

# **THE COMMUNICATION STRATEGIES IN CONVEYING EFFECTIVE AND EFFICIENT MESSAGE CONSTRUCTION IN TOURISM INDUSTRY**

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## **Abstract**

Tourism is one of the industries that has the fastest growth in the world and is a major foreign exchange, as well as job creation for many countries. It is one of the most extraordinary economic and social phenomena. Tourism can be defined as the movement of people from elsewhere (with the intention of returning) for a minimum period of twenty-four hours, up to a maximum of six months for the sole purpose of reaction and enjoyment. In developing tourism certainly requires an effective and efficient form of delivering messages to consumers and other organizations, therefore tourism requires a communication strategy in conveying messages that are effective and efficient. This study aims to analyze what communication strategies the tourism industry uses in conveying messages to brochures they have made. The research method that the researchers used in this study was a qualitative research method and a qualitative descriptive method. Researchers analyzed this research with depth-interviews, observation and literature studies. This study has 2 problems in it, the first problem proves that the tourism industry uses these 3 theories to form an effective and efficient communication in conveying messages on Brochures. And the second problem, there are 3 strategies that show how the tourism industry overcomes the ineffectiveness and inefficiency of delivery in the Brochure, so that the Brochure can be effective and efficient and can be understood by readers.

**Key words:** Tourism Industry, Communication Strategy, Effective and Efficient.

## **INTRODUCTION**

Communication strategy is a blueprint for achieving communication goals in an organization. It consists of various parts such as setting communication goals, identifying the target market, and then designing a strategy. Strategy communication is the use of information flowing into the organization (research) to plan and carry out a communication campaign addressing the relationship between an organization and its publics. SC is research based and publics centered rather than organization or message centered (Botan, 2018: 8).

Communication strategies allow companies to make plans to disseminate information effectively. Communication strategies are very useful for determining communication objectives, audiences, and conveying their message to the entire team of the organization. This communication strategy had the advantage of saving a lot of time. Every organization has the ability to make smart decisions. One of them is in the tourism industry which is heavily on communication to grow economically.

Strategic communication is very important for tourism businesses to send effective and efficient messages to avoid failure in the industry. Mulyadi (2007:63) adds that efficiency is a measure of how well something is done (effort, work) without wasting time, effort, or money. The ratio of inputs to outputs, or costs to profits, is also known as efficiency. As a result, if the

tourism business conveys messages that are effective in communicating, the tourism industry will benefit considerable.

Tourism is a diverse and rapidly growing sector. Tourism can also be defined as a group of companies that cater to the needs of tourists as they go to different locations. The tourism sector is believed to have the ability to increase economic growth Debski (2013). In general, tourism refers to a collection of connected tourism activities that take place in the same location. Tourism, unlike any other industry, has a very open and varied value for everything from transportation to tourist attractions. Moreover, the tourism sector is positively encouraged to be able to replace the oil and gas sector which has been the main capital in the country's foreign exchange earnings ( Siswanto , 2017). Consequently, tourism as an industry can be viewed from an economic and monetary perspective. Tourism is a very labour-intensive industry. In the tourism industry they have brochures in promoting tourist objects in every region of Indonesia. This research has produced brochure data in the South Sulawesi provincial tourism office.

From the brochures that have been obtained, the researchers determines two questions as answers to communication strategies in conveying messages that are effective and efficient in the tourism industry:

1. What communication strategy does tourism use in promotion brochures?
2. What the tourism staffs do if the communication strategy in the brochure is not efficient and effective?

## **REVIEW OF LITERATURE**

### ***Communication***

Communication is the creation and use of information by a person or persons, groups, organizations, and society to connect with the environment and other people. The word communication derives from the Latin word *communis* , which means "to communicate." The words *communico* , *communication*, and *communicare* all denote the same thing (make to common). Communication between two or more people, particularly within an organization, can have positive results. Communication is defined as the process of understanding and sharing meaning (Pearson & Nelson, 2000).

### ***Types of Communication***

Professional Communications, have been considering the many forms of communication a lot lately. It is has described four different modes of communication in previous years, but it's truly think there are five: spoken, non-verbal, written, listening, and visual.

#### 1) Verbal Communication

When we speak with others, we are communicating verbally. It may take place in person, on the phone, over Skype or Zoom, etc. A scheduled meeting is an example of a more official verbal exchange.

