

Promotional Strategies and the Role of Tourism Ambassadors in Increasing Tourist Visits in Penajam Paser Utara Regency

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Abstract

The study aims to analyze the Promotion Strategy and the Role of Tourist Ambassadors in Increasing Tourist Visits in the Northern Market District of Penajam, as well as the inhibitory and supportive factors of such a strategy in increasing the number of tourist visits. The research method used is qualitative descriptive with data collection through in-depth interviews, observations, and field studies—data analysis using content analysis. The role of the tourist ambassador is to increase the number of tourist visits in the district of Penajam Paser North (PPU). A key informant from the Ministry of Culture and Tourism, head of the Promotion Branch, took a sample of two tourist ambassadors, one visitor and one UMKM perpetrator. The data collection techniques in this study are observations, documentation and interviews. This research concludes that the implementation of the promotion strategy and the role of the tourist ambassador is not maximum; only use the existing potential to increase the number of tourist visits, the need for documents for the direction of tourism development, and the support of all elements or elements of the community, so that the tourism visits that exist in the PPU district can be stable without certain days alone. The entrepreneurs and tourist ambassadors have an essential role in the number of tourist visits, the need for a mature promotion strategy, and the presence of information boards of places, distances, and transpositions used in each tourist venue, thus making it easier for the community or other tourists to reach to visit tourist sites in the PPU district, using mass media, the web, and other means of promotion in disseminating tourism that exists in the district of PPU.

Keywords: Promotion Strategy; Role of Tourism Ambassador

Abstrak

Penelitian ini bertujuan untuk menganalisis Strategi Promosi dan Peran Duta Wisata Dalam Meningkatkan Kunjungan Wisata di Kabupaten Penajam Paser Utara serta faktor penghambat dan pendukung strategi tersebut dalam meningkatkan jumlah kunjungan wisatawan. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui wawancara mendalam, observasi, dan studi lapangan. Analisis data menggunakan content analysis. Peran Duta wisata untuk meningkatkan jumlah kunjungan wisata di Kabupaten Penajam Paser Utara (PPU). Dengan informan kunci dari Dinas Kebudayaan dan Pariwisata, kepala Bidang Promosi, dan mengambil 2 orang sampel duta wisata, 1 orang pengunjung dan 1 orang pelaku UMKM. Sumber data yang diperoleh melalui data skunder. Teknik pengumpulan data dalam penelitian ini, berupa observasi, dokumentasi dan wawancara. Kesimpulan dalam penelitian ini, penerapan strategi promosi dan peran duta wisata belum maksimal, hanya menggunakan potensi yang ada untuk meningkatkan jumlah kunjungan wisata, butuhnya dokumen untuk arah pembangunan pariwisata, dan dukungan semua unsur atau elemen masyarakat, sehingga kunjungan wisata yang ada di kabupaten PPU bisa stabil tanpa hari-hari tertentu saja. Para pelaku usaha dan duta wisata memiliki peran penting dalam jumlah kunjungan wisata, perlunya strategi promosi yang matang, adanya papan informasi tempat, jarak, transportasi yang digunakan di setiap tempat wisata, sehingga memudahkan masyarakat atau wisatawan yang lain menjangkau untuk berkunjung tempat wisata yang ada di Kabupaten PPU, menggunakan media massa, web, dan sarana promosi lainnya dalam menyebarkan kepariwisataan yang ada di kabupaten PPU.

Kata kunci: Strategi Promosi; Peran Duta Wisata

INTRUDOCTION

In the world of the tourism industry, many terms are used, like domestic tourism, which exists in the country itself, and the people are domestic travellers. There is a term tourism work or tourism because of a work visit, carried out by group or group work visits, tours, where the participants of the course from an administrative organizer that is holding tour activities, such activities as a learning material or often also referred to as a Study Tour to other areas in Indonesia.

Tourism is regulated and protected by the Law, where tourism is the travel activity carried out by a person or a group of people by visiting a particular place for the purpose of recreation, personal development, or learning the uniqueness of tourist attractions visited over a temporary period of time. Tourists are people who travel. Tourism is a variety of activities supported by the various facilities and services provided by the community, entrepreneurs, Government, and the regional Government. Tourism in the 10th Year of the Tourism Act 2009 is the whole of the activities related to tourism. It is multidimensional and multidisciplinary, and it emerges as the essence of the needs of each person and the country, as well as the interaction between tourists and the local community, fellow tourists, the Government, the regional Government, and business people.

