

## Marketing Communication Strategy of Halal Tourism in Bandung

Agrian Ratu Randa<sup>1</sup>, Linangkung Diah Ayu Rengganis<sup>2</sup>, Budi Santoso<sup>3</sup>

<sup>1</sup> Magister Ilmu Komunikasi, STISIPOL Candradimuka – Jl. Swadaya Sekip Ujung Palembang

<sup>2</sup> Manajemen Komunikasi, Universitas Padjajaran – Jl. Raya Bandung Kabupaten Sumedang

<sup>3</sup> Magister Ilmu Komunikasi, STISIPOL Candradimuka – Jl. Swadaya Sekip Ujung Palembang

<sup>1</sup>E-mail: [agrianraturanda@stisipolcandradimuka.ac.id](mailto:agrianraturanda@stisipolcandradimuka.ac.id)

<sup>2</sup>E-mail: [lingganis@gmail.com](mailto:lingganis@gmail.com)

<sup>3</sup>E-mail: [budi\\_santoso@stisipolcandradimuka.ac.id](mailto:budi_santoso@stisipolcandradimuka.ac.id)

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### ABSTRACT

*Halal Tourism generally known as new concept of tourism industry that are particularly design for the muslims. Its important to be discussed because the sharia-based economic sector has been growing very rapidly lately, not only in the financial, culinary and fashion sectors but also in the tourism sector where the growth of Middle Eastern tourists is very rapid with a total of approximately 170,000 foreign tourists in 2018 and this figure is projected to increase to 250,000 foreign tourists in in 2019. The purpose of this study was to know how the communication strategy of halal tourism in Bandung. This made the researcher thought that halal tourism is important to be discussed specifically, especially in the Marketing Communication sector, besides its great potential, halal tourism itself requires strong branding so that the process of delivering information and the desires of visiting tourists will be even greater. The result of this study will be focused on Marketing Communication Strategy of Halal Tourism in Bandung. This study used a qualitative research method which the marketing communication strategy of halal tourism in Bandung was described in detail and clearly, then the final results presented the marketing communication strategy model. A case study approach was used in this study, and the validity of the data was tested by using data triangulation based on sources and experts in their fields. This marketing communication strategy is expected to be a reference for the marketing communication strategy of halal tourism in Indonesia.*

**Keywords :** Halal tourism, Communication, Marketing, Sharia

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### 1. INTRODUCTION

Halal tourism is being well-known in all over the world, even the Indonesians are even more active in

developing halal tourism. Halal tourism is an old trend but just showed up in Indonesian tourism world, therefore not all Indonesians understand about it. In

this case, the researcher discusses the issues of halal tourism in Bandung city.

Bandung has several brands, besides the brands that had been examined about halal tourism, they are "Someah", "Smart City", "Techno City", "Bandung the Inspiring City" to "Stunning Bandung" as one of the parts of Indonesian brand, Wonderful Indonesia. However, in fact, now Bandung will still carry out its branding as one of the halal tourism destinations in Indonesia.

As noted in the article about Bandung as a halal tourist destination, according to the Head of Culture and Tourism Department of Bandung city, Kenny Dewi Kanasari, Bandung has increasingly established its position as a halal tourist destination, where halal tourism destinations in Indonesia target 5 million tourist visits until 2019. According to Kenny Dewi Kanasari as Head of Culture and Tourism Department of Bandung city, to support halal tourism, Bandung will prioritize halal certified culinary, fashion and places of worship (religious tourism). This statement reinforces the position of Bandung in its efforts to build halal tourist destinations and also in compiling halal tourism action plans in Bandung, and it is also equipped with tag line as the reinforcement of branding halal tourist destinations in Bandung. In realizing it, the Government of Bandung City and related agencies continue to take various steps. These steps include holding tourism events, promoting sustainable tourism, strengthening human resources of tourism, developing cultures and traditions, improving tourism facilities

and infrastructures, developing tourism transportations, encouraging tourism conscious communities and educating people and tourism practitioners on halal tourism.