#### 2) Non-Verbal Communication

Often, our actions speak louder than our words when we speak. Facial expressions, posture, eye contact, hand motions, and touch are all examples of non-verbal communication.

#### 3) Written Communication

All written communication, including emails, memos, reports, contracts, Facebook posts, tweets, and so on, aims to convey information in a clear and succinct manner, yet this goal is frequently not met. In fact, poor writing abilities can result in misunderstandings, embarrassment, and even possible legal risk. One thing to keep in mind regarding written communication, especially in the digital age, is that the message endures, possibly forever.

4) Listening

The practice of listening is not frequently included on the list of communication methods. However, active listening is arguably one of the most crucial forms of communication because without it, we can't properly interact with the person seated across from us.

5) Visual Communication

Our culture is largely visual. Consider the following: Televisions are on all the time, Facebook is a visual platform with memes, videos, photographs, etc., Instagram is an image-only platform, and advertisers utilize imagery to market goods and concepts. Consider this from a personal standpoint: The social media photographs we publish are intended to transmit a message. In some circumstances, that message might be, "Look at me, I just received an award or I'm in Italy." Others are purposefully chosen to make us feel compassion—injured animals, sobbing kids, etc.

***Communication Effectiveness & Efficiency***

**Effectiveness**

Effectiveness is a scenario that may indicate the success or failure of quality management that will achieve certain goals. While communication is the process of sending messages to the communicant through the media and receiving feedback.

**Efficiency**

The ability to deliver a clear message in the smallest period of time is defined as efficient communication.

***Tips for Building Efficient and Effective communication***

We'll provide you some pointers on how to build effective and efficient communication so that no more mistakes are made or contact with the other person is disrupted.

1) Paying Attention to the Interlocutor

We are permitted to express our opinions when communicating. However, this does not include us from allowing the other person to voice their viewpoint; listening to the other person is as vital at times.

2) Asking Questions

Effective communication also necessitates a response from the other party; assertions conveyed by the other party necessitate a response, which can be accomplished by asking questions, clarifying statements that are unclear, or expressing your response.

3) Provide Information Clearly

It is also vital to communicate facts clearly in order to avoid misconceptions from other parties. Of course, properly and accurately explaining facts will help the other person grasp what is being communicated.

4) Combining Verbal and Nonverbal Communication

In order to be effective, communication must include both verbal and nonverbal elements. Nodding and smiling are nonverbal movements that can help to build a communication environment. Additionally, verbal actions, such as delivering information or comments to the other person.

***Message construction***

In truth, the word construction is a difficult notion to grasp, and it is widely acknowledged that the term has multiple meanings, cannot be defined in isolation, and is extremely context-dependent. On the basis of process, building, activity, language, and planning, several context-based definitions of construction must be distinguished. The goal of message creation is to provide the communicant a better understanding of what the message means (object).

***Tourism industry***

The tourism sector, sometimes known as the travel industry, is associated with the concept of people traveling to other places, either locally or globally, for leisure, social, or business

purposes. It is inextricably linked to the hotel, hospitality, and transportation industries, and much of it revolves around keeping visitors happy, amused, and well-equipped during their time away from home. Tourism is “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs” (Mathieson & Wall, 1982, p.1).

### ***Communication Strategy***

Many different sectors, including communication, the military sciences, company management and marketing, politics, public health, and a plethora of others, use strategic communication. To fulfill their particular needs, each field that use strategic communication has created terminologies, procedures, and definitions (Botan, 2018). The first difficulty for anyone studying or using strategic communication is that it is expanding so quickly, both in terms of its core employment and at its fringes, that it is impossible to keep up with all the locations and modes of practice. Grand strategy might be unfamiliar to seasoned academics or practitioners, although the notions of strategy and tactics are typically not. Some of the wildly divergent hypotheses, conclusions, and recommendations in the business literature, the literature on public relations, the literature on public diplomacy, and elsewhere are explained in part by grand strategy.

#### 1) Generic Grand Strategies

Grand strategies for organizations can take on an almost endless number of different forms as they evolve over time. Grand strategies can be categorized into four broadly defined archetypes that include seven organizational views that are significant to SC and, interestingly, to ethics, for the purpose of describing them and what they signify for SC.

