



Implications of Public Relations Strategy in Forming Perceptions, Attitudes, and Tourist Preferences in South Sulawesi (Indonesia)

Implicaciones de la estrategia de relaciones públicas en la formación de percepciones, actitudes y preferencias turísticas en Sulawesi del Sur

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ABSTRACT:

The data used in this study is cross-sectional, using the Structural Equation Model (SEM) analysis method. The unit of analysis is tourists who visit the 5 (five) main tourist destinations in South Sulawesi, namely Makassar, Gowa, Bone, Luwu, and North Toraja, while the observation unit is carried out on foreign tourists with proportional samples 210 tourists from United States, Germany, England, Netherlands, France, Japan, Korea, Australia, Malaysia, Singapore and Taiwan. The results found that the implication of the public relations strategy for each of its variables on perceptions, attitudes and tourism preferences in South Sulawesi is significant. The prospects for South Sulawesi tourism industry faced considerable opportunities, namely by the tendency of an increasing number of tourist arrivals began in 2012 to 2015.

Keywords: Tourists, Perceptions, Attitudes, Preferences, Strategy

RESUMEN:

Los datos utilizados en este estudio son de corte transversal, utilizando el método de análisis del Modelo de ecuación estructural (SEM). La unidad de análisis son los turistas que visitan los 5 (cinco) destinos turísticos principales en el sur de Sulawesi, a saber Makassar, Gowa, Bone, Luwu y North Toraja, mientras que la unidad de observación se realiza en turistas extranjeros con muestras proporcionales 210 turistas de Estados Unidos, Estados, Alemania, Inglaterra, Países Bajos, Francia, Japón, Corea, Australia, Malasia, Singapur y Taiwán. Los resultados encontraron que la implicación de la estrategia de relaciones públicas para cada una de sus variables en las percepciones, actitudes y preferencias turísticas en Sulawesi del Sur es significativa. Las perspectivas para la industria del turismo en Sulawesi del Sur enfrentaron oportunidades considerables, principalmente debido a la tendencia de un aumento en el número de llegadas de turistas que comenzó el 20 al 12 de 2015.

Palabras clave: Turistas, Percepciones, Actitudes,

1. Introduction

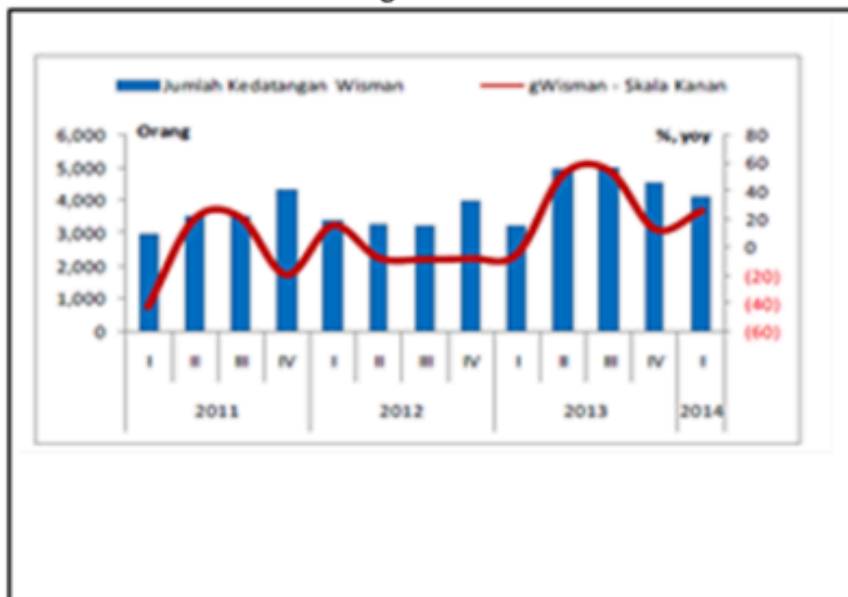
One of the goals of national development is to establish independence in optimizing the use of resources, both natural resources and human resources to produce goods and services. In each development planning, the development sectors are planned, including the tourism sector which is capable of producing tourism service commodities for foreign and domestic markets. Sustainable development is a development that ensures harmony between government, society, environment and the universe. Sustainable development has the ability to improve the carrying capacity of the environment, increase the integration of various development activities between sectors and between regions, improve the functioning of natural ecosystems, and the existence of integrated institutional support that supports the preservation of environmental functions.

