

## MARKETING COMMUNICATION STRATEGY OF RELIGIOUS TOURISM IN EMAKI AL- MA'SOEM

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### ABSTRACT

*The Covid-19 pandemic has an impact on various sectors of people's lives, including the tourism sector and the creative industry. In an effort to revitalize the tourism sector during the pandemic, the Ministry of Tourism and Creative Economy created a Cleanliness, Health, Safety and Environmental Sustainability (CHSE) program. In addition, the concept of religious tourism in Indonesia is currently being developed by the government because it has good attractiveness and potential. Emaki Al-Ma'soem is one of the tourist destinations that has the concept of religious tourism. Emaki Al-Ma'soem has the value of cleanliness as part of the faith that is in line with the concept of CHSE. This study aims to analyze the readiness of Emaki Al-Ma'soem in CHSE certification; and second, knowing the marketing communication strategy carried out by Emaki Al-Ma'soem related to the positioning of tourism with religious values. The method used in this study is qualitative with a literature study. Data related to the research is sourced from scientific literature such as journals and books, social media and the Emaki Al-Ma'soem website. The results of this study show that the positioning of tourism with the religious value possessed by Emaki Al-Ma'soem with CHSE readiness equal with cleanliness value. Marketing communication strategy carried out by Emaki Al Ma'soem through public relations, social media, and events.*

**KEYWORDS:** CHSE, religious tourism, strategy, marketing communication

### 1 INTRODUCTION

The Covid-19 pandemic has had an impact on various sectors of people's lives, one of which is the tourism sector and the creative economy. In Indonesia, tourism visits during the pandemic have decreased. According to the Ministry of Tourism and Creative Economy, visits in Indonesia by foreign tourists in 2021 decreased by 61.57% to 1.56 million from 2020 of 4.05 million visits (source: <https://kemenparekraf.go.id/> , accessed on April 10, 2022). According to (Yakup, 2019) the tourism sector can increase foreign exchange income so that it can increase economic growth. The decline in tourism visits has an impact on income and the economy of the country and business people.

The Ministry of Tourism and Creative Economy created a Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) program to revive the tourism sector during the pandemic. This program is a new standard that can be followed by tourism businesses so that tourism activities can bounce back. CHSE certification is given to seven tourism sectors that are members of this program, namely tourist attractions, tourist huts/homestays, hotels, Meetings, Incentives, Conventions, and Exhibitions (MICE), organizing activities/ events, restaurants/ restaurants, rafting tours, diving tours, and golf. Businesses that are included in the seven sectors can register themselves so that they can be verified to get CHSE certification in accordance with the guidelines that have been published on the CHSE website of the Ministry of Tourism and Creative Economy. The implementation of the CHSE program that is carried out makes visitors feel safer and minimizes the potential for virus transmission.

Based on data from the Central Statistics Agency of West Java, West Bandung Regency is one of the regencies/cities that contributes to a lot of tourists in West Java Province. However, during the pandemic, the number of tourists decreased from 5,440,158 in 2019 to 2,202,146 in 2021 (source: <https://jabar.bps.go.id/>, accessed on April 10, 2022). One of the famous tourist destinations in West Bandung is Emaki Al Ma'soem. Emaki Al Ma'soem is a religious tourist attraction that has restaurants, inns, Islamic boarding schools, and tourist attractions.

Based on this description, researchers are interested in finding out more about Emaki Al-Ma'soem's readiness for CHSE certification; and knowing the marketing communication strategy carried out by Emaki Al-Ma'soem related to the positioning of tourism with religious values. With the concept of tourism positioning and religious values that are in line with the CHSE values applied, Emaki Al Ma'soem is safe to visit as a tourist destination.

## **2 MATERIALS AND METHODS**

### **2.1 Materials**

#### **2.1.1. CHSE (*Cleanliness, Health, Safety and Environmental Sustainability*)**

The pandemic has caused business owners and visitors to implement health protocols as protection during the pandemic. According to (Wicaksono & Suradi, 2021) the CHSE concept is the implementation of hygiene, health, safety, and environmentally friendly protocols imposed by business actors in accordance with guidelines from the Ministry of Tourism and Creative Economy. CHSE certification is a form of support in the discipline of implementing health protocols during a pandemic for business actors by ensuring the security and safety of visitors.

### **2.1.2. Marketing Communication**

Marketing communication according to (Wijayanti, 2021) is how consumers are informed and shown about a product offered. According to Kotler and Keller (Wijayanti, 2021), there are eight models of marketing communication, namely, advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal sales. Based on this, in carrying out marketing communications, various tools are needed as a strategy so that the objectives of marketing communication can be achieved.

### **2.1.3. Religious Tourism**

Religious tourism according to (Sihabuddin, 2019) is a tour related to religion, customs, history, culture, and beliefs in the community. Religious tourism is an activity of seeing, enjoying, and learning something from a place. In addition, religious tourism also aims to obtain and increase the tranquility of the inner birth for visitors who do tours.