#### 2) Intransigent Grand Strategy

An intransigent grand plan aims to prevent the organization from changing in reaction to external factors. When deciding on a career, it's crucial to keep in mind that SC normally does not have a significant part in unyielding organizations.

#### 3) Resistant Grand Strategy

A resistant grand strategy seeks to avoid any modifications as much as feasible. Some people nearly consider stalling to be a strategy, believing that if they put off change for a long enough period of time, the pressure would eventually subside.

#### 4) Partnership Grand Strategy

A partnership is an alliance of two independent organizations. A company with a partnership grand strategy views itself as distinctly different from its environment, but it also recognizes that it is highly dependent on it and should cooperate with it even in non-financial problems.

#### 5) Cocreational Grand Strategy

A company with a cocreational grand strategy aims to include itself into a web of relationships with its environment that is always changing (see Botan, 1993c, for background on what was then called the integrative grand strategy). While maintaining a distinct distinction, as partnering organizations do, is critical for retaining organizational identity, it is less crucial in a cocreational organization.

#### 6) Change in Grand Strategies

Although they develop gradually, grand strategies do alter. Thus, it makes sense that grand plans' titles, contents, and conceptualizations would also need to alter. For instance, I used to refer to what is now known as the integrative grand plan as the cocreational grand strategy.

### **METHOD**

This study's methodology, the researchers used a qualitative research design. According to Denzine and Lincoln (2005) in Sharan B. Merriam, the observer in the world engages

qualitative research. With qualitative designs, you want to be able to describe what happened and what the data showed. A natural setting and the researcher as the main tool, the use of descriptive language, explaining the process rather than just the outcome, inductive data analysis, and the significance of meaning are other features of qualitative research. In light of this definition, the procedures employed in this study are those that are specified.

### **Instruments**

According to Bogdan and Biklen (1992), data are the specifics that serve as the foundation for the analysis. They are defined as the raw materials that researchers obtain from the world they study. Data are anything that the researchers actively captures while conducting the research, such as field notes and interview transcripts. The provincial tourism office's promotion brochures were the primary source of data. The researchers examined six promotional brochures: south sulawesi tourism attraction, south sulawesi tourism map, tourist attraction south sulawesi, travel guide sulsei, culture and art in south sulawesi, and sulsei colorful experience. The subjects of the study were a number of travel agency personnel. They are used as a topic to learn about the communication tactics used to promote brochures. Rather than learning what the tourism staff does if the brochure's communication strategy is ineffective.

### **Procedures**

The first stage in acquiring data for this issue is field research. The researchers was inspecting the state of the tourism office. Both researchers gathered field notes, which were either used as main study data or to gather information from secondary sources such as articles and interviews. Images, sounds, and videos are examples of field notes (Ary, 2010: 435). The researchers used audio and photos to collect data in this case. Interviews were done by the final researchers, which is one of the most popular ways and the foundation for gathering qualitative data. Interviews are used to obtain information from people about their thoughts, opinions, and feelings about the situation in their own words. Instead of testing hypotheses, they are used to better understand people's experiences and the meanings they take from them. The researchers conducted this study by speaking with the majority of South Sulawesi culture and tourist service workers of the tourism brochure on communication strategy.

### **Data analysis**

The data analysis technique was used in this study is based on (Miles, Huberman, & Saldana, 2014) where the data analysis technique consists of data condensation, data display, and drawing and verifying conclusions (Miles et al., 2014).

#### **1) Data Condensation**

According to Miles et al. (2014), data condensation is a process in which data is picked, then sorted, simplified, and abstracted from visual data into written data. Data condensation is a technique for converting acquired data from visual to textual form. After collecting data in the form of scenes and words from the film "Passing" that contain components of discrimination, it will be linked to Roland Barthes' analytical approaches and modified to the researcher's demands in relation to study concerns.

#### **2) Data Display**

The next step in this research is data presentation. The presentation is a systematically structured set of information that allows the researcher to determine Miles et al (2014). In this step, data connected to behavior and words in the "Passing" movie that contain elements of discrimination will be discussed in detail in order to obtain the intended research outcomes.