Tourism will not exist if tourism is not supported or supported from various aspects, where many supporting aspects must be met in tourism activities; infrastructure is also an important part of building tourism in the area, particularly Penajam Paser North, to stabilize the economy in the PPU. Health aspects of movement or tourist activities stimulated by the presence of objects or facilities necessary to restore health in the destination area, for example, a cooling place that is complete with a resting place and there is a full source of hot water with health facilities as a supporter of such a safe tourist place, convenient so that it is deserved and compulsory to visit.

The aspect of development, Human Resources, is very important and should be provided as a pioneer in tourism development, especially in the PPU district, to promote or campaign to provide tourism in the district of PPU. The development of tourism PPU is developed with an approach of growth and economic development for the well-being of the people and development oriented to the development of the region, but what is happening in PPU District is concentrated on the Society alone, and is empowering the community that covers various aspects, such as human resources, marketing, destinations, science and technology, cross-sectoral connections, inter-regional cooperation, in the empowerment of small enterprises, as well as responsibility in the utilization of natural wealth resources.

Of all the explanations related to tourism, the Government will not be able to go on its own without involving many elements of tourism volunteers, the Indonesian Hotel and Restaurant Association, the Pramu Tourism Association of Indonesia, and even the tourism actors engaged in promoting and promoting tourism.

Among them are the Ambassadors of Tourism who should have a vital role in promoting tourism, not only by welcoming guests but by using customary clothes. Among guests (the term is used in the language of the market as a welcoming guest), there is minimal knowledge about culture and tourism. Then it makes use of the resources that exist through the ambassador, such as the leading guard, corona and the tourism dictionary that exists in the district of Penajam Paser North, so they have an essential role, not just after the election of tourist ambassadors then bias without knowing where to go, without they understand what the main tasks, functions and roles of the tourist Ambassador are.

However, some things happening in the district of Penajam Paser North, in view of the conditions on the ground today in the tourist sites in the PPU tourist ambassador should have a huge contribution to the world or tourism industry in the PPU district, seeing the inconsistent conditions the number of tourist visits in the District of PPU even still counted alone, only on the school holidays on Saturday and Sunday, 2020-2022 globally including Indonesia pandemic Corona Virus Disaise (Covid 19) has a great impact on tourist Visit Penajam Market North, where the human space is restricted, cane-heavily affected the amount of tourists visits, in times of pandemics many perpetrators-businesses rolling ticks and trying other profits, including tourist enterprises, Covid-19 cases in Indonesia occurred in January-February 2020. At that time, the highest daily cases of COVID-19 occurred on January 30th 2020 14.528.

The tourism ambassador will later act as a motorist of tourism through tourism exhibitions, printed or electronic media, or social media, which aims to provide information and form a positive tourism image in the eyes of tourists.

The objective to be achieved is to know and analyze the Promotion Strategy and the Role of the Tourist Ambassador in Increasing Tourist Visits to Penajam Market North district in the PPU district.

METHODE

This research uses qualitative research methods that are descriptive in nature and tend to use analysis through an inductive approach or research focus according to the facts on the ground. The data collection methods that will be used in this study include in-depth interviews with administrators, local communities, visitors' traders, and also village/or municipal government and local government. Furthermore, the study will use participatory observation techniques to gain an understanding of the interaction between tour operators and tourists at the tourist location. The study will focus on understanding the marketing communication strategies used by tourist ambassadors to promote these destinations to the public and potential tourists. Then, the data collected will be analyzed using an inductive approach to identify patterns and findings relevant to the marketing communications strategy. The results of this research are expected to provide insights and recommendations for tourism managers and others in optimizing the marketing communication strategy of tourist destinations.

This research was carried out in the PPU district by taking several samples of tourist attractions and several tourist ambassadors as the leading guards to introduce and promote existing destinations. The study was conducted for ±2 (two) months from November 2023 to January 2024, according to the length of the study. According to Miles and Huberman, the methods or techniques of qualitative data processing can be carried out through three stages, namely: 1) Data Reduction, 2) Data Display, 3) Conclusion Drawing/Verification, and 4) Data Validity Verification.