It is seen from the demographic factors, the potential of Muslim tourists is considered quite large because the number of Muslims in the world is very large such as in Indonesia, Malaysia, Brunei Darussalam, Turkey and Middle Eastern countries with the typical consumers like in young/productive age, educated and have big disposable income. According to [1] the number of Muslim population in 2010 was 1,6 billion or 23 percent of the world population. The Muslim population is on the second position after Christians that consist of 2,2 billion or 31 percent of the world's population, and it is estimated that by 2050, the Muslim population will reach 2, 8 billion or 30 percent of the world's population.

As an effort to promote halal tourism in Indonesia, an integrated and strategic effort is needed by the central and regional governments so that Indonesia becomes one of the main destinations for halal tourism in the world. Therefore, a good marketing communication strategy and good branding are needed in order to make all marketing forms successful. The aim of this research was to find out the reason why the concept of halal becomes an important thing to understand in halal tourism. This research was expected to produce new findings in social life and can be useful for the public, especially in halal tourism studies and marketing communication studies. The results of

this study were expected to be inputs or recommendations for policy makers in the government of Bandung and can provide scientific insights especially for students majoring in communication in understanding halal tourism and its relation with communication strategies in managing tourism in Bandung. This research was also expected to be able to add to the repertoire of knowledge and provide benefits to other researchers who take topics related to the management and development of halal tourism, or other parties who are interested in the problems examined in this study.

## 2. LITERATURE REVIEW

### 2.1 Social Construction of Reality

#### Theory

Social construction of reality theory cannot be separated from the exotic building that Peter L. Berger and Thomas Luckman had brought up. Berger is a sociologist from New Scholl for Social Research, New York and Thomas Luckman is a sociologist from the University of Frankfurt. Social construction theory is between the fact theories. According to [2] The social construction of reality is defined as a social process through actions and interactions where individuals continuously create a reality that is owned and experienced together subjectively. Media has a reality called media reality. Media compose the reality of various events that occur so that they become meaningful stories or discourses.

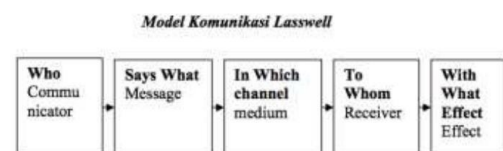
The reality showed by the media is not only understood as a set of facts, but also the results of certain views and

the results of the formation of reality (Eriyanto, 2022). Reality is defined as a quality contained in realities that are not dependent on our own will. While, knowledge is defined as the certainty that realities are real and have specific characteristics.

### 2.2 Marketing Communication

Marketing communication consists of 2 (two) important elements, they are communication and marketing. Generally, communication is the process of delivering messages carried out by the communicators or senders of the messages to the communicants or recipients of the messages through certain channels to influence the cognitive, affective, and psychomotor sides of the message recipients.

According to [5] states "communication is the process of delivering messages by communicators to communicants through the media that cause certain effects". The most appropriate way to describe communication activities is to answer the question: who, says what, in which channel, to whom and with what effect. Those things can be described as follows.



**Figure 1. Lasswel's Communication Model**

*Source: Lasswell in Frank Jefkins 1996: 6)*

The communication model above answers the question of who the communicator is, what message is conveyed, through what media, who is the recipient or the communicant, and the

last one is what the effect causes. Thus, all communication activities involve five elements that describe a communication process itself, including: source, message, channel, recipient, and effect.

### **3. METHODOLOGY**

#### **3.1 Paradigm**

The paradigm used in this study was the constructivist paradigm. The constructivist paradigm is a paradigm which is almost the antithesis of understanding which places observation and objectivity in finding a reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social behavior in question creating and maintaining or managing their social world [6]

#### **3.2 Type of Study**

This research used qualitative methods that allowed the researcher to interpret and explain a phenomenon holistically by using words, without having to depend on a number. According to [7] qualitative methodology is a research procedure that produces descriptive data in the form of written or oral words from the people and the observed behavior.

In this study, based on the case studied, the author used a case study approach because it is considered appropriate and suitable with the phenomenon that is happening, where the government of Bandung city is proclaiming halal tourism branding, which is very unique because of the various kinds of Bandung city branding,

but the government still wants to promote Bandung as one of the halal tourism destinations. The more important thing is that if the case is left unchecked and we do not examine it in depth, there will be a very potential market to come without maximum service.