Some types of tourism between nature and panoramas, historic heritage tour includes a museum and the grave of the fighters, and customs travel. In decades of interest in traveling along with the development of science, technology and information on tourism types is not limited anymore. Some of the types of tourist terms that have emerged lately are based Travel destination motives include tourism to Pleasure Tourism, Recreation Tourism, Cultural Tourism, Sports Tourism, Business Tourism, and Convention Tourism.

In fact, the reason why someone travels is motivation physical, cultural motivation, personal motivation, and status motivation and prestige. According to James J. Spillane (1987) there are five elements of the tourism industry which is very important, namely Attractions. Attractions can be classified into two, namely site attractions and event, Facilities (facilities needed), Infrastructure, Transportations and Hospitality.

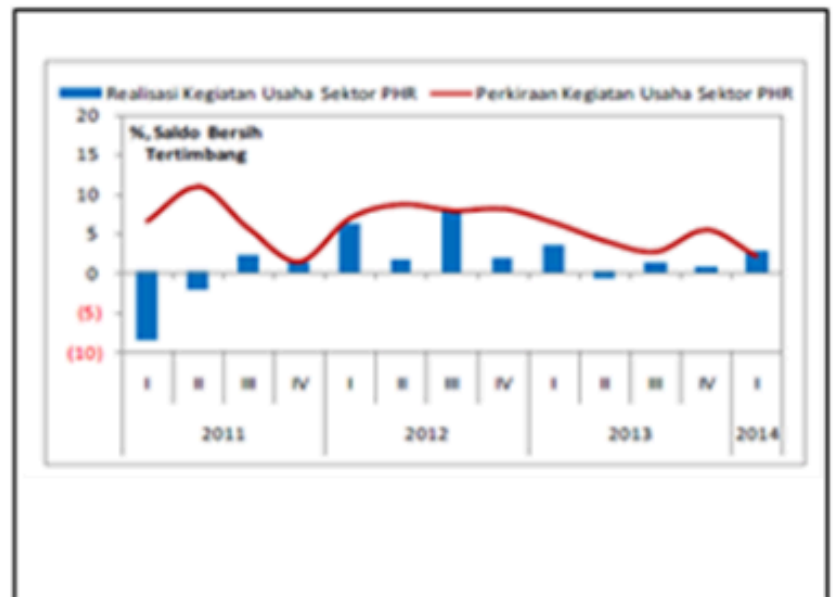
Seasonally, the occupancy rate of hotel rooms and the number of foreign tourists indeed decreased in the first quarter of 2014 because it was a low season due to the end of the holiday season. However, the decline was not as deep as in the first quarter of 2013. Meanwhile, the realization of the business activities in the trade, hotels and restaurants sector was higher than expected and from the previous quarter, thus supporting the strengthening of the growth of the trade, hotels and restaurants sector.

Figure 1
Foreign Tourist



Source: Central Statistical Agency

Figure 2
PHR Sector Business



Source: Survey of Business activity

The tourism industry is closely related and depends on the conditions of the nation's socio-cultural environment and security. In a more macro context the consequences for restoring Indonesia's tourism image can be pursued through three main efforts: first, through print and electronic media by providing information about the real security conditions in Indonesia; second, inviting foreign media, especially those engaged in the tourism industry, to visit Indonesia; third, direct cooperation with tourism industry players abroad, for example tour operators to hold joint promotions to support more tangible improvement

efforts.

The era of the development of the tourism industry in Indonesia was shown by an increase in the number of foreign tourists until 2011, but began to show signs that were less encouraging with the fluctuations in 2014, as in the following.

