

Tourism Communication Management Model to Accelerate Tourism Development in South Nias Regency

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ABSTRACT

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Introduction: The objective of this research was to formulate a tourism communication management model that can be implemented by the local government of South Nias Regency while still guided by the applicable Rencana Pembangunan Jangka Menengah Daerah (RPJMD). The objective of this initiative is to establish a collaborative environment among tourism stakeholders and ensure a mutual understanding of the subject matter, thereby facilitating the acceleration of tourism development in the region.

Objectives: This study analyzes how appropriate tourism communication management is implemented in South Nias Regency by involving various actors in several types of organizations at the local level.

Methods: The research method used in this study is a case study. Like other types of qualitative research, case studies are also conducted in a natural, in-depth and holistic setting. Case studies are a type of qualitative research, where researchers conduct in-depth exploration of a program, event, process, activity of one or more people.

Results: The elements of tourism communication have not been implemented optimally based on the Bappeda document regarding the management of tourism communication in South Nias Regency.

Conclusions: The ideal tourism communication management model in accelerating tourism development in South Nias Regency is a model that applies the Fully Functioning Society Theory to all elements of the pentahelix. This theory explains how the legitimacy of an organization (Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda (DISBUDPARPORA)) with its stakeholders, namely the government, business actors, media, academics and the community through four principles, namely the principle of rhetoric, the principle that leads to enlightenment of choice, the principle of social capital and the principle of language and power.

Keywords: Tourism Communication Management, Stakeholders, Tourism Acceleration, South Nias Regency.

INTRODUCTION

South Nias is one of the regencies in North Sumatra Province Indonesia that was officially re-designated as a regency with the highest dominance of very underdeveloped villages in North Sumatra, totaling approximately 312 villages on April 27, 2020, by the President of the Republic of Indonesia through Presidential Regulation Number 63 of 2020 concerning the Determination of Underdeveloped Regions for 2020-2024 (Peraturan Presiden Republik Indonesia No. 63 Tahun 2020 Tentang Penetapan Daerah Tertinggal Tahun 2020-2024, 2020). Previously in 2015 it was also designated as a underdeveloped region based on Presidential Regulation Number 131 of 2015 concerning the

Determination of Underdeveloped Regions for 2015-2019. Underdeveloped regions are districts whose territories and communities are less developed compared to other regions on a national scale based on the criteria of the community's economy, human resources, facilities and infrastructure, regional financial capacity, accessibility and regional characteristics.

The predicate as a regency with the highest dominance of very underdeveloped villages in North Sumatra with low regional original income is very contradictory to the great potential that South Nias Regency actually has. One of these great potentials lies in its tourism sector. South Nias has a strong and unique tourist destination identity ranging from nature tourism, cultural heritage tourism to megalithic site tourism. Data from the 2013 muskala (ancient museum) of South Nias Regency, updated on April 10, 2017 by the Central Statistics Agency of South Nias Regency, recorded at least 4,379 potential tourism points that can be developed optimally by the local government.

The success or failure of a region in managing its tourism can be seen from the significant number of local and foreign tourist visits each year. The Central Statistics Agency (BPS) of South Nias Regency in its book entitled South Nias Regency in Figures (Nias Selatan Regency In Figures) 2024 Volume 21 released in detail the number of tourist visits to South Nias Regency between 2019 and 2022. The number of tourist visits to South Nias Regency experienced a very significant decline in 2020 when the Covid-19 pandemic took place with the number of tourist visits being 10,783 people consisting of 10,633 foreign tourists and 150 domestic tourists. Post-Covid-19 in 2022 there was a fairly good increase in tourist visits, namely 59,200 people consisting of 55,750 foreign tourists and 3,450 domestic tourists. The data shows that the enthusiasm of tourists, especially foreign tourists, for tourist destinations in South Nias Regency is still high, reaching 55,750 people in 2022 (Statistik, 2022).