#### **3.3 Data Collection**

Collecting the data and gathering the information through observation and interviews both structured and not, documentation, visual materials, and efforts to record and record information were used in this study. Interviews were carried out to H. Aswin Sulaeman, SE., Ak., M.Sc., as Head of Culture and Tourism Marketing Department of Bandung city, Prof. Dr. O Suprijana., MSc, as Director of LPPOM MUI West Java, Dr. R. Wisnu Rahtomo., S.Sos., MM, as Chair of the STP NHI Tourism Destination Study Program and Chair of the CTDS Unit (Central for Tourism Destination Studies), Ir. Dina Sudjana, as the Chairperson of the ITB Salman Center, and also with several supporting informants who came from stakeholders of the Culture and Tourism Department in Bandung. Information was given a number of questions that referred to the research objectives and if the questions asked still did not meet the required criteria, then the researcher develop other questions in order to obtain appropriate and in-depth data. While, the observations were made by visiting Culture and Tourism Department of Bandung city. The carried out observation was non-participant, which means that the researcher only acted as an observer without plunging into the

activities carried out by the party under study. In addition, researchers also use information retrieval through books, journals, related official documents, social media, and online news which are then used as secondary data.

#### **4. RESULT AND ANALYSIS**

The marketing communication strategy, according to [8] is a combination of communication strategy plans with the mission and value of the organization. Communication strategies were aimed to influence, mobilize and convince the public to help the organization achieve its mission. In this case, Culture and Tourism Department of Bandung made a communication strategy based on what the government wanted to achieve and according to existing needs. Based on the results of the research that has been presented, Culture and Tourism Department of Bandung City made marketing communication strategies begin by arranging plans and research, analyzing the situation, targeting, the purpose of communication, determining the message, selecting the media and conducting an evaluation to see whether the strategy used is successful or not.

Based on the results of those studies, the researcher will discuss seven stages in making communication strategies, namely, preparing plans, situation analysis, targeting, Communication objectives, determining messages, media selection, and evaluation [8] This discussion will be analyzed one by one according to the data obtained, and then it will produce a model that can describe how the halal tourism marketing communication

strategy in Bandung City. This discussion used the concept of marketing communication strategy Sally J. Petterson and Janel M. Radtke, the selection of this concept was based on field data obtained in accordance with the stages of making a plan for marketing a halal tourism marketing strategy in Bandung.

##### **4.1 The Preparation Communication Strategy Plan of Halal Tourism in Bandung**

Patterson and Radke emphasize how important the goal is to build an organization. "The strategic plan must be driven by the underlying values and purposes that define the organization" [8]

The preparation of the plan began with determining the objectives of the application of halal tourism itself, in this case, Bandung has several objectives, among others, to attract tourists both domestic and foreign so that they visit Bandung, especially the tourists who have a halal lifestyle like Malaysia, Singapore, Brunei Darussalam, even the results of research also show that besides Middle East tourists, such as Saudi Arabia, Dubai, Bahrain and Omman, the government is also working on tourists from Japan, Europe and Russia. In addition to its main goal is to increase the visits of tourists visiting Bandung, the government also gets in the presence of this marketing to be able to introduce the city of Bandung to tourists both domestic and foreign, and the government also wants to promote the potential in Bandung.

From the various kinds of those government goals, the government also has a goal in the aspect of core business,

which from the results of existing research, tourism has a multiplier effect, the multiplier effect is a multiplier effect and spreads to various sectors, not only increasing existing visits but also improving the economy of the people in Bandung, automatically if many tourists come to Bandung.

Viewed from a broader aspect of business, the application of the government's plan to develop halal tourism is to open MICE (Meeting, Incentive, Convention and Exhibition) horizons. If the MICE horizon is implemented in Bandung, so not only tourism activities are lifted, but also from various sides like the government, stakeholders and the community will be developed rapidly.

