

## **EFFECTIVE COMMUNICATION FOR TOURISM IN TSUNAMI MUSEUM BANDA ACEH: DEVELOPING SPEAKING SKILLS THROUGH COLLABORATION.**

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### **Abstract**

*Tourism is a rapidly growing industry globally and is currently a source of employment and livelihood for many people. Tourism development in the region as one of the development sectors cannot be separated from the development of local communities and the construction of supporting facilities. One of the success factors in the development of a tourist destination is communication. Through communication, opportunities for the fame of a tourist destination will open up to be widely known by the wider community. This study aims to describe tourism communication and develop speaking skills through collaboration in Banda Aceh. This study uses qualitative research. This type of approach in qualitative research is a case study approach. Case study is a method that exploits a bound contemporary system (a case) as well as several bound contemporary systems (multi cases) in the real world all the time, through detailed data collection. The application of communication by the manager of the Tsunami Museum tourist attraction in Aceh is on the theory of communication effectiveness which includes cognitive, affective, and behavioral aspects.*

**Keywords:** *Effective, Communication, Tourism, Museums, Tsunami.*

## **INTRODUCTION**

Tourism is one of the important industrial sectors and also has great potential and opportunities to be developed. The development of tourism in developing countries, including Indonesia, is expected to help economic opportunities and prevent villagers from migrating to cities.

Communication is one of the inherent characteristics of humans as creatures who like symbols (*homo symbolicum*) and humans who are always looking for and giving out meaning (*homo significan*). In this case, communication is also referred to as a symbolic activity because communication activities use meaningful symbols that are converted into words (verbal) to be written and spoken or symbols instead of verbal words (non-verbal to be demonstrated). Verbal and non-verbal communication has a holistic nature, each of which cannot be separated from the other. In many acts of communication, non-verbal language becomes a complement to verbal language.

Throughout history, the concept of effective communication has evolved, both in terms of describing communication effectiveness and in establishing criteria for determining effective communication. Quintilian's classical approach assumes that effective communication is a combination of acquired skills and high moral character "Good people will speak well too". The period of theoretic history which then defines effectiveness, for example, in the sense of, among other things, skills in artistic use of language (stylistic rhetoric) and skillful presentation of communication (elocation period). In communication there are three important elements that are always present in every communication, namely, the source of information (receiver), the channel (media), and the receiver of information (audience).

Banda Aceh Regency is one of the districts in Aceh which statistically has 9 sub-districts, 90 villages with a total area of  $\pm 61.36$  km<sup>2</sup>. The current population of Banda Aceh City is 265,111 people with a density of 43 people/ha. The number of male and female population is quite balanced. The population of Banda Aceh City is dominated by young people. This is one of the impacts of Banda Aceh's function as an education center in Aceh and even on the island of Sumatra. Many youths also migrate to Banda Aceh in search of work.

Banda Aceh Regency, especially the Baiturrahman sub-district, has a Museum tour, which is the most interesting tourism spot. The museum is named the Aceh Tsunami Museum because it is located in Banda Aceh Regency. The museum was designed as a symbolic reminder of the 2004 Indian Ocean earthquake and tsunami disaster, as well as an education center and emergency disaster shelter should the area ever be hit by another tsunami.

The Aceh Tsunami Museum is one of the tourist attractions located on Jl. Sultan Iskandar Muda, Sukaramai, Baiturrahman District, Banda Aceh City, Aceh. The Tsunami Museum in Aceh is a tourist spot that is busy with tourists on weekdays and holidays. This place is very beautiful and can give a different sensation. The Aceh Tsunami Museum has a very interesting beauty to visit. It's a shame if we are in Banda Aceh and don't visit the Tsunami Museum tour which has beauty and history. The Aceh Tsunami Museum tour is perfect for filling your holiday activities, especially during long holidays such as national holidays or other holidays.

Based on this description, in this paper the researcher describes the tourism communication process carried out by local officials in developing speaking skills as a form of communication practice. The purpose of this research is none other than to explain how the tourism communication series is carried out, explain the forms of participation of all stakeholders involved, and understand the communication planning model in developing speaking skills at the Tsunami Museum.

### **1.1 Effectiveness**

Effectiveness comes from the word effective which means the achievement of something that has been set. The word effectiveness is a term that comes from English, namely effective, which means successful or something that is done works well. Hodge further explained about effectiveness which states, effectiveness as a measure of organizational success is defined as the ability of the organization to achieve all its needs (Darmawan, 2019).

On the other hand, in the Big Indonesian Dictionary, effective means that there is an effect, a result, an effect, an impression. While effectiveness is a state of influence, memorable things (Balai Pustaka, 2005). In line with that, the definition in the General Indonesian Dictionary defines effective, namely having an effect, influence, or consequence, giving satisfactory results (Bedudu, Sutan 2001).

### **1.2 Communication Effectiveness**

Communication is an important process in life. Every activity carried out must involve communication in it, both interpersonal and intrapersonal communication, group communication, and mass communication. Seeing the importance of communication in every activity, it is hoped that the effectiveness of each communication process itself. If the communication is running effectively, then there will be no misunderstanding in communication, so there will be no conflict.

