

The Communication Behaviour of Pariaman Society and The Government in Order to Support Pariaman as a Tourism City

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Abstract

Pariaman City is a city in West Sumatra which viable to continueimrpoving and developed. With the limited resources of mines, plantations or agricultural land owned, it is appropriate to have a vision of Pariaman with one focus of development to make Pariaman as tourism destination city.To develop a region we need three main pillars, they were the society, the government, and private sectors. And so does Pariaman, in order to achieve the vision as a tourism city, it takes the hard work of these three pillars to create a positive images, safety and comfort for the tourists who come to visit, in addition the strong synergies and complementary. This study aimed to analyze the behavior of public communication and government in support of Pariaman as a tourism city. This research use a qualitative methods with descriptive analysis type. Informants in this study is the people and the government of Pariaman. Data collection techniques in this study was done by observation, interviews, and documentation. For the data analysis done by Miles and Huberman analytical techniques. The results showed that the behavior of public communication and the communication gorrvernmen in the form of the behavior of verbal and non verbal communication. People still do not optimize the ability to communicate in support of Pariaman as a tourism city.

Keywords : Communication behaviour, Pariaman City, Tourism

Introduction

Pariaman City is a city in West Sumatra which viable to continueimproving and developed. With the limited resources of mines, plantations or agricultural land owned, it is appropriate to have a vision of Pariaman with one focus of development to make Pariaman as tourism destination city.To develop a region we need three main pillars, they were the society, the government, and private sectors. And so does Pariaman, in order to achieve the vision as a tourism city, it takes the hard work of these three pillars to create a positive images, safety and comfort for the tourists who come to visit, in addition the strong synergies and complementary. This research use a qualitative methods with descriptive analysis type. Informants in this study is the people and the government of Pariaman. Data collection techniques in this study was done by observation, interviews, and documentation. For the data analysis done by Miles and Huberman analytical techniques. Communication behavior of a region is a very powerful tool to deliver the message and establish an image of the area. Communication behavior are the basic things that became a staple of a culture on a region or society. High or low the value of local culture or society will be judged by the behavior of their communication, both verbal and non-verbal communication. With good communication behavior, will create a comfortable atmosphere and pleasant for others. As well as in developing tourism in Pariaman city as a tourist destination, the main thing that needs to be created is to establish comfortable feeling for travelers to interact with the public or with government personnel of Pariaman. For the main thing that must be buid is how to create comfort for visitors through good communication of all related elements that exist in the area.

Pariaman city as a tourist destination in West Sumatra, has the natural potential and in a very strategic area, which is supported by a very easy access to Pariaman because it is directly bordering the capital city of West Sumatra, and Minangkabau International Airport is also located in the district of Padang Pariaman. Besides, Pariaman has a sloping beach with wonderful charm, this time tourist resort has been improved by the local government in the development efforts tourism sector.

The tourism spot of Pariaman are Gandoriah beach that located in front of the Pariaman train station, Kata Beach in Taluk-Karan Aur, Pantai Cermin in Karan Aur, Belibisbeach in Naras and had Turtles Captive Centre, the first and the only one in West Sumatra in Turtle beach, Apar, district. North Pariaman. And so that the city with this Sabiduak Sadayuang motto also has five (5) small uninhabited islands that its facilities and infrastructure are being developed as a tourist destination by the government of Pariaman, they were Angso Duo island, Kasiak Island, Tengah Island, Ujung Island and Batu Island. Seeing the potential of tourism in the city of Pariaman it is possible the area could be a tourism city that has a magnet for local or foreign tourists. However, based on research results from Rita (2015) about a quality review in Pariaman shows that tourism facilities are still not optimal. Besides, the facilities and the main point that should be improved is how the community readiness to support Pariaman to become a tourist destination. Readiness can be seen from the behavior of public communication and personnel to support the vision and the mission. And because of that problem this research is important in order to map "Communications Behavior Society and Apparatus In Support of Pariaman City as a tourism city".