RESULT

Promotion Strategy and Role of Tourism Ambassadors in Increasing Tourist Visits in Penajam Market North District in PPU District

Tourism Ambassador Promotion Strategy

Based on a live interview with some of the tourism ambassadors' finalists by expressing their opinions, the efforts they have made are:

“Our essential role as tourists in improving tourism visits in Penajam Pazar North district, let alone as a runner up in tourism 2015, I have continuously developed our way of promotion with art and culture, which I am currently laconizing with the world of dance art, consistently in running the promotion strategy, to increase tourist visits, in PPU district. (Ary Febrian Masis)”

The first step, the easiest thing I've done is to use the social media we have, as a weapon to promote tourist destinations in the Penajam Market district, especially our forces using social media is a very important role, for each traveller as an weapon, since it has been seen as travelling to promote in the outside world.

Second, also what I did, on the tourist ambassador's departure from my Army, there used to be his name acting, acting that is, we immediately plunge into the Society by doing direct interviews to the Community around, interacting together, by carrying out social activities, such as environmental activities, and we use social media as its weapon, to promote the activities that we do.

As a personal selling tourist ambassador, what we use to attract visits and interaction with tourists who visit the tourist destination is we tourism ambassadors have a Program of Action, which jumps directly to the community by this action, we double several communities to together create tourist content in the village that we visit in that village we use as an attraction to be interested in doing tourist visits tourism visits.

Our program at the time was a tourist visit program; for this tourist ambassador forum, departed from us first as alumni of tourism ambassadors to devote themselves to the community in the village that has tourist destinations to provide education to the people with action activities packed in social

activities building information boards and enhancing the participation of the community with cleanliness of the environment through these social activities.

The tourism ambassador, as a spirit, has a very important role as a promoter, a motorcycle driver, and as a media or bridge that provides actual proof; this program runs and records digital tracks with our photos and documentation. Then, we transfer them social, as a tourism promotion, so that they become curious to visit the tourist sites, to the places we visit by making mini vlogs, video content, and even photos of our excitement when visiting such tourist places, eventually increasing the rate of curiosity for those who see our content, from the pictures and videos that we upload to our social media.

The obstacles to promotion and success every time we do something must be a lot of barriers to doing something, including awareness for young people and tourists who, after getting out of quarantine, are still communicating. Some have lost contact with the Tourism Association Indonesia Examiner of the North because of their status as students; there are those studying outside Kalimantan, so we need help from each Army to formulate the program.

The tourist ambassador under the umbrella of disbudpar is a partner of the children or friends who joined the Tourist Ambassadors Association of Indonesia from the Ministry of Tourism of the PPU district and played a very active role. The service has been excellent because it already involves the children/friends of tourism; the friends of Adwindo can not stand alone as an essential role of the government. I have been very grateful for such involvement when children are included as guests in every government agenda.

Nurdiana Amiati, "The winner, the daughter of Song Bawe Benuo Taka, is a source in implementing tourism promotion strategy through tourism's role in increasing the number of tourist visits. The strategy that we can introduce, so far, the most massive by using social media; we collaborate with Pokdarwis (Group of Tourism), the only Pokdarwis Babul Sea; in the meantime, we do promotions, we cooperate with the Pokdarwis Babulu Sea making tour packages, we make banners, pamphlets or some information, which then we share to social media.". (Duta Wisata 2, Bawe 2023).

Not only in Babulu Sea but also in Goa daughters' sons in the village before, we made an Itinerary or tour rundown schedule with benefits, our registration bundling 50K per person, as many as 20 participants, we gave cinderamata, cloth and food during our trip. And this is also a promotion we're doing; they will pass this information on to their closest friends and upload it to their social media.

Personal selling itself, we strive to commit if we go to a region or village as if we each dutawissata make a daily vlog, which is simple or easy, again, where using instantly becomes a kind of personal selling to promote destinations in the village or tourist places that are in Penajam Market North so that tourist information is delivered with external kayak, using their respective social media.

All the sales promotions we have done so far about collaboration with all sectors, and there are some Billboards that are in the North Market Square district, have been promoting the tourist destinations of the north market for our travel even every Sunday night, present at the North market square in the yard of the office of Bupati Penajam North Market, we performed at the location of the square and enjoy the umkm that is in the market squares of northern market, besides there are art and cultural attractions, which then by massively we upload to our social media.