The contribution of the tourism sector to economic growth is recognized by international bodies, conventions and communications as a driver of sustainable development (Sulistiyadi et al., 2021). However, the results of observations found several problems that could hinder the role of the tourism industry as a source of Regional Original Income in the Regency. First, information is fragmented so that prospective tourists have difficulty in obtaining accurate and up-to-date information related to tourist destinations in South Nias Regency such as tourist destinations, accessibility, tourist attractions, and other information. Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency also does not yet have an official website that can share this information. Information related to tourism events that will be held in South Nias Regency can only be found on the official website and media platforms belonging to the Dinas Kebudayaan, Pariwisata dan Ekonomi Kreatif North Sumatera Province such as the Instagram account @disbudparekrafsumut and the Tourism Mobile Application #DISUMUTAJA. The information shared on the media platform owned by the North Sumatra Disbudparekraf is also only about annual tourism activities in South Nias Regency such as the Nias Pro and Maniamolo Fest events, while other tourist destinations outside of Sorake Beach and Bawamataluo Village have not been found on the website and media platform.

The second problem is miscommunication between stakeholders, caused by a lack of coordination between the local government and the community at the tourist destination, resulting in unsynchronized policies and an impact on the hampered development of the tourist destination. Such as differences in perception about the purpose of development which often have different goals. The government sometimes focuses on developing the area while the local community is more concerned with what benefits they can get. The third problem is the lack of community communication skills. The majority of local people do not have good communication skills because local people still use local languages while Indonesian is still difficult to understand. Likewise with the mastery of foreign languages such as English so that foreign tourists who visit the village cannot get much information and cannot interact with the local community. The fourth problem is the lack of community participation as tourism business actors. This ability has not been explored optimally, such as the lack of shops selling souvenirs typical of South Nias Regency, either in the form of food or souvenirs, so that tourists who visit always go home empty-handed or if they want to buy souvenirs they have to go to another city. The lack of surfboard rental places, or other services needed by tourists. In addition, the community also feels that they are not involved in the decision-making process related to tourism development and development so that they feel irresponsible for tourism activities in their area.

When compared to other areas (Makhrian, 2022), in improving the tourism sector in the coastal areas of Bengkulu City, the local government applies the Harold Lasswell communication model. The government as a communicator and policy maker provides direct guidance to the community so that they understand the importance of developing

and organizing public spaces for the tourism sector. Likewise in Bali, Wayan Weda Asmara Dewi, et al (Weda et al., 2023) explained that in order to adapt to the new normal era, the West Bali National Park (TNBB) uses a communication model that focuses on marketing through official social media for the management of the tourist park area. The Kampar Regency Government in developing tourist destinations carries out tourism communication by forming several tourist villages, fostering tourism awareness groups, and developing community participation in tourist destination areas involving stakeholders, government and academics through community service by fostering and empowering tourism awareness groups, involving community participation around tourist destinations, and tourism campaigns that carry the theme of Agro-Cultural Tourism (Yasir, 2021). Meanwhile, the Tourism Communication Model in Burai Village, Tanjung Batu District, Ogan Ilir Regency, South Sumatra (Maharani & Amin, 2021) develops the potential of colorful village tourism by using group communication and online communication, and involves collaboration between Pokdarwis when involving Karang Taruna and involving the surrounding community in the development of the Colorful Village Tourism Village.

To answer the problem of tourism management in South Nias, the researcher focused on analyzing three sub-districts in South Nias Regency, namely Fanayama, Maniomolo and Onolalu sub-districts, as developing category areas and have been verified by Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency which already understands the tourism industry. The researcher analyzed how the tourism communication management has been carried out by the local government in accelerating tourism development in South Nias Regency? and what is the role of stakeholders in supporting the acceleration of tourism development in South Nias Regency?

OBJECTIVES

This research suggests that for a region to successfully develop tourism, the tourism industry, government, community, and business sectors must all work together. This case study research uses the fully functioning society theory to explain that Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency is a legitimate regional organization (Littlejohn et al., 2017). This is shown by looking at the department's relationship with the surrounding community, including academics, the media, business people, communities, and the government. If a tourism communication management model uses this theory, it will create a collaborative environment among the different stakeholders, which will help accelerate tourism development in the area.