The Lasswell paradigm says that a good way to fulfill communication is to answer

the question: Who says What in Which Channel To Whom With What Effect?. This question contains five elements in communication, namely:

- (1) Who said? (communicator, sender or source)
- (2) What (Message: messages, ideas, ideas)
- (3) By which Channel? (Media, channels and facilities)
- (4) To whom? (communication, recipient, or address)
- (5) With what Results/Impact? (Effect, communication results) (Siahaan, 2000).

Communication is said to be effective if the message conveyed can be well received by the communicant and produces the effect that is really expected by the communicator (Lim, 2011). But communication can be said to be effective if it has exceeded the standards that have been set.

The effectiveness of communication can be measured by several things, including the recipient/user (receiver or user), message content (content), timeliness (timing), communication channel (media), format (format), and message source (source) (Hardjana, 2000).

There are three factors that influence the effectiveness of communication, namely message content, message code, and message treatment. Therefore, for a message to be conveyed, we must have the ability to predict the effect that will be caused on the communicant. Wilbur Schramm presents what he calls The Conditions of Success in Communication, namely the conditions that must be met if we want a quality to evoke the response we desire.

### **1.3 Aceh Tsunami Museum**

The Aceh Tsunami Museum is a museum in Banda Aceh which was designed as a symbolic monument to the 2004 Indian Ocean earthquake and tsunami disaster as well as a disaster education center and emergency shelter should a tsunami occur again.

Indonesia has experienced a devastating disaster in the form of a tsunami earthquake that rocked Aceh on December 26, 2004. As a form of remembering the victims of the earthquake and tsunami disaster, the Aceh Tsunami Museum was created.

On December 26, 2004, at around 07.58 WIB, a powerful earthquake occurred which hit Aceh. This 9.3 on the Richter scale (SR) earthquake caused a series of powerful tsunamis along the land directly adjacent to the Indian Ocean. Aceh is the worst affected area besides Sri Lanka, Thailand and India.

There were many victims in this disaster, even reaching 170,000 people. Therefore, the Aceh Tsunami Museum was created to commemorate the victims of the Aceh tsunami,

as well as an educational place and evacuation center during a disaster.

This museum was founded in 2008 in February. The designer of this museum is Ridwan Kamil who currently serves as the Governor of West Java. He created a design that won an international competition in 2007 to commemorate the 2004 tsunami.

The Tsunami Museum holds around 6,038 collections. The collection is divided into several types, namely collections of ethnography, archeology, biology, technology, cramonology, art, numismatics and heraldics, geology, philology, as well as history and audio-visual space.

This collection is not exhibited simultaneously, there are some that will be held in temporary exhibitions, so visitors can also watch all of them simultaneously. The museum manager rotates the collection every six months. In one exhibition, there are around 1,300 collections spread across three points, namely Aceh houses, temporary exhibitions, and permanent exhibition spaces.

When entering the museum room, you will pass through a small hallway with minimal lighting. This hallway makes visitors' emotions mixed. After that there is a room called The Light of God which contains hundreds of thousands of names of victims from the Aceh Tsunami disaster.

The Aceh Tsunami Museum is located at Jalan Sultan Iskandar Muda No. 3, Gampong Sukaramai, Baiturrahman District, Banda Aceh. Its position is not far from the Baiturrahman Mosque, about 11 minutes if you walk and 1 minute when driving a motorized vehicle and is next to the Dutch Cemetery Complex (Kerkhof).

To enter the Aceh Tsunami Museum, you will be charged the same fee which will later become Regional Original Opinion (PAD). Ticket prices for children, students and students are IDR 3,000, IDR 5,000 for the public and adults, and IDR 15,000 for foreign tourists. The museum operates every day (except Friday) from 09.00-16.00 WIB.

## **2. Illustrations**

The application of communication in targeting domestic tourists is very important in order to increase and maintain the number of visits.

According to the observations of researchers, after several visits to the Tsunami Museum tourist attraction in Banda Aceh there were quite a lot, especially during holidays the number of visitors seemed to be more than usual days. Most of those who came to the Banda Aceh Tsunami Museum were groups of school children and from the family.

Since it was first opened until now, the number of tourist visits to the Tsunami Museum tourist attraction in Banda Aceh has shown an increase with quite satisfactory numbers.

By providing good service to visitors, of course this is very helpful in increasing the number of visitor visits at the Tsunami Museum tourist attraction in Banda Aceh. More and more people will know about the existence of tourist attractions.

The Tsunami Museum in Banda Aceh and want to visit there not just once but repeatedly, because they are satisfied with the service provided by the Tsunami Museum tourist attraction in Banda Aceh.