#### **3) Drawing and Verifying Conclusions**

The researchers concludes the data in the final step of this investigation based on the formulation of the given problem. The conclusion is reached by examining how the relevance of the analysis data results will be appraised for their impact on the existing questions. Miles and colleagues (2014). Finally, after all data analysis based on Roland Barthes' theory, data

collection related to behavior and words that contain aspects of discrimination in the film "Passing" and its relevance to the formulation of the problem will be answered. Significant data will be acquired as a result of this examination, along with data, and the researchers will create presentations and conclusions based on these findings.

**FINDINGS AND DISCUSSION**

**1. Communication strategies used by tourism brochures promotion**

**Communication strategy in tourism brochure**



Figure. 1 brochure dante pine

The strategy for presenting information in this brochure provides clear and accurate information. Because of the sentence “The cost to enter the tourist attraction is also very affordable: Rp. 10 Thousand per person. The location offers a natural panorama of Mount nona and the cool air of pine forests. There are varios photo spots and rides inside Dante Pine” Can change the mind of a consumer to be interested in the object that has been promoted in this brochure. so that we can interpret that this brochure is included in the generic grand strategy which is a grand strategy that provides clarity that can change someone's mind in information.



Figure. 2 brochure Tongrangeng Riverside

In the brochure listed on the side it provides information or delivery that is very clear or the position of the information conveyed cannot be changed or it can be said that the position in this brochure is very strong. the sentences in this brochure can support the statement above, “Tonrangeng Riverside is an overpass to the hospital with the concept of medical tourism, RS (Short for hospital) Hasri Ainun Habibie. The bridge is arranged in sch a way that becomes a hangout that is suitable for relaxing with family. Visitors are only charged a parking fee of Rp. 2 thousand for motorcycle, and Rp. 5 Thousand for cars. Parking fees are only collected at night. At night, Tonrangeng riverside is even more attractive with colorful lights.” In this statement it is very clear that the information conveyed is very clear and accurate because in this sentence it has given information about the place, price,

and also a description of the

atmosphere in the object. And from the sentence “Rp. 2 thousand for a motorcycle, and Rp. 5 Thousand for cars” provides a parking price statement that has been determined and cannot be changed and cannot be negotiated. Therefore it can be concluded that this brochure uses a type of communication strategy, Generic grand strategic and intransigent grand strategy.



Figure 3. brochure of culinary

Brochures above having the delivery of messages or information in creative brochures. In this brochure, it can be seen that there are accurate ideas, designs, and explanatory content so that they can attract the interest of customers who see the brochure. It can be concluded that this brochure uses a communication strategy, Cocreational grand strategy.

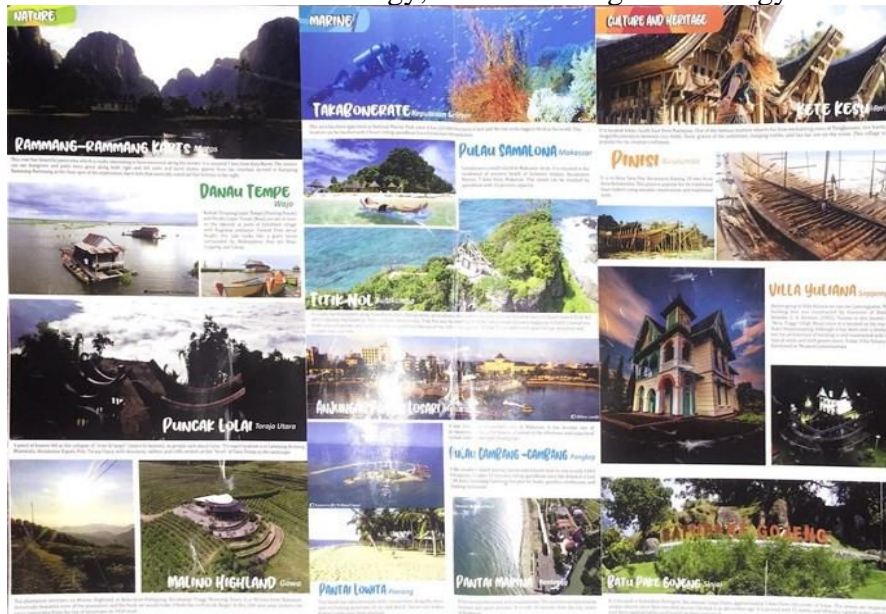


Figure 4. brochure of destination

The picture above can be categorized into the types of communication strategy, cocreational grand strategy and generic grand strategy. Because in addition to the brochure, there are ideas, designs and explanations that are very familiar with the destinations that have been



promoted.



