explanation in interviews with:

*"...starting from 2019 until 2021 we have carried out Human Resources (HR) coaching and training where the participants are tourism actors and also the creative economy (parekraf)..."*

- b. Tourism marketing program

Marketing carried out by the Riau Province Dispar is not limited to activities within the country but also abroad, the following is an explanation of an excerpt from an interview with:

*"... the promotion that we do as a representation of the tourism marketing program is by doing branding image by gluing Malay cultural images at potential points, for example at SSK II Airport, we have also set up promotional houses in neighboring countries such as Malaysia and Singapore. then there is also something called a sales mission, we formed this sales mission whose function is to be able to facilitate business actors from regional tourism so they can meet tour operators. travel agents abroad, this is done by participating in the MATTA Fair event held by the Malaysian state..."*

- c. Tourism resource development program and creative economy, this is explained in an interview excerpt with"

*"... The Deputy for Tourism Products and Activity Organizers of the Indonesian Ministry of Tourism and Creative Economy has created a regional tourism event development program for 2022 and this program is carried out to support programs for developing tourism resources and the creative economy. So this is the basis for us carrying out Technical Guidance activities to increase the capacity of event organizers in 2022. The implementation itself was carried out for approximately 4 days at the Merdeka Pekanbaru Hotel.*

The evaluation carried out on all programs that have been carried out by the Riau Provincial Tourism Office is to look at the achievements that have been obtained, the following is an excerpt from an interview with:

*"...Throughout 2019 to 2021 tourism from Riau Province has contributed many achievements..."*

Islamic values and local wisdom of the Malay community in Riau Province are very similar. Riau Province has many representations of Malay culture, as shown by the shape of its traditional house, known as "Rumah Balai". The Balai House itself is a building used to hold community meetings.

Tourism originating from the heritage of the Islamic empire has historical and cultural value, which can be referred to as historical and cultural, religious and sharia, or halal tourism. Various terms are used to describe these attractions.

The strategy implemented by the Riau Province Dispar is adjusted to the vision and mission of the Regional Government of Riau Province. Based on the research results, it can be seen that there are two strategies to be implemented, namely: 1) Improving the management of tourist destinations 2) Increasing tourism promotion.

While the programs carried out by the Riau Province Dispar are: a) Programs to increase the attractiveness of tourism destinations. b) Tourism marketing program. c) Creative economy development program through the utilization and protection of Intellectual Property Rights (IPR), and d) Tourism resource development program and creative economy.

#### **D. CONCLUSION**

The tourism sector has a significant influence on a country's economic growth. The influence generated by this sector also develops other sectors, such as the transportation sector, the accommodation sector, the small and medium enterprise sector (MSMEs), and other sectors.

The strategy implemented by the Riau Province Dispar is adjusted to the vision and mission of the Regional Government of Riau Province. Based on the research results, it can be seen that there are two strategies to be implemented, namely: 1) Improving the management of tourist destinations 2) Increasing tourism promotion.

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