Table 1
Number of International and Domestic Tourists in
Indonesia and South Sulawesi during 2009 – 2014

Year	Archipelago Tourists		Share South Sulawesi/ Indonesia (%)	Foreign tourists		Share South Sulawesi/ Indonesia (%)
	Indonesia (person)	South Sulawesi (person)		Indonesia (person)	South Sulawesi (person)	
	A	B	C	d	e	f
2009	5,503,269	2,715,715	49%	6,323,730.00	35,712	0.56%
2010	6,235,606	3,768,252	60%	7,002,944.00	42,371	0.61%
2011	6,750,416	4,471,632	66%	7,649,731.00	51,749	0.68%
2012	7,453,633	4,871,966	65%	8,044,462.00	64,601	0.80%
2013	7,973,440	5,385,809	68%	8,802,129.00	106,584	1.21%
2014	6,394,307	5,920,528	93%	9,297,654.00	151,763	1,63%

Source: Data and Information Centre of the Ministry of Tourism and Creative Industry and Central Statistics Agency of Province of South Sulawesi, 2018

The increase in the number of tourists shows that the South Sulawesi government's tips on increasing tourist visits are still in the archipelago tourism sector while the foreign tourism sector which is the authority of the central government still needs attention to the development of this sector, especially in promoting and publishing tourism objects in South Sulawesi. Data were released on the same sources indicate that in 2014 the number of visitors cope as much as 15.713 tourists ($\pm 0.17\%$ of 9,435,411), and in 2015 there were 8,059 tourists.

The provincial government of South Sulawesi, in addition to trying to restore the tourism image through one-stop *public relations* measures towards the community of *tourist generating countries*, but these steps have not been able to accommodate all the needs and desires of the tourism industry business partners who are dealing directly with the users of tourism products in *tourist generating countries*. Even the actors in the tourism industry are working on communication measures, especially *public relations* abroad, both individually and in groups through the association's channels are not paying attention to various policies that have been established by the government in the national tourism industry.

The tourism sector is the second largest source of income in Indonesia and South Sulawesi is the second potential besides Bali. Around 450 DTW in South Sulawesi but not all of them were published so that the tourist visit rankings of this region were in the 19th position. For this reason, an appropriate strategy is needed to publicize existing tourism objects to increase the number of tourist visits in South Sulawesi and Indonesia in general.

2. Literature Review

2.1. Concept of Tourism

Tourism can be seen as a product in the form of services that can meet human needs and desires. This tourism can be categorized as a product or offer as stated by Kotler and Keller (2006: 407), which "*Product is anything that can be offered to the market to satisfy a want or need*". In this product concept includes physical goods, services, experiences, events, people, places, land, organizations, information, and ideas. In this connection, tourism can be classified as services, events, experiences, and places.

Swarbrooke and Horner (1999: 4) provide limits on the concept of tourism or tourism as follows: "*Tourism is defined as a short term movement of people to place some distance from their normal place of residence to indulge in pleasurable activities*". In this definition explicitly that tourism is a movement of people in a short period of time from their place of residence to do fun activities at the destination. Traveling someone to another place is not always said by tourists because it could be the goal to work or visit family. In addition, how long people live outside their homes can be said to be tourists not explicitly disclosed in the definition, can be one day, two days or more.

In that connection, to clarify the concept of tourism they suggested that tourism could be described as a fun or playful activity served by a number of supporting industries such as *hospitality* (hospitality) and transportation. Thus, the emergence of a tourism business with various companies offering holiday packages and travel agents allows the emergence of the concept of tourism.

Associated with the concept of the tourism industry, Leiper proposed the concept of a tourism system in five core elements that depend on each other which includes the following:

- *Tourist*, in essence, means a round trip or sightseeing trip that starts from the area of origin to another area and returns to the area of origin from within and outside the country.
- *Tourist Generating Region* describes a region or country that produces tourists, especially foreign tourists for host countries that have tourism potential.
- *Transit Route Region* is a region or country on a long journey that is used as a temporary stop, before heading to the destination.
- *Tourist Destination* as a region or country that is different in terms of its nature, traits, or attractions which are all interesting for tourists, especially foreign tourists.
- *A Travel and Tourism Industry*, which is a person or group of people who need help or facilities from other parties, generally a group of individuals or organizations that specialize in the field of travel and are referred to as the travel industry.

2.2. Concept of Tourism Industry

Porter (1980: 5) explicitly defines the concept of industry as follows, namely: "*As the group of firms producing products that are close substitutes for each other*". In this definition, an understanding is expressed that companies in a product-producing group, both goods and services, have a certain degree of competition. The degree of this competition is getting closer or closer in line with the increasing number of products they produce.