Figure 5. brochure of Nature

in the sentence "It's located 4kms Soth East from Rantepao", "this river has a beautiful panorama which is really interesting to have excsion along the stream", ""Buttu" means montain, while "kabobong" means woman's genital." All sentence excerpts in this brochure provide clear and accurate information regarding the destinations listed in the brochure, so this brochure can be categorized under the type of communication strategy, generic grand



figure 6. south sulawesi tourist attraction

strategy.

In the picture of the brochure in above, we can see that the brochure conveys clear information or messages and also has creative ideas and designs or content (food pictures, contact persons, and other information) to the readers or consumers of the brochure. So that they can be interested in one of the objects in the brochure and also get accurate information from the personal contact listed in the brochure. Therefore it can be categorized into the types of communication strategy, cooperative grand strategy and generic grand strategy.

**b. Indicators of effective and efficiency in tourism brochure**



1) Provide Information Clearly

*“Entrance fee of IDR 10 thousand”*

*“Dante pine is located in the puncak neighborhood, Lakawan Village, Anggeraja District, Enrekang Regency”*

*“The location is not far from the edge of the Poros Road, Enrekang Tana Toraja city.”*

The sentence above is clear information in explaining one of the objects in a brochure. The statement above is said to have clear information because it has an explanation of where the object is located and also the budget in that object.

2) Combining verbal and nonverbal communication

In addition to combining verbal and nonverbal brochures because there is a written message delivery and there is an image that describes the condition of the place described in the brochure. Nonverbal and verbal communication work is important to ensure the correct message is transmitted.



1) Provide Information Clearly

*“Tonrangeng Riverside”, “Located in Lumpue Village, West Backiki District, Tonrangeng Riverside Is a favorite tourist destination in the city of Pare-Pare”.*

In this statement it can be concluded that the brochure besides having clear information so that readers or consumers can understand what has been conveyed in the brochure.

2) Combining verbal and nonverbal communication

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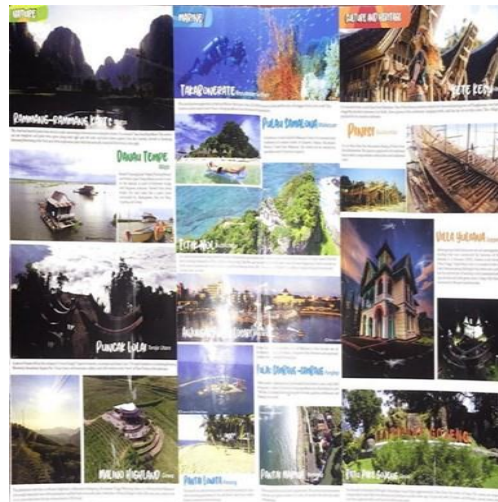
1) Provide Information Clearly

*“pisang ijo or es pisang ijo is a typical food from Sulawesi Selatan, especially Makassar.” “The word “Epe” itself is from Makassar that mean “pressed”, then Pisang Epe means grilled banana that is pressed to be flattened.”*

The two statements above explain the traditional food from South Sulawesi clearly. “IRMASUKA TOURS AND TRAVEL, Jl. Racing Center Makassar, Telpn: 0411-327663/316643, Email: [dd.leonardo@yahoo.com](mailto:dd.leonardo@yahoo.com).” This statement provides a clear and accurate contact person.

2) Combining verbal and nonverbal communication

In addition to combining verbal and nonverbal brochures because there is a written message delivery and there is an image that describes the condition of the place described in the brochure. Nonverbal and verbal communication work is important to ensure the correct message is transmitted.



1) Provide Information Clearly

In addition to providing clear information or delivery brochures, because we can see in this brochure, there are pictures and explanations of the places or destinations being promoted. The following sentences in this brochure state that this brochure has clear information:

*“Takabonerate keplaan selayar, This Area has been appointed as national marine park since it has 220.000 hectares of a tol and the size is the biggest third in the world. This location can be reached with 3 hors riding speedboat from pelabuhan patumbukan.”*

2) Combining verbal and nonverbal communication

In addition to combining verbal and nonverbal brochures because there is a written message delivery and there is an image that describes the condition of the place described in the brochure. Nonverbal and verbal communication work is important to ensure the correct message is transmitted.