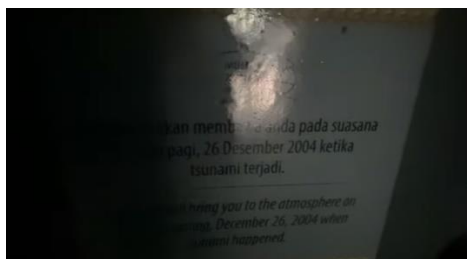
Tourism development requires communication policy support, in terms of this formulation must consider the harmony of the national program (Cangara, 2013). However, decentralization has given legitimacy to each region to produce or produce various policies that suit regional needs, including in the tourism sector (Jupir, 2016).

In accordance with the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, tourist destinations which are also called tourism destinations are geographical areas within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and the community. interrelated and complement the realization of tourism.

#### (1) Pamphlet



Upon entering there is a pamphlet containing information on parking fees at the Aceh Tsunami Museum. The language used in this pamphlet is an effective communication because it makes tourists understand what the pamphlet contains.



When entering the room where the water was rumbling, there was a pamphlet containing information giving the atmosphere of the tsunami that occurred on December 26, 2004.



This pamphlet contains the names of people who died during the Aceh tsunami in 2004. Information is known to the Guide who explains these names.

(2) Interview with officers



In interviews with ticket officers, provide information on the price of admission to the Tsunami Museum in Aceh by using effective communication so that tourists understand what the officer is saying. Child ticket from 5 years old to 17 years old. The ticket will be scanned at the entrance.



In communication with the entrance officer, the officer explained that the ticket given by the picket officer would be scanned and the ticket returned at the entrance.

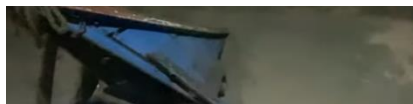


The guide explains that it was this country's flag that helped during the Aceh tsunami in 2004. The guide explains briefly but understandably.

### (3) Media



The guide explains that this media tells how the tsunami in Banda Aceh started in 2004.



The guide explained that the pieces of ships and sand were evidence of items that were affected by the Banda Aceh tsunami in 2004.



The guide shows how when the earthquake and until the tsunami occurred in Banda Aceh in 2004.

### (4) Interview with Tourismn

In this interview tourists find out information about the location of the Tsunami Museum in Banda Aceh. In this interview tourists said "The Aceh Tsunami Museum is full of history, the Tsunami Museum in Aceh also provides a Guide to provide information about the history of the Aceh Tsunami Museum by using effective communication so that the history explained can be understood by tourists".

From the results of the research above, the Tsunami Museum in Aceh is full of history of the earthquake and tsunami in 2004. Many tourists come to visit to learn about history, so that they are always grateful and commemorate the day of the Aceh tsunami. The officers at the Tsunami Museum in Aceh explained how the Aceh Tsunami Museum was formed, relics or evidence of goods resulting from the tsunami in Aceh, hearing the sound of rushing water coming ashore and people praying at that time. The existence of the Aceh Tsunami Museum reminds people to always be grateful.



## **METHODOLOGY**

This research is a qualitative descriptive study. Qualitative research is intended to provide an overview and understanding of how and why a symptom occurs (Pawito, 2007). Qualitative research is an approach and method for the study of experienced social life (Saldana, 2011).

In accordance with this definition, this research was carried out by following the principles of qualitative research methods in which the researchers themselves as research tools and instruments, explored and collected data in a more in-depth and intensive manner and in detail on tourism communication in the Tsunami Museum tourist area in Banda Aceh. The subjects in this study were officers and tourists.

This type of approach in qualitative research is a case study approach. Case study is a method that exploits a bound contemporary system (a case) as well as several bound contemporary systems (multi cases) in the real world all the time, through detailed and in-depth data collection involving multiple sources of information, and reporting a case description and case theme. (Creswell & Poth, 2018). Case study investigation: (1) Addressing a technically different situation; (2) Relying on multiple sources of evidence.

The research process lasted for three months from October 2022 to December 2022. The main data sources in qualitative research are words and actions, the rest is additional data such as documents and others (Moleong, 2014). Based on this description, in this study the researcher classifies the data used into two types of data: (1) Primary data which is data obtained directly from respondents through interviews. (2) Secondary data which is data obtained from documents related to research, including scientific journals, books, and agency archives including laws relevant to this research study.

## **CONCLUSIONS AND SUGGESTIONS**

The results of research on the effectiveness of the communication of the Tsunami Museum tourism manager in Aceh can be concluded as follows:

1. Application of communication by the manager of the Tsunami Museum tourist attracton in Aceh on the theory of communication effectiveness which includes cognitive, affective, and behavioral aspects. The cognitive aspect makes it easier for managers to convey information to tourists about the existence of the Tsunami Museum tour in Aceh. In the affective aspect, it gives rise to feelings or feedback that is felt by the manager on the facilities provided at the tourist spot. And the behavioral aspect refers to the comfort of tourists when visiting the Tsunai Museum tour in Aceh.
2. There are two steps taken to maintain effective communication at the Tsunami

Museum tourist attraction in Aceh, directly and indirectly. This is directly manifested in the briefing activities every morning to maintain cohesiveness and solidarity in managing the Tsunami Museum tour in Aceh. Indirectly by way of jobdesk distribution to employees. In addition, joint evaluations are held every three months.

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