Kotler (2003: 245) provides more complete details about industrial concepts by stating that: "*Industries are classified according to the number of sellers; degree of product differentiation; presence or absence of entry, mobility, and exit barriers; cost structure; degree of vertical integration; and degree of globalization*". Based on these limits it can be identified that the level or degree of competition among companies in a particular industry will differ depending on the elements contained therein.

Weaver and Oppermann (2000: 47) suggest that the tourism industry category includes: *accommodation; transportation; food and beverages; tour operators; travel agencies; commercial attractions; and merchandiser of souvenirs and other tourism-related goods*. Furthermore Weaver and Oppermann explained that the tourism industry is not more than just elements of business travellers, however relating to all tourism systems.

By the sector, all the tourism industry players mentioned above are complementary to each

other in order to meet the needs and desires of tourists. Whereas if it is reviewed on a sub-sector basis, for example the transportation service industry, one transportation company with another transportation company is substitute or competing. However, the overall existence of the tourism industry players can sustain the existence of a tourist destination or country.

2.3. Concept of Public Relations

Every organization or company that operates in a particular market or industry is generally never isolated from environmental elements that can affect its survival. In addition to being faced with elements of the environment that are very relevant to its operational processes, such as suppliers, consumers, and intermediaries, every organization is also faced with other environmental elements whose influence is no less important and/or big. There are some elements of the environment that can be categorized as stakeholders that can be categorized as public.

Experts and also professional leaders in the field of public relations, namely Harlow in Cutlip, Center, and Broom (2000: 4), reveal the definition of public relations (PR) as follows:

Public relations is a distinctive management function which helps establish mutual lines of communication, understanding acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; help management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its tools principle.

Kotler and Keller (2006: 496) define public relations and publicity as follows: "A variety of programs designed to promote or protect a company's image or its individual products". The ultimate objective of the PR as proposed Harlow none other like a PR goal by Kotler and Keller, is to obtain an impression or image (image) is positive about the offer of the following organizations in the eyes or minds of the public, consumers and other stakeholders. In this case, gaining a positive impression in the public mind is the goal of the management problems or issues as suggested by Harlow above.

The evolution of the concept of public relations , and various attempts to describe its practice, ultimately leads to the definition proposed by Cutlip, Center, and Broom (2000: 6) as follows: " public relations management functions that establishes and maintains mutually beneficial relationships between an organization and the public on their success or failure depends ".

On the other hand, Kotler (2003: 616) argues that the public relations function includes 5 (five) main functions as follows:

- 1. Press relation:** presenting news and information about the organization in the most positive light.
- 2. Product publicity:** sponsoring efforts to publicize specific products.
- 3. Corporate communication:** promoting organizations through internal and external communications.
- 4. Lobbying:** dealing with legislators and government officials to promote or defeat legislation and regulations.
- 5. Counselling:** advising management about public issues and positions and image during good times and crisis.

2.4. Concept of Preference

The meaning of the concept of preference can be explained starting with the concept of marketing based on market needs. Humans essentially have various needs, such as food, clothing, shelter and entertainment that they fulfil through the use of goods or services. With limited financial means will usually receive the goods or services according to

his ability. However, with greater financial ability, and gaining experience in using a variety of goods or services, one tends to develop preferred ways of meeting their needs. Someone starts to like products with specific attributes, special functions, features, and certain levels of performance that provide the greatest value in accordance with each lifestyle and how to use the product.

Sanchez and Heene (2004: 80) explicitly state the limitations of the concept of market preference are as follows: "*Market preferences are preferred in terms of satisfying basic needs that are usually determined by consumers' lifestyles and economic situation*". Next they explained that the function of market preferences can determine certain preferences and dislikes of consumers for goods or services, which will influence them in choosing and buying products.

The preference concept has relevance that is close enough to be used in order to identify business market preferences, or at least group buyers. Further benefits from understanding consumer preferences can be used as a basis for market segmentation, targeting markets, and positioning and or *repositioning*. In addition to the geographical, demographic, psychographic, and behavioural aspects, other aspects that can become the basis for market segmentation are preferences.