1) Provide Information Clearly

As we can see in the picture above. There are several pictures showing a destination and there is an explanation under the picture. The following is an explanatory sentence in the brochure stating that all the information conveyed in this brochure has clear and accurate information in accordance with the image shown, along with the statement:

*“picture 1 (Malino Higlands, Tea plantation stretches on malino high b land, in kelrahan Pattapang, kecamatan tinggi moncong, Gowa.)”, “picture 3, (Kete’ Kesu) it is located 4kms South East from Rantepao. One of the famous Torism objects for how enchanting rows of Tongkonans, Rice barns, and Megaliths/ menhirs between rice fields.”*

This statement provides clarity on the layout of the destinations on the brochure.

2) Combining verbal and nonverbal communication

In addition to combining verbal and nonverbal brochures because there is a written message delivery and there is an image that describes the condition of the place described in the brochure. Nonverbal and verbal communication work is important to ensure the correct message is transmitted.



1) Provide Information Clearly

Brochures above providing a variety of clear and accurate information, such as explanations Sulawesi Selatan “South Sulawesi as one of the places with various tours presents diversity cltral intellect, as well complex natural topography.”

2) Combining verbal and nonverbal communication

In addition to combining verbal and nonverbal brochures because there is a written message delivery and there is an image that describes the condition of the place described in the brochure. Nonverbal and verbal communication work is important to ensure the correct message is transmitted.

## **2. Communication strategy in the brochure is not efficient and effective**

### **Resistant Grand Strategy**

*"So far, nothing has happened that the delivery of messages or information in brochures is not effective and efficient. because all brochure promotional materials that staffs will make or have made are examined in advance by the functional section or linguists"*

From the results of the interview above it was said that the brochures that were made would be examined first before they made and released the brochures. They do this so that they don't incur significant costs in changes if they have an error in the flyer they create.

### **Partnership Grand Strategy**

*"Usually if the delivery of the message or information contained in the brochure is not understood by readers or is not effective and efficient, the staffs will explain the information or message contained in the brochure. Therefore the staffs have a room called the Tourism Information Center (TIC), in which it is explained visually and also through brochures. Consumers who do not understand what has been explained in the brochure, they can ask TIC, and the staffs will explain what they asked or did not understand."*

The statement above provides an explanation that, when there is an error in conveying the message or the message contained in the brochure is not effective and efficient, they can overcome the problem by working together with their team. Here we can understand that working together in a team can facilitate all the problems that exist within the organization. And we can also see from the statement that tourism uses this partnership grand strategy, so they can't spend a lot of money because they are very wise in working with their colleagues if they have problems in delivering the brochures they make. For example, the delivery cannot be understood by consumers or is not effective and efficient.

### **Change in Grand Strategy**

*"As for brochure materials, especially in tourism industry, there are several industries from tourism, namely from PHRI, ASITA, HPI, ICLA, these are those who accompany tourists when they visit. Regarding promotional materials, a contact person is usually included, so if consumers doesn't understand or someone wants to ask something about the brochure and wants a detailed explanation. The consumers can contact, the contact person listed in the brochure we (staffs) have provided. And now in tourism south sulawesi province office also have a website to make it easier for consumers to see the things that tourism staffs have displayed on the website."*

From the statements and interview results above, we can conclude that the tourism industry does not use a change strategy in the brochures they have made or distributed to consumers. They have their own way if the delivery of messages or information is not effective and efficient or if consumers do not understand the brochures that have been distributed. Their only way is to provide a contact person in the brochure for consumers who do not understand the explanation in the brochure and they can also visit the tourism ITC if they want an oral or more detailed explanation. Therefore they don't need to make changes to the brochure and also they don't pay a lot of money for changes to the brochure that has been made.

## **DISCUSSION**

Based on the data that has been collected in brochure control in the tourism industry, researchers have separated the explanation from the results. There are two main topics that have been divided in this research. Two main topics are discussed in this study, namely researchers want to find out what communication strategies are used by the tourism agency in

conveying messages or information effectively and efficiently in brochures, and what the tourism industry does if messages are added in the form of brochures. their brochure is not effective and efficient. In this study there were 6 brochures and 6 interview data. using Botan's theory (2018) written in the book *Strategic communication theory and practice: The Cocreational Model* (2018, pp. 12-24).