METHODS

The research method used in this study is a case study. Like other types of qualitative research, case studies are also conducted in a natural, in-depth and holistic setting. Case studies are a type of qualitative research, where researchers conduct in-depth exploration of a program, event, process, activity of one or more people. A case is bound by time and activity and researchers collect data in detail using various data collection procedures and over a continuous period of time (Sugiyono., 2021). Case studies are also comprehensive analytical and explanatory research of various aspects of individuals, groups, organizations (communities), programs, or social conditions (Mulyana, 2018) Lincoln and Guba state that the advantages of case studies include the following:

- a) Case studies are the main means for emic research, namely presenting the views of the subjects being studied.
- b) Case studies present a comprehensive description that is similar to what readers experience in everyday life.
- c) Case studies are an effective means of demonstrating the relationship between researchers and respondents
- d) Case studies allow readers to find internal consistency which is not only consistency of style and factual consistency but also trustworthiness.
- e) Case studies provide the "thick description" needed for assessing transferability
- f) Case studies are open to research on contexts that play a role in interpreting phenomena in that context (Putra & Purwokerto, 2019)

Data collection uses a purposive method, namely a technique for sampling data sources or informants with certain considerations (Sugiyono, 2021). For example, the person is considered to understand the researcher's expectations the most so that it will make it easier for the researcher to obtain data. The informants in this study

consisted of: a. Key informants, namely Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda (DISBUDPARPORA), Dinas Pemberdayaan Masyarakat Desa (PMD) and Badan Perencanaan Pembangunan Daerah (BAPPEDA) of South Nias Regency; b. Additional informants, namely the community/community leaders, business actors and academics in South Nias Regency; and c. Triangulation informants, namely Dinas Kebudayaan, Pariwisata dan Ekonomi Kreatif North Sumatera Province.

RESULTS

Based on the BAPPEDA document in 2022 in evaluating the implementation of tourism in South Nias, there was an increase from the target in the RPJMD, namely:

- a. The implementation of the Nias Pro 2022 event for 7 days succeeded in increasing the occupancy rate of hotels and lodgings so that hotel tax revenues also increased. The exhibition and performance of surfing sports competitions at Sorake Beach are the mainstay of increasing visits by foreign and local tourists.
- b. The success of Hilisimaetano Tourism Village in becoming one of the 50 best tourism villages in Indonesia has an impact on increasing the enthusiasm of tourists to visit South Nias.
- c. Organizing events/festivals at the village and sub-district levels so as to attract tourists to visit.
- d. Promoting tourism through social media platforms by involving content creators who have a large number of followers.
- e. Increasing the quality of facilities and accessibility to tourist destinations visited and adding new tourist destinations.

Meanwhile, the implementation of tourism in South Nias in 2023, decreased slightly because:

- a. People's purchasing power was disrupted because the price of most basic necessities increased, but based on the 2021-2026 RPJMD target, the results still exceeded the set RPJMD target.
- b. The implementation of the Nias Pro 2023 event in terms of providing accommodation and food and beverage tourism for 7 days has an impact on increasing the number of tourists and hotel occupancy rates in South Nias Regency; Implementation of events/festivals at the village and sub-district levels so as to attract tourists to visit; Promoting South Nias Tourism through social media platforms by involving content creators who have a large number of followers; Increasing the quality of facilities and accessibility to tourist destinations visited and adding new tourist destinations.
- c. The following conditions are still weak so they need to be improved, including:
 - 1) Establishing policies or regulations related to entrance fees for tourist attractions.
 - 2) Encouraging awareness of tourism business actors to take care of business permits and pay taxes and levies.
 - 3) Improving the online-based tax collection system, which is still conventional/manual.
 - 4) The tourism service business sector's contribution to South Nias PAD has not been maximized because there is no regulation on tourist attraction entrance fees;

The elements of tourism communication have not been implemented optimally based on the Bappeda document regarding the management of tourism communication in South Nias Regency, as follows:

- a. Marketing. In terms of marketing carried out by the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency, it does not yet have a measurable concept for managing tourism marketing through tourism communication, because the contents of the message do not yet explain detailed information that makes tourists want to visit.
- b. Accessibility. In the implementation of tourism communication in terms of accessibility, there is no explanation in the brochure on how to get to the destination location and information on the convenience or facilities that provide comfort for visitors. Information on social media also does not explain what to do to get to the tourist destination.
- c. Destinations. Based on the destination location data, not all areas have been explained which are tourist destinations and the advantages of one area over another, so that all of them challenge visitors to be interested in traveling to all locations or to several locations. If you look at the data jadesta.kememparekraf.go.id/, it can be seen that there are 23 tourist villages that have been registered with

the Ministry of Tourism and Creative Economy. However, if opened, the information is still not managed properly. Apart from tourist village destinations. Many beaches in South Nias have also not been published in detail, including the Naru'u Beach tourist village. Meanwhile, the tourist villages studied are still managed simply. If there are no guests, the condition of the village is not organized according to the Sapta Pesona concept.