3. Methodology

3.1. Research Approach and Research Instrument

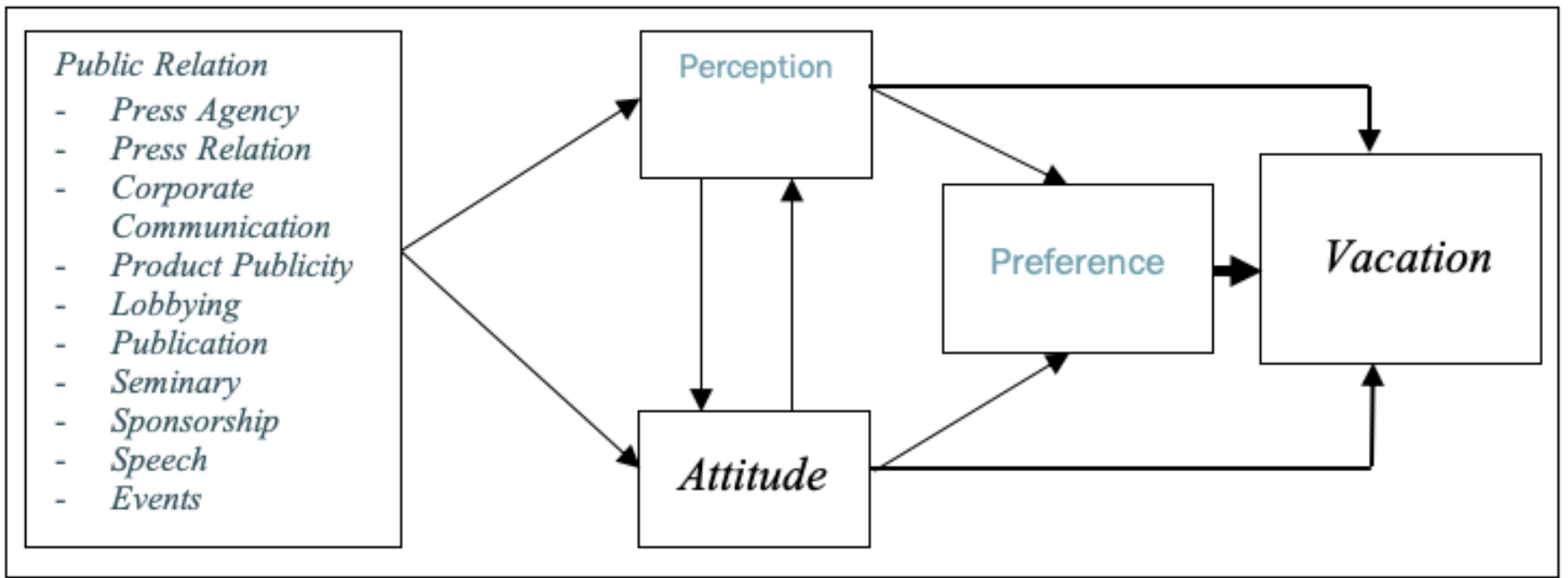
Based on the problems that have been raised, the design of this study in accordance with the object under study is *ex post facto*, because this research is classified into *non-experimental* design. *Ex post facto* is a systematic empirical investigation in which the researcher does not have direct control over the *independent variables*, as manifestations of the phenomenon has occurred or because the phenomenon is difficult to be manipulated. Inferences about the relationships between variables are made without direct intervention, but *concomitant variation* of the *independent variables* with *dependent variables* (Kerlinger in Mohammad Nazir, 1999, 86-87).

In accordance with the research objectives to be achieved, this research is descriptive and verification. Descriptive research is research that aims to obtain variable characteristics, while verification research (*deducto hypotetico verificative*) is a study that aims to determine the relationship between variables. Implementation of both types of research this was done through *cross sectional* primary data collection for foreign tourists visiting the main tourist destination in South Sulawesi as an analysis unit, with an observation unit (respondent) of 210 foreign tourists randomly coming from \pm 50 countries, the method used in this research is *explanatory survey*.

3.2. Operational definition

The operational concept is where the research variable is derived into a concept that contains more detailed and measurable indicators. The operationalization of this concept aims to facilitate measurement. A measure of whether or not the operational framework is good is largely determined by how precisely the dimensions are broken down giving an overview of the variables. This refers to how researchers classify a case in one category of certain variables that are operationalized, as in the figure below.

Figure 3
Overview of the Variables



3.3. Population and Sample

Population is a collection of individuals who have quality and characteristics. In this study, the population is tourists from various countries and taken 11 (eleven) *tourist generating countries* visiting South Sulawesi as sample regions. From the 11 *tourist generating countries*, 20 respondents can represent each tourist from their country, so the number of respondents is 220 tourists.