Conceptual Framework

Communications and Role of Communication

Etymologically, the word of communication in English comes from the word *communis* which means "equal". Communication advised that the mind, a meaning or a message shared equally (Mulyana, 2001). Thereby communicating means to equate the meaning or understanding with peer communications. According to Effendi (1992) communication is the process of delivering a message by one person to another to inform or change attitudes, opinions or behavior either directly or indirectly verbally or through the media. Susanto (1985) argues that communication is the transfer activities of symbols which implies that need to be understood by the parties involved in a communication activity. The purpose of communication according to Levis (1996), are: (1) information, to provide information that approach in mind, (2) persuasive, to inspire feelings of the recipient, (3) changing the behavior (attitudes, knowledge, skills) and increase positive attitudes against any development packages, (4) improve the ability to business development efficiently in the areas of business that can provide benefits within a specified time limit, and (5) to realize the active participation society in development.

Communication Behaviour

Communication is an important process that is used by humans in the exchange of experiences and ideas and it became an important trigger for the transmission of knowledge and perception of things (eg learning). Therefore communication is a core element in the strategy to encourage change (Leeuwis 2009). Etymologically, the word of communication in English comes from the word *communis* which means "equal". Communication advised that the mind, a meaning or a message shared equally (Mulyana, 2001). Thereby communicating means to equate the meaning or understanding with peer communications. According to Effendi (1992) communication is the process of delivering a message by one person to another to inform or change attitudes, opinions or behavior either directly or indirectly verbally or through the media. Susanto (1985) argues that communication is the transfer activities of symbols which implies that need to be understood by the parties involved in a communication activity.

The behavior itself is the result of interaction between individuals, whether they arise in him (personal factors) as well as factors that influence that comes from outside the individual or situational factors (Rachmat 2002). Describing the behavior can not be separated from the association between cognitive, affective and konasi, but according to the flow of behavioral learning theory is more focused on aspects of repeated action that can be observed, studied and predicted objectively (Bandura 1997). According Danim (2000) that the conduct or behavior is a series of actions of individuals or groups of people, in which the action is based on the knowledge, attitudes and values possessed by the individual. According Tabarani and Rusyan (1989) that the conduct or behavior implies a vast, covering knowledge, understanding, skills and attitudes.

Communication Strategy

Many strategies we hear in everyday human life, even the strategy does not only belong to man as one of the living beings on this earth but also is a requirement of every living being needs to survive. The word strategy itself comes from the Greek word meaning: the leadership of the army. Where the Greek era are still there and there is a war in a variety of conditions, both among tribes and among groups small and large, and there he has implemented various strategies to grow and develop into a management army in managing and mobilizing soldiers or members of the war (Dirgantoro, 2001).

The strategy is essentially planning (planning) and management (management) to achieve a goal. However, to achieve these objectives, the strategy does not serve as a road map that only shows the direction alone, but must be able to demonstrate how the operational tactics (Effendy, 1990). There are so many definitions of existing strategies and develop in all levels of society. For sports people football, a strategy is needed as a way to adjust the position and attack towards the opponent's goal for you to create goals as much as possible, so here the strategy has been defined as a way to achieve a goal to organize and optimize its potential.

In a communication strategy need to be considered the components and the supporting factors and inhibitors at each of these components include (Effendy, 1990):

- a. To identify their of communication
- b. Selection of of communication media
- c. Assessment destination communication message
- d. The role of communicators in of communication

From the above explanation it can be concluded that the strategy is the property of anyone and is a way to optimize resources to achieve the desired goals, as well as a strategy that is owned by a street vendor in order to gain the advantage and win the competition.

Communication Effectiveness

According Vardiasyah, D (2004), communication effect is the effect that the communication messages within their communicant. We can distinguish the effects of communication on the effects of knowledge (cognitive), attitudes (affective) and behaviors (conative). Effects of communication is one of the elements of communication are important to determine the success or failure of communication. Messages to the communicant impact, so that the main issue in effective communication is the extent to which the purpose of communication communicator embodied in their communicant:

- a. If the result obtained is equal to the expected goals said that the communication effectiveness
- b. If the result obtained is greater than the expected goals said that communication takes place very effectiveness
- c. If the results obtained are smaller than the expected goals said that communication takes place not or less effective

Verbal Communication

Etymologically, the word of communication in English comes from the word *communis* which means "equal". Communication advised that the mind, a meaning or a message shared equally (Mulyana, 2001). Thereby communicating means to equate the meaning or understanding with peer communications. As social beings and as well as being of communication, human beings in his life on various kinds of symbols, both created by the man himself as well as natural. Man in their existence did have the privilege compared with other creatures. Besides the capability of thought and communication skills are more wonderful and more sophisticated, so that they can overcome communication barriers of distance and time. Humans are able to create symbols and give meaning to the phenomena of nature that is around.