Apart from the economic and people's welfare, the government of Bandung city also has its own value in developing halal tourism in Bandung, based on existing data, one of the values contained in the development of halal tourism is not only about faith, but also about usefulness that exists for others, and makes it *rahmatan lil'alam*. The same thing was expressed by the hotel manager, that the value to be inculcated is the value of honesty, politeness and seeking sustenance that makes peace of the soul both inner and outer.

Even this application is not only for profit and today's success, but also how the government forms the morality of the community into the morality of the *kwaqah* and limits the tourists who want to get out of a positive order, even more important not only for the current generation, but for sustainability the future of the next generation.

#### **4.2 The Analysis of Halal Tourism Marketing Communication Situation in Bandung**

The analysis of the situation made by Culture and Tourism Department of Bandung city was used to determine the marketing strategy, and would be very useful especially in terms of the existing lack of anticipation, not only in planning communication strategies, but also becoming an opportunity to increase visits. "Developing a SWOT (Strengths, Weaknesses, Opportunities and Threats) grid to aid the nonprofit organization in view of the potential opportunities it has for advancing its mission and goals and also the weaknesses that may be hinder success." [8] as stated by Patterson and Radke by analyzing the advantages that exist will accelerate the achievement of goals and also by knowing the weaknesses that exist will prevent failures that might occur.

Based on the results of the research conducted by researcher in looking at the situation of halal tourism in Bandung, it can be concluded that many things can still be developed from tourism in Bandung, such as developing online applications to help tourists find halal products and halal tourist destinations in Bandung. And doing various collaborations and making more massive halal tourism events. In addition, the government can collaborate with various stakeholders for a better halal tourism development process.

In addition to the various opportunities that exist, it is also important to know that there are many things that are needed to be considered in the process of developing halal tourism,



such as inadequate infrastructure development and many things related to infrastructure that must be addressed, besides halal tourism ecosystems that have not yet been formed. Even the most important is the concern of stakeholders and the public regarding the concept of halal tourism that they are unfamiliar and they don't understand. Sources of halal raw materials such as slaughterhouses in Bandung that have been certified are still very lacking and even the government does not yet have special rules governing halal tourism.

Besides there are still many shortcomings that must be addressed by the government and halal tourism-related stakeholders, the government must also focus more on threats that might occur during the process of developing halal tourism in Bandung, such as the condition of HR that is not addressed, the absence of additional destinations new to support halal tourism, there are even concerns about halal tourism, causing misperception.

Behind all the disadvantages and threats that exist, Bandung has many advantages that must continue to be improved, such as completeness of attractions, amenities and accessibility and psychocentric conditions, namely tourists who only want to visit tourist destinations that have the same standard facilities in their countries that are very supportive [9]

Besides, Bandung also has a culture of "Someh Hadeh Kasemah" which is a culture that accepts tourists and guests well so that from a cultural standpoint Bandung strongly supports halal tourism, another thing is that

Bandung is the only city in Indonesia that specifically has a study of halal tourism and cooperates with stakeholders in the field of academics. So that it can be said that the potential and opportunity of Bandung City to become a halal tourism destination is very large.

#### **4.3 The Analysis of Segmenting, Targeting and Positioning of Halal Tourism Marketing Communication Strategies in Bandung**

According to [8] segmenting is the process of grouping heterogeneous whole markets into groups or segments that have similarities in terms of needs, desires, behaviors, and responses to specific marketing programs. Targeting is defined as the activity of determining the target market, namely the act of choosing one or more segments to serve. Positioning is how the company explains the position of the product to consumers. What are the differences between company products compared to competitors and what are the advantages?

Based on this understanding, based on existing research data, the government of Bandung in terms of halal tourism has market segmentation namely Middle Eastern countries, such as Bahrain, Saudi Arabia, Oman, and Dubai, as well as Malaysia, Singapore, and Brunei Darussalam. In addition, the government also sets the segmentation of Japanese, Russian and European tourists. The determination was carried out for various reasons, such as the case for Middle Eastern countries because they are the majority of Islamic countries, so they need facilities that are friendly to

Muslims, even every year Middle East countries continue to increase visits.