3.4. Data analysis technique

In this study the analysis method used consists of descriptive analysis and verification (*hypothesis testing*). In order to analyse the research variables, as described in the operationalization of the variables, the analytical tool that will be used is a structural equation model that describes the relationship and causality of these variables. The structural model in question is *Structural Equation Models* (SEM) for the purposes of verification analysis.

The variables that can be identified as exogenous or endogenous variables, then the relationship and causality between variables that form a national tourism industry product positioning can be formed with the SEM model are as follows.

$$Y = \Lambda_{\gamma} \eta + \varepsilon$$

Measurement model of endogenous variables Y, namely: personality, attitude, and preference.

$$X = \Lambda_{\chi} \xi + \delta$$

Measurement model of exogenous variable X, namely *public relations strategy*.

Where:

- η_1 = Endogenous latent variable for personality on tourism products
- η_2 = Endogenous latent variable for attitude towards tourism products
- η_3 = Endogenous latent variable for preference for tourism products
- ξ = Exogenous latent variable for *public relations strategy*
- λ, Λ = The direct influence coefficient between the latent variable and the indicator
- ζ = Error in endogenous latent variables
- Y = Endogenous indicator
- X = Exogenous indicator
- ε = Error measurement of endogenous indicator
- δ = Error measurement exogenous indicator

4. Results

The results of the study were reviewed and discussed with descriptive analysis showing that the dynamics of the macro environment that occurred in Indonesia had created public opinion that was less favourable for the national tourism industry. This condition awakens the relevant government agencies and the actors in the national tourism industry to do something in order to overcome the worse impacts faced by the national tourism industry. One of the efforts carried out by the government and the actors in the national tourism industry is by holding *public relations* activities at home and abroad with the aim of changing public opinion in the community of *tourist generating countries*.

Among the *public relations* facilities used in order to change or influence the impression or image of the people in *tourist generating countries* are: *Press Agency, Press Relation, Corporate Communication, Product Publicity, Lobbying, Publications, Seminars, Sponsorship, Speech, and Events*.

Press Agency is done by holding *press releases*, creating important *events*, such as: inviting world *celebrities* to Indonesia, visiting RI President or other important officials to *tourist generating countries* and clarifying several important events in Indonesia. *Press Agency* is generally perceived by the people in *tourist generating countries* as quite accurate (46.67%). They assume that messages published in mass media and *events* created are able to express or describe Indonesia's condition objectively.

Press relations are carried out by creating good partnerships with press people. This partnership is primarily in: a) serving the provision of material / news sources; (b) connect them with news sources or certain figures, and (c) provide verification facilities for journalists. *The press relation* is generally perceived by the public in *tourist generating countries* as a fairly accurate communication process (46.19%). In this case the positive news conveyed regarding tourism in Indonesia is easily obtained with a relatively high level of accuracy.

Corporate communication is carried out by executives at the Ministry of Culture and Tourism and the actors in the national tourism industry by conducting direct communication, both external and internal with leaders of organizations or institutions related to tourism in Indonesia. The results of the communication are published through several mass media, such as newspapers and TV. *The corporate communication* is generally perceived by the

people in *tourist generating countries* as quite appropriate communication (42.86%). This, one of them is closely related to the communicators and the issues discussed.

Product Publicity is done by sponsoring efforts that can introduce certain products or tourism objects to the wider community, especially foreign tourists in 11 (eleven) *tourist generating countries*. *Publicity products* are generally perceived by people in *tourist generating countries* as communication that is quite capable in conveying messages related to tourism products, especially those with regard to its features (48.57%).

Lobbying is generally carried out by the leaders and staff from the Ministry of Culture and Tourism, the Ministry of Foreign Affairs through the Embassy in each *tourist generating country*, the Ministry of National Education, and various other relevant Departments, along with national figures from both public and private organizations. *The lobbying* is generally perceived by the public in *tourist generating countries* as a form of communication that is sufficiently able to influence the *decision makers* or *legislators* in their country (48.10%).