Nonverbal Communication

Humans communicate besides using verbal of communication also uses nonverbal of communication. Nonverbal communication is usually called silent sign language or languages. Nonverbal communication used in communication had long attracted the attention of experts especially from the Antropolgi, languages and medicine. Porter and Samavar cited by Sunarwinadi (2000) that includes all the stimulation of nonverbal communication (except verbal stimulation) in a of communication setting that is generated by individuals and use of the environment by individuals who have the potential for the value of the message sender and recipient. Also according to Mark L Knapp in Hafied (2004) that nonverbal term usually used to describe all the events of communication beyond words spoken and written. At the same time we must recognize that events and nonverbal behavior is interpreted through verbal symbols.

The function of nonverbal of communication (Mark L Knapp in Hafied, 2004), are:

- a) Convincing what is being said
- b) Shows the feelings and emotions that can not be expressed with words
- c) Shows identity so that others can recognize
- d) Increase or complementary utterances felt incomplete

Method

This study used a qualitative method because of the problems under study need to be explored in depth and detail and explained descriptively. The research was conducted in the city of Pariaman which will see aspects of communication behavior of society and government officials in support of Pariaman as a tourism city. In order to that the becoming informants in this study is society (traders, educators, parking attendants, officers on tourism, visitors, artisans) and civil servants (of the Education Department, the Department of Tourism, the Mayor / Deputy Mayor, Disperindag). The informant was chosen intentionally (purposive). Sources of data in this study consisted of two forms of primary data sources and secondary data sources. Sources of primary data in this study was obtained from observations and interviews, while the secondary data sources in this study come from the documentation and relevant literature. Data collection techniques in this study conducted by observation and interviews. The observations were made in the form of a passive participant, and interviews are conducted in-depth interviews using interview guide. While data analysis technique used to analyze the data of the problems under study is an analytical technique Miles and Huberman.

Results and Discussion

Profile of Pariaman

Pariaman city is the capital of Padang Pariaman district, located on the west coast of the island of Sumatra and dealing directly with the Indian Ocean. Pariaman city was officially established as an autonomous city on July 2, 2002 by Law No. 12 of 2002 on the establishment of the town of Pariaman in West Sumatra province. Previously Pariaman administrative city status by Government Regulation No. 33 of 1986 and became part once the capital of the district of Padang Pariaman. Kota Pariaman has 12.00 km of coastline along the Indian Ocean with a carpet that stretched in front of it. Therefore Pariaman has many tourism spot is the main attraction its own because of the charm of the beach and sea tourism. There are several tourism sites that already popular in Pariaman, named beach Gandoriah, Mirror beach, Kata beach, i Angso Duo island, Tangah island, Belibis beach, Muaro Mangguang, Turtle Conservation Center, and many other attractions.

Having a lot of tourism destinations, makes Pariaman as a tourism city with its vision and mission. Vision is Pariaman Pariaman city as a tourism destination and the environment-based creative economy, culture, and religion. This caused Pariaman government is working hard to develop this vision by committing various tourism development efforts, one of which is the promotion of tourism.

Interpersonal Communication Between Society and Tourists

Interpersonal communication between society and tourists is a communication process that happens when people interact with tourists. Society means traders, local communities in tourist locations and parking attendants. While the tourist was the visitors who come to tourist sites in Pariaman. The interaction that formed between the society and tourist happens because tourist needs to access various points, facilities, and shopping in a tourist spot, so that the community has a very important role to create the comfort of the tourist. Interactions can occur at any time and in various forms. Social interaction with tourists have some form of interpersonal communication in accordance with the purpose according to Lewis (199), they are:

1. Information

tourist interaction with the society to get or provide information about something.

2. Persuasive

The interaction between tourists with society which aims to persuade, for example, to persuade tourists to buy merchandise, or persuade tourists to use the services, or buy their wares.

3. Changing behavior

Change the behavior of tourist or to the society about an attitude, like taking out the trash, behave decently, and other behaviors.