In the first problem there are 6 brochures which can conclude what kind of communication strategy is used by the tourism agency in conveying messages effectively and efficiently. in this problem there are 4 quotations based on the explanation of the brochure. It is known that researchers found 3 types of communication strategy namely, Generic Grand Strategy, this strategy is used in five out of six promotional brochures. Intransigent Grand Strategy, this strategy is used only once out of six brochures. And the last is the Cocreational Grand Strategy, this strategy is used in three of the six promotional brochures. As for the results of the effective and efficient indicators of the six brochures, there are 2 effective and efficient indicators to determine the effectiveness and efficiency of the brochures. From the indicator data it can be seen that in the first brochure there are 4 data indicators for the effectiveness and efficiency of the Brochure. The second brochure has 3 data on the effectiveness and efficiency of the brochure, the third brochure has 4 data, the fourth brochure has 3 data, the fifth brochure has 4 data, the sixth brochure has 2 data. From all this data it can be concluded that the most dominant type of communication strategy used by the tourism industry in making brochures is Generic Grand Strategic 5. This means that most of the brochures made by the South Sulawesi provincial tourism office use Generic Grand Strategy in creating effective and efficient communication between consumer brochure.

In the second problem, there are 3 data that can explain what the tourism industry does if the distribution of brochures is not effective and efficient. First, namely the grand strategy of resistance, there is 1 result of an interview put forward by the staff of the South Sulawesi Province Culture and Tourism Office. In these findings it can be seen that if the brochures they distributed were not effective and efficient or could not be understood by readers, then they first examined the brochures on the functional section. The grand strategy of the partnership, there is 1 interview result that has been conveyed or explained by one of the culture and tourism service staff. The findings show that if the brochures they made or distributed were not effective or efficient, they immediately worked together to solve the problem. Changes in the grand strategy, from this strategy there is also 1 interview result which has been explained by the staff of the South Sulawesi tourism office. Which shows that the brochure is inefficient and ineffective or can not be understood by readers. They do not make changes to the Brochure, but only provide directions or a contact person to avoid large fees if changes occur.

## **CONCLUSION**

Based on the findings and discussion that the researchers conducted, the researchers obtained several points that could make this research easier to understand:

There are 3 communication strategy which used in promotion brochure tourism office province of South Sulawesi. The first strategy, namely Generic Grand Strategy, This strategy is a strategy that is very strong, clear and accurate in providing information. In the analysis above, this strategy is the most dominant strategy used in the tourism office brochure for South Sulawesi Province. Than the second strategy, namely the cocreational grand strategy, this strategy is a strategy that provides ideas, designs, and content in a message or information delivery. This strategy has the second percent level in the use of communication strategy in tourism office brochures. while the last strategy, namely the resistant grand strategy where this strategy is a type of strategy whose information cannot be changed. This strategy has a low percent rate of using the communication strategy in the South Sulawesi tourism office brochure. As for the results of effective and efficient indicators from the six brochures, it is

known that in the first brochure there are 5 indicator data for the effectiveness and efficiency of the brochure. The second brochure has 4 data on the effectiveness and efficiency of the brochure, the third brochure has 5 data, the fourth brochure has 3 data, the fifth brochure has 4, the sixth brochure has 3 data. From this data it can be concluded that most of the brochures for the tourism office of the province of Sulsel use the generic grand strategy in creating effective and efficient communication or delivery of messages.

In second problems there are 3 points that prove that the tourism industry uses this strategy if the delivery of messages contained in the brochure is not effective and efficient or cannot be understood. That strategy, namely the resistant grand strategy where they first examine the Brochure against other management. Second, the partnership grand strategy, this strategy works with the team in overcoming existing problems. Finally, the change in grand strategy, in this strategy the tourism industry does not really use changes in the errors in the Brochure but they only add personal contact information to the Brochure, so that there are no changes when the Brochure is not effective and efficient or is not understood by readers. This means that the tourism agency is carrying out 2 strategies in dealing with ineffective and efficient brochures, namely the resistant grand strategy and the partnership grand strategy so that it is easier and does not need to incur large costs if the brochure is not effective and efficient.

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