Publication is carried out in various places and opportunities, such as in hotels, airplanes, airports, *travel agents*, or in representative offices of the state, either at the Embassy or at the Consulate. *Publication* is generally perceived by the public in *tourist generating countries* as a form of communication that quite right (46.19%), both in terms of *coverage* and the quality and relevance of the material published.

Seminars on tourism are conducted regularly, both domestically and abroad. The seminar on tourism is basically in great demand and its *multiplier* effect is relatively very broad as a consequence of its multiple effect publication. The seminar is generally perceived by the public in *tourist generating countries* as a fairly interactive means of communication (39.05%) and obtaining wide publications.

Sponsorship is carried out mainly in supporting various activities of organizations that have artistic and cultural values, both professional and non-professional (amateur) in *tourist generating countries*. The *sponsorship* generally received good responses. This implies that what the sponsors want through the national arts and cultural activities held by certain parties is quite influential (39.05%) of the impressions of the people in *tourist generating countries* with regard to products or tourism objects in Indonesia.

Speech is carried out in the presence of several relevant parties and can influence the development or withdrawal of the national tourism industry. People in *tourist generating countries* generally perceive the implementation of *speech* as accurate (36.67%) affecting their impression of Indonesia in a better direction. Among the several *speech* activities that have been conducted are:

- *The 3rd Global Summit on Peace Through Tourism* , in Pattaya, Thailand on October 2 - 5, 2005, was delivered by the Secretary General of the Ministry of Culture and Tourism; and
- The Indonesian Ambassador to Australia's Keynote speech, namely HE Sudjadnan Parnohadiningrat at *Indonesian Tourism Road Show* in Sydney, Australia (2005).

Events related to art and culture are routine and periodic activities carried out both domestically and abroad. Organizing *events* generally get domestic and foreign press coverage. Documents about these *events* can be obtained in print or electronic media, CD/VCD. *Events* activities undertaken by various organizations or agencies related to tourism in Indonesia is generally perceived as sufficiently attractive (40%) by people in *the tourist generating countries*.

The perception of foreign tourists on tourism products in Indonesia is generally good or interesting. The magnitude of the perception of each attribute of tourism products can be quantitatively detailed as follows:

Attraction, perceived quite interesting (37.62%).

Transportation, perceived as quite available and easily obtained (41.43%).

Distance from point of origin, perceived close (39.05%).

Price, perceived cheap (53.33%).

Security, perceived as safe (41.43%).

Convenience, perceived comfortable (50.95%).

Climate, perceived to be quite comfortable (43.81%).

Variety and Taste of the Meals, perceived to be diverse and delicious (39.52%).

Hygiene of the Environment, perceived as clean (39.52%).

Hospitality, perceived friendly (51.90%).

Sufficiently of Infrastructure is available quite available (44.76%).

Sufficiently of Accommodation Facilities, perceived as quite available (44.76%).

Sufficiently of Local Transportation, perceived as quite available (40.95%).

Attitude of Foreign Tourists on Tourism products in Indonesia are quite likable / affective (46.19%) and followed by their intention to choose conative (44.29%). The preference of foreign tourists in choosing alternative tourism objects is more focused on the security aspects (57.62%), privileges (42.38%), ease of procedures (48.57%), and prices (43.81%). The national tourism industry is generally positioned in the minds of people in tourist generating countries as providers: (a) *natural attraction* (47.14%), (b) *cultural heritage attraction* (49.05%), (c) *events* (40.95%), and (d) *commercial attraction* (45.71%).

5. Discussion

The national public relations industry's public relations strategy is generally contributed significantly by the following two variables, namely: seminars (87.60%) and lobbying (85.06%). The distance from point of origin (88.69%) and sufficiently of local transportation (86.63%) are factors that shape the perception of foreign tourists. The public relations strategy has a positive effect on the perception of foreign tourists on tourism products in Indonesia. This shows that the public relations strategy can help institutions or organizations in anticipating and responding to public perceptions and opinions, new values and lifestyles, legislative institutions, changes in the tourism environment, and in responding to changes in behaviour over a tourist objects or products.

The public relations strategy is more influential than the perception of the attitude of people in tourist generating countries on tourism products in Indonesia. This shows that the public relations strategy that uses its facilities and infrastructure in communicating ideas or messages conveyed to the audience can increase and / or enhance belief in the offer of tourism products in Indonesia. Thus, the public relations strategy can shape perceptions through the provision of information, learning processes and experiences about offers or products that can influence the attitude of foreign tourists. The most significant dimension or sub-variable in shaping the attitude of the people in tourist generating countries on tourism products in Indonesia is their affection factor (80.74%) and connotation (68.50%).