- d. Human Resources and Institutions. Based on the results of the study, human resources represented by the village government and pokdarwis who handle the location of the tourist village have not mastered the concept of tourism as a whole. Human resources in tourist villages are still busy with work to earn a living outside of tourism. This is because insignificant guest visits can provide adequate income for the tourist village community. Human resources in tourist villages do not master tourism communication strategies to plan their village tourism marketing and create a yearly activity program that can increase the number of tourists visiting. From the results of the interview, it was also explained that the community really expects attention from the local government, especially the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency to facilitate them in terms of facilities and infrastructure. However, the local government, in the LAKIP report from 2021-2023, explained that the local government only facilitates in terms of providing guidance and training. Not to build physical tourism needs. The government actually expects the community to be more independent in managing tourism activities in their villages. Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency has also not facilitated each beach with warning signs regarding depth, currents or areas that are prohibited for swimming. Then competent life-guards on each beach that is open to the public, to quickly provide assistance to tourists who are almost drowning.

DISCUSSION

Local Government Tourism Communication Strategy in an Effort to Accelerate Tourism Development in South Nias Regency.

The local government tourism communication strategy in an effort to accelerate tourism development in South Nias Regency over the past three years has focused more on improving the quality of Nias Pro activities and non-physical coaching for tourism actors. Previously, in the research of Mendrofa et al., it was explained that the tourism development strategy in South Nias is a sustainable tourism strategy because there are ecological threats to tourism development in South Nias so that with the sustainability of the involvement of all stakeholders will encourage the achievement of tourism that supports local income in South Nias Regency (Mendrofa et al., 2021). While the results of this study, the local government's tourism communication strategy that has been carried out in an effort to accelerate tourism development in South Nias Regency are:

- a. The South Nias Regency Government has implemented the Nias Pro Program, namely a Surfing Sports Exhibition together with the World Surf League (WSL) committee, since 2017. Its history is from the Nias Selatan Open Surfing Contest (NSOC) competition which was held on July 25-28, 2017. This activity has been proven to attract local and foreign tourists who have succeeded in increasing the number of hotel occupancy and culinary or restaurant consumers. The Nias Pro Program is a sports activity, but accompanied by nature tourism and cultural tourism offered by the local government to visitors who attend by directing tourists to tourist villages that have applied to be involved in the Nias Pro program.
- b. Establishment and opening of new tourist areas in South Nias. Until 2024, there will be at least 23 tourist villages registered in Jadesta Kemenparekraf. Five tourist villages are in the developing category and 18 tourist villages are classified as pioneers. Of the five categories of developing villages, namely Bawofanayama; Hilinawalo Batusalawa or hilinawalo fau; Bawomataluo; Hilimondregeraya; Hilisimaetano. From this village, there are two tourist villages that have been known for a long time, namely Bawomataluo village and Hilisimaetano village. However, organized management is expected to be implemented in new tourist villages so that the community can enjoy the benefits of their tourist village category, especially those that are already classified as developing tourist villages. The list of tourist villages classified as pioneers is Naru'u Beach; Hilinawalo Mazino; hiliamaetaniha; Hilimondregeraya; Hilialito Saua; Hilihuru; Lolomoyo; Lahusa

Fau; bawomaenamolo; Orahili Fau; tetezou; Sorake beach; Lagundri; traditional tourism village; Sibaranun; Lahusa Idanotae.