The target of the government of Bandung City is Muslim families and also countries that have a direct flight to Bandung, even targeting countries that have high halal lifestyles such as Malaysia and Brunei Darussalam, but this is not only limited to targets, the government of Bandung also stated that anyone can visit Bandung.

Apart from clear segmenting and targeting, the government also sets a positioning for halal tourism itself, including Bandung which wants to be perceived as a city that is friendly to Muslim tourists, and also a city that is friendly to Muslim families, not just halal-certified food and adequate facilities, but Bandung also wants to be perceived as a halal fashion city, the services and attractions offered are also far from *mudhorat* or having attractions with a halal concept. With the existence of STP (Segmenting, Targeting, and Positioning), it is expected that the target that the government wants to achieve is clear and in accordance with the objectives of implementing halal tourism, and then it can become a government reference in designing the message to be conveyed and the media that it wants to use.

#### **4.4 Communication Objective Marketing Communication Strategy of Halal Tourism in Bandung City**

According to (Effendy, 2003) in his book *Science, Theory, and Communication Philosophy*, states that the purpose of communication is divided into three categories. The first aim is to

create cognitive effects, the second one is to create affective effects, and the third aim is to cause conative effects which are often also called behavioral effects.

Based on the results of the research obtained that currently the communication objectives that the government wants to implement only arrive at the stage of building cognitive and also creates a sense of desire to implement halal tourism or it can be said to build community affection, according to the results of interviews obtained, the process provides a cognitive effect on society halal tourism is by conducting socialization to 30 sub-districts and 6 regions in Bandung, then using social media by forming their awareness through various events and activities carried out by the Bandung City Government. After the knowledge is formed, the government starts to move towards building a sense of curiosity about the community about halal tourism, according to the government itself the fastest way to shape curiosity or the desire to find out more about halal tourism is by holding an event. One event that has been held for two consecutive years is the Halal Culinary Festival in 2017 and 2018.

Different things obtained from the business side, the Bandung City Government set this communication goal more towards doing and implementing the concept of halal tourism, this can be seen from the stages passed by stakeholders and business actors even longer, starting from conducting socialization, training and discussion forums with the government regarding halal tourism in terms of improving the



conative aspects, as well as creating affective effects by forming research and presenting supporting data regarding the potential of halal tourism in Bandung, and then it is expected to reach the stage of doing or conative, and this is considered to still need to be developed a lot, although there are several hotels and tourist attractions that have implemented halal tourism, but some of them do not know the concept of halal holistically and still worry about halal terminology which seems to make it exclusive, but in reality, halal tourism is only an additional service provided to Muslim tourists to be able to do their activities comfortably and carry out religious activities in peace

#### **4.5 The Strategy of Marketing Communication Message of Halal Tourism in Bandung**

After various things in the planning process, whether the targets, goals and values to be conveyed are formulated, the government can move on to developing effective messages to be conveyed to the community. So ideally the message is interesting, generating interest, triggering desire and encouraging people to do this. This is in accordance with the AIDA formula of Kotler and Keller. According to [11] the AIDA formula (Attention, Interest, Desire, Action) is a formula most often used to help plan an advertisement as a whole, and the formula can be applied to an advertisement. This plan consists of, (Attention), makes the product interested (Interest), makes a desire to have a product (Desire), and invites customers to take action in product purchases (Action). By using the AIDA model (Attention,

Interest, Desire, Action) will clarify the concept of change, attitudes, and behavior in relation to an action framework.

In this case, the government of Bandung raises attention by communicating halal tourism in Bandung to the public, by forming Instagram content on social media as an effort to communicate one of the halal tourism events which is Halal Culinary Festival in 2018.

Then raising feelings of curiosity, Bandung City Government in this case invited the community to participate directly as tenants in the event and as visitors. This made people wanted to know more about this, apart from the form of participation, the government also socializes about halal tourism in words to various communities in Bandung. In addition, the government also disseminates halal tourism to 30 sub-districts and 6 regions in Bandung.

The next stage The formation of this motive is marked by the public's curiosity about the event, and in this case the government provides values to be more convincing for the community regarding halal tourism, the intended value is to consider that halal tourism is not only for ourselves but for *rahmatan lil'alam*, such as cleaning up part of the faith and not throwing away garbage as much as you like.