The implementation of public relations strategies and attitudes has a positive influence on preferences for tourism products in Indonesia. On the other hand, their belief in choosing their preferences (conative) is influenced by their affective attitude towards products or tourism objects in the Southeast Asia region, which are largely influenced by security factors (83.82%).

The national tourism industry faces a significant opportunity, with a tendency to increase the number of tourists from 2006 to 2009. Furthermore, the increase in the growth of foreign tourist arrivals tends to be higher starting in 2010, and this is in line with the prosperity of the people in tourist generating countries which tend to be increasingly increased. The growth rate is quantitatively estimated at 4.2% per year (World Tourism Organisation/WTO, 2005). By implementing communication strategies, especially public relations strategies, which are formulated systematically and integrated, are expected to restore the image of the national tourism industry as a provider of attractions based on natural attractions or attractions, ancestral cultural heritage or ancestors, events, and commercial attractions.

6. Conclusions

The results of the review and discussion on descriptive and verification analysis, as well as the prospects of the national tourism industry can produce the following conclusions.

The results of the descriptive analysis of the variables studied show that the dynamics of the macro environment in Indonesia has created public opinion that is less favourable for the national tourism industry. One of the efforts made by the government and the actors in the national tourism industry is to organize activities *public relations* at home and abroad with the aim of changing public opinion on *tourist generating countries*.

Attitude of Foreign Tourists on Tourism products in Indonesia are quite affective (46.19%) and followed by their intention to choose conative (44.29%).

The preference of foreign tourists in choosing alternative tourism objects is more focused on the security aspects (57.62%), privileges (42.38%), ease of procedures (48.57%), and prices (43.81%).

The national tourism industry is generally positioned in the minds of the people at *tourist generating countries* as a provider: (a) *natural attraction* (47.14%), (b) *cultural heritage attraction* (49.05%), (c) *events* (40.95%), and (d) *commercial attraction* (45.71%).

Strategy *public relations* the national tourism industry is generally significantly contributed by the following two variables, namely: *seminar* (87.60%) and *lobbying* (85.06%). As for *distance from point of origin* (88.69%) and *sufficiently of local transportation* (86.63%) is factors that shape the perception of foreign tourists. Strategy *public relations* have positive influence on foreign tourists' perception of tourism products in Indonesia. This shows that the strategy *public relations* can assist institutions or organizations in anticipating and responding to public perceptions and opinions, new values and lifestyles, legislative institutions, changes in the tourism environment, and in responding to changes in behaviour of an object or tourism product.

Strategy *public relations* greater influence compared to the perception of the attitudes of the people in *tourist generating countries* for tourism products in Indonesia. This shows that the strategy *public relations* who use the facilities and infrastructure in communicating ideas or messages conveyed to *audience* it can increase and/or increase trust (*belief*) for the offer of tourism products in Indonesia. Therefore, strategy *public relations* can form perceptions through providing information, learning processes and experiences about offers or products that can influence the attitude of foreign tourists. The most larger dimension or sub-variable in shaping the attitude of the community *in tourist generating countries* for tourism products in Indonesia, namely affection factors (80.74%) and connotations (68.50%).

Implementation strategy *public relations* and the attitude has a positive influence on the preference for tourism products in Indonesia. On the other hand their belief in choosing their preferences (*conative*) influenced by his attitude (*affective*) the product or tourism object found in the Southeast Asia region is largely influenced by the security factor (83.82%).

The national tourism industry faces a significant opportunity, with a tendency to increase the number of tourists from 2006 to 2009. Furthermore, the increase in the growth of foreign tourist arrivals tends to be higher starting in 2010, this is in line with the prosperity of the people in *tourist generating countries* which tends to increase. The growth rate is quantitatively estimated at 4.2% per year (World Tourism Organization/WTO, 2005). By implementing communication strategies, especially strategies *public relations*, which is formulated systematically and in an integrated manner is expected to restore the image of the national tourism industry as a provider of tourist objects based on natural attractions or attractions, ancestral cultural heritage or ancestors, *events* and commercial attractions.

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