- c. Mentoring and Training for MSMEs and tourism activists in tourist villages. The training provided is related to understanding the concept of Sapta Pesona and how to handle tourist villages. MSMEs from Pokdarwis and Bumdes are mentored and trained to improve their business capabilities in marketing products and cultural arts in tourist villages in South Nias Regency.
- d. Involving content creators who have a large number of followers to promote the South Nias tourist area. The government is recruiting creative content actors by creating a content creator competition in action at the Nias Pro event in June 2024, to get quality regional content creators to help promote South Nias Regency Tourism.
- e. Utilizing the International Sailing Yatch Program. As an area located near the sea, which is a shipping route, South Nias Regency is an area that is always visited by international yachts. The Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency took advantage of this moment to welcome them and invite them to tour the tourist villages in South Nias. However, this happens once a year or once every two years, such as in 2019 and 2022.

The Role of Stakeholders in Supporting Tourism Development in South Nias Regency.

In general, stakeholder theory is used to understand how organizations communicate with and are responsible for stakeholders. Biset explains that stakeholders are people with an interest or concern in a particular problem. Meanwhile, Grimble and Wellard see stakeholders in terms of their important positions and the influence they have (Busyra Azheri, 2012). In terms of supporting tourism development in South Nias, stakeholders who have concerns and interests are the organizers of Nias Pro, namely the World Surf League (WSL), the Indonesian Surfing Association (PSOI) and international and national mass media that always report on the activity. Although not specifically invited, from interviews with TVRI journalists, it was explained that they came because there was an announcement in their area about the International Surfing activity in South Nias. This explains that the WSL, which is already world-famous, is believed by international journalists to create an interesting competition in South Nias. Although the Indonesian side such as the Ministry of Tourism and Creative Economy and the Office did not give them a special invitation. In addition, stakeholders who pay attention to Nias Pro activities are hotels in South Nias, which are interested in providing accommodation for tourists who come to the Nias Pro event.

Pitana & Gayatri group stakeholders as government, business actors/private sector, and the community because they have different roles and functions (Simanjorang et al., 2020) In this case, the Ministry of Tourism and Creative Economy, the WSL jury, the provincial tourism office and tourist villages whose policies are influenced by the village government and traditional leaders, are stakeholders of the Nias Selatan Regency Culture, Tourism and Youth Sports Office whose communication relationships must be maintained at all times, because they also influence the development of tourism in South Nias.

In the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. Stakeholders in tourism (business, government, community, academic, and media) are referred to as pentahelix because they need each other and collaborate and are united in supporting tourism development in a destination. Relationship between the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency with business actors such as WSL, hotels or lodging services, restaurants, motorbike rental businesses and BUMN institutions as well as the main sponsors of Nias Pro (PLN and Telkom).

In this case, stakeholder support is more optimally seen only during the Nias Pro activities. The activities carried out in 2 weeks are certainly not able to provide maximum local revenue to meet the development demands needed in South Nias Regency. For this reason Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency should be able to seek stakeholder support to support a year of tourism development in South Nias Regency. Do not be satisfied with the success of the Nias Pro activities which are carried out for 2 weeks to one month only. The office must think about how to work together with other parties to fill tourism activities for one year by socializing the tourism calendar in South Nias Regency with stakeholders who are willing to collaborate.

Fully Functioning Society Theory as an approach that describes the legitimacy of an organization includes four principles, namely the Rhetorical Principle, namely the application of political economic discursiveness. Where there is alignment of interests and coordinated decision-making needed to calm the community, such as public policy debate, crisis communication, and issue management. In this case, the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency has not been able to accommodate all opinions and suggestions submitted by tourist villages in South Nias. This is evident from the results of interviews with village heads and community leaders from several tourist villages, who explained that their requests and opinions were less or not heard.

The second principle is to lead to enlightenment of choice. Strong arguments and effective public relations enable stakeholders to advance community goals. Rhetoric must be a constructive dialogue, where communication allows people to compete with choices, ideas, and preferences. In this case, the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency must hold a joint discussion with all stakeholders and village governments to think about how to develop tourism effectively in tourist destinations in South Nias. So that all tourist villages are able to compete and think creatively about how to develop their tourist villages.