At the last stage is the decision making stage. This stage was marked by the large number of people who came to the Halal Culinary Festival in 2018, so it shows that the stage of building attention, interest and desire by the government has been done well. Then, the end of the

action stage was marked by community visits that exceeded the government's target.

#### **4.6 The Strategy of Marketing Communication Media of Halal Tourism in Bandung**

After the message to be conveyed is well structured, then the next step is to disseminate the message through various media, so that the reach and target criteria are met, then the impact achieved maximally, in this case the government uses various media to disseminate existing information. One of the message dissemination strategies is explained by [11] in the marketing mix, where the marketing mix is a tool of tactical marketing tools that can be controlled, products, prices, distribution, and promotions integrated by the company to produce the desired response in the target market. In this case the part used is part of promotion. Promotion is a variety of company activities to communicate and introduce products to the target market. Promotional variables include sales promotion, advertising, sales force, public relations, and direct marketing.

In choosing the media as a means of disseminating information about halal tourism itself, the Bandung City Government conveyed this in various ways, it can be categorized online and offline, it is based on the reason that the more media is used, the further the coverage of information recipients and increasingly extensive information disseminated.

The offline information dissemination carried out by the government is by conveying a simple

message through word of mouth, in addition to the word of mouth strategy the government also held various socialization regarding studies that have been made and regarding halal tourism in Bandung, the socialization process has been carried out in 30 districts and 6 regions in Bandung. Then the offline media used by the Bandung City government is Booklet and Leaflet from the central government because as part of halal tourism in Indonesia, this use is based on reasons for foreign tourists visiting Bandung and it can be easily downloaded on the government's website.

The use of other offline media is to use newspapers, this was chosen by Education and Culture Department of Bandung city to increase public awareness and tell them exactly what they can do in Bandung. The selection of other offline media itself is by holding events to introduce the public to the values of halal tourism and directly inviting them to participate in events held by the government. It is the same as their participation as tenants and visitors to the event.

In addition to the use of offline media, the government of Bandung also uses various online media such as websites, Instagram, Facebook, YouTube to disseminate existing information, the use of various media is not without reason, the government sees that each media has its own advantages and disadvantages, even though we know that Instagram is the most widely used social media in Indonesia, but to attract a number of targets, social media such as Facebook and websites are needed to be more formal.

The government uses a variety of media both online and offline and this is expected to reach a wider and more massive information affordability, because as we see today the delivery of information on halal tourism in Bandung still needs to be improved, moreover the Bandung City Government is currently promoting halal tourism, and positions itself as a Muslim tourist friendly and friendly Muslim destination, where it meets the needs of tourists not only in terms of food and facilities, but also fashion, service and attractions offered far from harm.

#### **4.7 The Evaluation of Marketing Communication Strategy of Halal Tourism in Bandung**

To measure the success of an applied communication strategy, the government needs to conduct an evaluation, this evaluation is intended to see whether it has been planned in accordance with the results in the field or not, so that in the future it can be corrected. [12] defines program evaluation as a process of discovering the extent to which program or project goals and objectives have been realized, providing information for decision making, comparing performance with standards or benchmarks to find out gaps, price and quality assessments and investigations systematic about the value or quality of an object. The evaluation carried out by the government was based on the Kirkpatrick evaluation model. Kirkpatrick's evaluation model was a training evaluation model that was first developed by [12] using four levels in categorizing the results of training. The

four levels are the level of reaction, learning, behavior and results.

Evaluation of this reaction is the same as measuring the level of community satisfaction in terms of receiving information, how about the quality of the message, and the selection of media that is correct or not, in this case the government says that media usage is either online or offline, as well as the quality of the message delivered is good. But what needs to be noted is that at the learning level, at the learning level used to know the absorbency of the community and how much information is obtained, where the level of information dissemination is considered to be lacking, there are still many people and stakeholders not yet aware of halal tourism itself. At the level of its own behavior the government sees that the public has not really known the information conveyed, even though the information that has been made has actually been disseminated by the government. At the level of its own results the enthusiasm of the community is indeed quite high in the event of Halal Culinary Festival in 2018.