4. Improving the ability to develop the business.

5. Achieve active community participation in development.

Communication Behaviour of Society in Order to Support Pariaman as a Tourism City

Communication behavior shown by the public and tourists are to support the quality of their interpersonal communication and makes it easy to achieve the purpose of the communication.

Differences in the background, objectives, an environmental, desire, engagement, personal influence, desire, feeling, and perizininan influence on behavior, attitudes and ways of communicating to the public and tourists. Public and tourists who come to tourist spots in Pariaman has character and personality are different, because besides coming from different areas, both are clear of purpose berbada.

1. Society Verbal Communication Behavior

As a native of Pariaman, the general language used by the people in a tourism area in Pariaman is Minang language with a thick accent of Pariaman. The language was unfamiliar to tourists who come occasionally from outside of West Sumatra, for that some traders or other elements in a tourist area sometimes use to interact with Indonesian tourists who do not understand at all the Minang language, especially the language of Pariaman. Verbal communication behavior differences apparent in some people, which are distinguished by their respective characters, namely the use of words and language use in interacting with tourists. The use of language, choice of words and phrases used by the public to interact with tourists is influenced by the ability of the community itself in the use of language, both Indonesian and Pariaman language that can not be understood by all travelers. But people who want to try to develop his abilities has an advantage in language acquisition, even some people master foreign languages so that it can be a guide for foreign tourists.

2. Society Nonverbal Communication Behavior

a. Body Language

The most visible body language in nonverbal communication of Pariaman society is the use of hand gestures and head. Hand movements most often used by parking attendants at a tourist spot for directing tourists in parked the vehicles. And so does while the local fishermen offer their boats for tourist crossing to the island.

b. Physical Appearance

Appearance shown by each society has a meaning and purpose that different and will different interpreted also by tourists. This occurs because the differences in background and purpose of each. Parking attendant in the tourist area using parking attendants vest provided by the local government to convince the tourism visitors that they are the official parking attendants government run so travelers should not be afraid to be asked to pay for parking at a price that does not make sense

c. Tone of Voice

Intonation is seen in the interactions that occur between officials in the sights and traders with tourists. Intonation found on people's behavior looks different. One parking attendant using a tone of voice high and unpleasant when bluffing one Gandoriahbeach visitors that parked on the roadside and covered the vehicle going out of the parking lot. High tone of voice is accompanied by the unpleasant words, causing discomfort to the visitors.

d. Facial Expressions

Facial expression is a form of nonverbal communication behaviors shown by people with tourists in supporting Pariaman as a tourist town. Facial expression was shown to respond to something in the process of interaction that is not conveyed in words. Besides a pleasant facial expression, society as well showed facial expressions that make visitors uncomfortable. One of them is an expression that seemed judging visitors who come with their partner and enjoy the atmosphere at tourist spots

Interpersonal Communication of The Government

Sat POL PP officers stationed at different points to secure tourist location tourist locations of things that are not desirable, and to help maintain order and comfort together in tourist spots. But apart from that, the officer on duty Sat POL PP also accompany tourists visiting the islands in Pariaman, such as Tangah Island, Island Ujuang, and Angso Duo. Sat POL PP officers that accompany tourists to this island serves to create a sense of security to visitors. Special treatment done by Sat POL PP on tourists is deploying female officers to go down to the tourism sites and blend with tourists, both as a guide and give direction to tourists. While the male officers only duty to maintain security and order tourist sites.

Government Communication Behaviour

The government has a tough task in developing the vision of Pariaman as a tourism town. The government has undergone a variety of promotions including the use of social media and mass media. Besides, the government also has to disseminate to the public, and the government apparatus itself to prepare a joint effort of Pariaman develop as a tourism town.

The government prioritizes officers who have good communication behavior to deal directly with tourists. Proven by lowering Pol PP female officer as a tour guide as one of the government's efforts in support of Pariaman as a tourist town. Besides, the government also put officers who have foreign language skills to interact with tourists from abroad. Some elements of the government apparatus that was spotted at the tourist locations in Pariaman demonstrate excellent communication behavior in terms of both verbal and nonverbal. This is seen in uniform and attributes used by government officials to interact with tourists to create a sense of security as well as the use of language and facial expressions are a delight to cause a sense of comfort for visitors.

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