## **2.2 Methods**

The research method used in this study is qualitative using a literature study. According to (Afrizal, 2014) qualitative method is a method used in the social sciences by collecting and analyzing data in the form of spoken and written words and behavior so that the results are not analyzed in the form of numbers. According to (Zed, 2014) literature study is a series of activities related to the method of collecting literature data, reading, recording, and processing research materials. Data related to the research is sourced from scientific literature such as journals and books, social media, and the Emaki Al-Ma'soem website

## **3 RESULTS AND DISCUSSIONS**

### **3.1 Results**

The CHSE program is a certification program created by the Ministry of Tourism and Creative Economy for the standardization of security during a pandemic. Every tourist destination that has CHSE certification is declared safe regarding applicable health protocols. One of the points of the CHSE program itself is cleanliness. Based on the CHSE certification verification guidelines described by the Ministry of Tourism and Creative Economy, the scope of hygiene intended is generally related to six important points, namely, washing hands with soap or using hand sanitizers, availability of hand washing facilities with soap, cleaning of public spaces and goods by means and disinfectants or other cleaning fluids that are safe and appropriate, vector-free and disease-carrying animals, clean and completeness of clean toilets, and clean bins (source: <https://chse.kemenparekraf.go.id/> , accessed on April 10, 2022).

In research (Santoso, 2022) religious or religious values can be used in shaping and developing tourist destinations. In this case, the value of cleanliness is in line with one of the religious values instilled by Emaki Al-Ma'soem, namely the value of cleanliness as part of faith. In every tourist destination located in Emaki Al-Ma'soem, the value of cleanliness is applied. With the enactment of hygiene values in Emaki Al-Ma'soem, Emaki Al-Ma'soem's readiness in carrying out CHSE programs and certification can be said to be ready. This can be seen from various uploads on Emaki Al-Ma'soem's Instagram social media account where the upload contains the situation in the Emaki Al-Ma'soem tourist destination which applies hygiene values such as a place to wash hands, provided hand sanitizers and body temperature checks, there are trash cans in various locations, the use of masks by visitors and officers, and the cleanliness of the surrounding environment. According to (Ramadhan et al, 2022) the application of CHSE in tourist destinations can increase the sense of comfort and security for visitors who visit tourist attractions. The increase in comfort and safety of visitors will make visitors feel satisfied when they are in tourist attractions.

The marketing communication strategy carried out by Emaki Al-Ma'soem is related to the positioning of tourism with religious values based on social media and emaki Al-Ma'soem's website, it can be seen that marketing communication activities are consistently carried out. According to (Saraswati & Afifi, 2020) in her research, the implementation of tourism marketing communication requires various promotional mixes. Emaki Al-Ma'soem uses three marketing communication mixes.

Based on research (Pratiwi et al, 2018) in communicating religious tourism, a more complex communication strategy is needed both to stakeholders and the community. In this case, public relations are carried out by Emaki Al-Ma'soem by establishing partnerships and cooperation with external parties such as event vendors. Emaki Al-Ma'soem provides a place to hold important events for visitors so this of course requires coordination with many parties regarding the continuity of the event.

According to (Saleh et al, 2022) in his research, it is stated that the dissemination of information to the public is important to be carried out to achieve the purpose of the communication carried out. Social media is used to upload all forms of activities in Emaki Al-Ma'soem. Related to communicating the positioning of a religious tourism can be seen from every uploaded caption or content about the activities and facilities in Emaki Al-Ma'soem which begins with "Bismillah" where this word strongly describes the value of diversity. In addition, the use of other words such as ahad, walimah, and tadabbur alam is used in related uploads.

According to (Rahmawati et al, 2018) an event is a program or activity that is carried out as a form of interaction with brands. In this case, the event held by Emaki Al-Ma'soem is a lightning boarding school that can be participated by the elderly. This event can be attended by the elderly aged 50 years and over and runs for 3 days. Pesantren lightning is held monthly as a regular monthly event by Emaki Al-Ma'soem. Through this event, Emaki Al-Ma'soem consistently conveyed to visitors that Emaki Al Ma'soem is a religious tourist destination. In research (Munthe & Sitorus, 2022) to maximize marketing activities of a tourist destination, including by holding events and utilizing

online media in its implementation. In this case, Emaki Al-Ma'soem has carried out these two things in his marketing communication activities.

#### 4. CONCLUSIONS

Based on literature studies that have been carried out by researchers, it can be concluded that there are similarities in the positioning of religious values adopted by Emaki Al-Ma'soem with the CHSE program echoed by the Ministry of Tourism and Creative Economy, namely the value of cleanliness. With the similarity of hygiene values, Emaki Al-Ma'soem is ready for CHSE certification. Marketing communication strategy carried out by Emaki Al Ma'soem through public relations, social media, and events. These three things are tools used to communicate Emaki Al-Ma'soem as a religious tourist destination to visitors.

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