The evaluation carried out by the government in this case is only a partial evaluation, where only a few events and activities have been evaluated, in this case only the event actually carried out by Bandung in promoting halal tourism, but because halal tourism is a sub-program part of the government center, so that overall evaluation has not been carried out and is still awaiting direction from the central government. In this case, the results of the strategy implemented by

the Bandung City Government have not been able to see the success.

Based on the seven stages in making the communication strategy, the halal tourism marketing communication strategy in Bandung City can be described by a model that explains the marketing communication strategy carried out by the City of Bandung in marketing halal tourism in Bandung. The model describes the process of a series of overall communication strategies.

So that this model is holistically expected to be able to be used as a reference for halal tourism marketing communication strategies in Bandung, the depiction of this model is based on the findings of researchers in the field. The model is described as follows.



**Figure 2. Marketing Communication Strategy of Halal Tourism in Bandung**

*Source: The Results of the Research*

The marketing strategy chart of halal tourism in Bandung is the result of data processed by the researcher regarding halal tourism marketing communication strategies in Bandung, based on the chart it can be concluded that the government through Culture and Tourism Department of Bandung City collaborated to make a study with STP (Tourism College) NHI Bandung, then

after conducting a study, the government began to plan, target, message to be conveyed, media selection and execution process of the strategy by socializing to existing stakeholders, after the socialization process was carried out then stakeholders applied in various organizations and their business unit.

Ideally, the government conducts an evaluation to find out whether the strategy is successful or not, so that various things that can be developed will be developed in the future and make halal tourism in Bandung better. But in this case the government has not conducted a holistic evaluation of halal tourism communication strategies in Bandung, because there is no direction from the center, in this case the Ministry of Tourism of the Republic of Indonesia so that there has not been an evaluation on halal tourism itself. But according to the Bandung Government this will be done immediately when it has received direction from the center (Ministry of Tourism of the Republic of Indonesia)

## 5. CONCLUTIONS AND RECOMENDATION

### Conclusions

After conducting thesis research entitled "Marketing Communication Strategy of Halal Tourism in Bandung" conducted in December-February 2018, the researcher can conclude that the marketing communication strategy of halal tourism is based on 7 stages, namely the preparation of plans, analyzing the situation of halal tourism, determining targeting in halal tourism, determining communication goals that are to be implemented in halal tourism,

formulating a strategy for marketing communication of halal tourism, choosing media as a means of disseminating information about halal tourism, and evaluating the marketing communication strategy of halal tourism in Bandung.

### **Recommendations**

This marketing communication strategy for halal tourism in Bandung has not had satisfactory results, although the rate of Muslim tourist visits has always increased, but what was announced by the government is also unclear because of the lack of information related to halal tourism itself. In the process of developing halal tourism in Bandung, the researcher has several suggestions as follows:

1. In the process of developing halal tourism in Bandung, the government should make a more mature special strategy, especially in increasing public awareness about halal tourism in Bandung, the strategy made by the government should have its own branding under the main branding of Bandung tourism, so that this is expected to be able to bring halal tourism in Bandung to be even better known.
2. The management of the message conveyed by the government in this case is still very lacking, especially in terms of halal tourism, although halal tourism in Bandung is part of overall tourism in Bandung, but this does not make message management ineffective. The Bandung City Government is expected to create structured message content so that the

objectives of the communication delivered can be well received by the community and stakeholders. In addition to managing message content, time to convey messages and intensity must also be considered, in terms of time must also be regulated during certain hours according to the target market, as well as intensity that must be added so that public awareness of halal tourism increases. Besides that the government is also deemed necessary to make a calendar of events and list of posts to be more structured and well scheduled.

3. Evaluation becomes a very fundamental thing in various activities, or programs that are made, so that in this case Disbudpar Bandung City needs to make an evaluation of each activity carried out, especially evaluation holistically and thoroughly, making key performance indicators in each activity, and Submission of feedback regarding halal tourism also needs to be done so that Bandung City government can find out what improvements need to be made from the feedback and evaluations made. This is expected to be an arena for improvement, especially for halal tourism

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