The third principle is social capital, which is the collective value of networks, or networks of organizational relationships that allow us to do (for ourselves and others). The focus is on building sustainable relationships. In this case, stakeholders of the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency are those who have collaborated to make the Nias Pro activities a success. However, for the development of tourist villages, not all have been established sustainably. Moreover, relations with academics. There has been no sustainable implementation of activities because of research results. Usually in terms of academics, it is to provide information related to research activities or community service.

The last principle is language and power. Language is the reality of the organization. Language produces vocabulary that defines power and can empower both parties. For example, when a university works with a local community, the university discusses problems using formal concepts and scientific theories, it may be unpleasant for the general public because they do not understand the content of the message conveyed, but if the parties agree to speak in a language that can be understood together, then a strong relationship can be established and developed (Littlejohn et al., 2017). Therefore, the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda of South Nias Regency is expected to communicate the results of research or findings in the field to be discussed together so that the community, government and business can sit together with academics in developing appropriate tourism development to increase local revenue in South Nias Regency.

Appropriate Tourism Communication Management Model in an Effort to Accelerate Tourism Development in South Nias Regency.

The right Tourism Communication Management Model in an effort to accelerate Tourism development in South Nias Regency is to apply the Fully Functioning Society Theory to all elements of the pentahelix, namely, business actors (business), government (government), society or community (community), academics (academic), and mass media actors (media). As a representative of the government Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda (DISBUDPARPORA) of South Nias Regency is expected to actively involve all stakeholders of the pentahelix elements in formulating the acceleration of tourism development in South Nias, so that tourism development can increase Regional Original Income. Within a year, it has been planned what activities can attract tourists, both local, national and international. The involvement of business actors who must be invited to cooperate in filling all tourism activities in South Nias. All fields of academic science that support the acceleration of tourism development can be invited formally and informally and collaborate in the form of activities that can attract tourists. For example, academics from Anthropology in Indonesia to create activities in South Nias while conducting cultural festival activities. Academics in the fields of agriculture or sports to create training that invites many participants from various regions to conduct studies in South Nias and coaching surfing business people to sell surfing equipment while holding surfing activities in safe locations that have guaranteed the safety of surfing locations for beginners.

Involving all stakeholders professionally will increase the involvement of many parties to be responsible for the success of tourism development in South Nias. So that tourism communication carried out in the form of publicity promotion, publication, exhibition or show and personal promotion or word of mouth, will automatically be carried

out by many parties. The ideal tourism communication management to accelerate tourism development in South Nias Regency is illustrated in the picture below:



[Figure 1] : Tourism Communication Management Model in Accelerating Tourism Development in South Nias Regency

CONCLUSION

Based on the results of the research and discussion, it can be concluded that:

- a. The tourism communication strategy that has been carried out by the Dinas Kebudayaan, Pariwisata, dan Olahraga Pemuda (DISBUDPARPORA) of South Nias for the past three years in an effort to accelerate tourism development is to make the Nias Pro Program a success, together with the World Surf League (WSL) committee; determine and open opportunities for the formation of new tourist areas in South Nias, with 23 tourist villages registered in Jadesta Kemenparekraf until 2024; Coaching and Training for MSMEs and tourism village activists, to improve the business capabilities of marketing products and cultural arts in tourist villages in South Nias Regency; Involving content creators who have a large number of followers to promote the South Nias tourist area, by first creating a content creator competition in action at the Nias Pro event in June 2024; Utilizing the International Sailing Yatch Program, the South Nias arena is a shipping route.
- b. The role of stakeholders in supporting tourism development in South Nias Regency already exists, but not all parties are consistently involved. If associated with Nias Pro, many parties such as PLN, Telkom, Kemenparekraf, Ministry of Sports, Kemenkumham, BUMN, Astra Hotel, Restaurants and travel as well as local, national and international media are involved in making the activity a success. But not many are involved if the activity is in other forms.
- c. The right tourism communication strategy model in accelerating tourism development in South Nias Regency is a model that applies the Fully Functioning Society Theory to all elements of the pentahelix. , this theory explains how the legitimacy of an organization (the Department of Culture, Tourism and Youth Sports of South Nias Regency) with its stakeholders, namely the government, business actors, media, academics and the community through four principles, namely the principle of rhetoric, the principle that leads to enlightenment of choice, the principle of social capital and the principle of language and power.

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