We, as a tourist ambassador, have been a tour leader by bringing as many as 60 people from the village of Sesulu; this is an extraordinary experience and place as a traveller, an experience out of my area, as the tour leader to the cottage of the state, by understanding and reading our job description what, before jumping into the flood. Indirectly, we can not only be tour ambassadors but also tour leaders.

The humility of my glasses, for our humility, is yet to be, maximum, as humility and not yet seen because the humility must come and engage in the activities to be carried out, from glorifying, passing on information to guests, even broadening such information.

As our tourism ambassadors are required to be creative and maximize the existing potential, we are also asked to be able to collaborate, collaborate with the Ministry of Culture and Tourism, as a related agency, which accommodates cultural and tourism activities, Where we are gathered in one WhatsApp group in which there are alums, tourists, and from the Department of Wellness and tourist itself, so that the agendas of the ministry use to travel or song based in the agenda as among guests—the role of a tourist ambassador is a market or promotion of a destination in the north.

The critical factor is working together with the owner or tour operator, artificial and natural of the access ticket side, where such access to the tourist sites goa sons and daughters, which is counted still difficult, make directions signs and give awareness to wave tourist consciousness in tourist places by making the sword of charm. It's a form of awareness to our community, how to raise public Awareness of the tourist sites that we take care of together, not only the role of visitors but also the role of the entrepreneur jointly in the way to promote our tourism, to get the visit, or to increase the tourism incentive.

The presence of the capital of Nusantara has an impact and influence on me, the community/or community from outside the area; some people contact me to ask about development, but the only people who come to the IKN from Balikpapan or those from the exhibitionists can enjoy the journey while observing the culinary or UMKM that exists in the PPU.

Factors Influencing the Implementation of Promotion Strategies Through the Role of Tourism Ambassadors in Increasing the Number of Tourist Visits in PPU District

One of the important things a person in business should do is market a product or service that he sells. Of course, every business has a specific goal. In addition, marketing or marketing is also used to increase brand awareness. It's done so consumers can recognize the product. However, some marketing barriers sometimes prevent marketing from going smoothly. Obstacles to product marketing can come from internal and external factors.

If compared to the marketing of the world of tourism, which needs attention, the tourism ambassador must ensure the target that will be sold needs a mature marketing strategy so that in the execution of marketing, there are no obstacles; marketing requires special attention, as well as the presence of a solid team, in subsequent marketing.

Problems in marketing or marketing are faced by entrepreneurs and tourism ambassadors who have been struggling to promote and can encounter obstacles in marketing. The problems or barriers encountered in marketing that are commonly found later in promoting are the marketing barriers that will be encountered, one of which is the barriers of an inappropriate marketing strategy. But apart from that, there are some marketing barriers to bear in mind, including the following:

Marketing Strategy Not Mature

Unripe marketing strategies and the origin of being one of the main factors of your business marketing and promotion will encounter constraints. Usually, an inappropriate marketing strategy cannot satisfy customers' wishes in the business world; if the world of tourism contains meaning, this marketing strategy is only focused on the product or what is sold, assuming the tourist venue is sold for a visit and is not customer-oriented. As a result, the product, goods, and services failed to sell or are not in use.

Inappropriate Price Setting

In addition to researching target markets, a businessman also needs to research market prices. Is it unfortunate if the product you're selling turns out to be too high than the average price on the market? Others will buy at a high price. On the contrary, if you put the price below the market, your business doesn't make a profit. Instead of making a profit, your company could lose and fail.

Internal Management Disrupted

One person cannot control a business. It requires compact teamwork so that marketing can run smoothly. Internal management has an essential influence on the marketing of a product. Therefore, you must consider internal management before promoting or marketing the product to avoid marketing constraints.

Doesn't have financial planning in business

Having financial planning in the business is essential. Business financial planning determines the necessary and unnecessary budget for you to spend in your industry. Thus, you will minimize the expenditure of the business or company.

Strong Market Competition

To dominate the market is challenging, especially when the competition is tight. You need to define market segmentation in detail. Market segmentation is mapping the target market accurately. Of course, as a businessman, you have to form a marketing team that researches market segmentation.

Don't do in-depth research

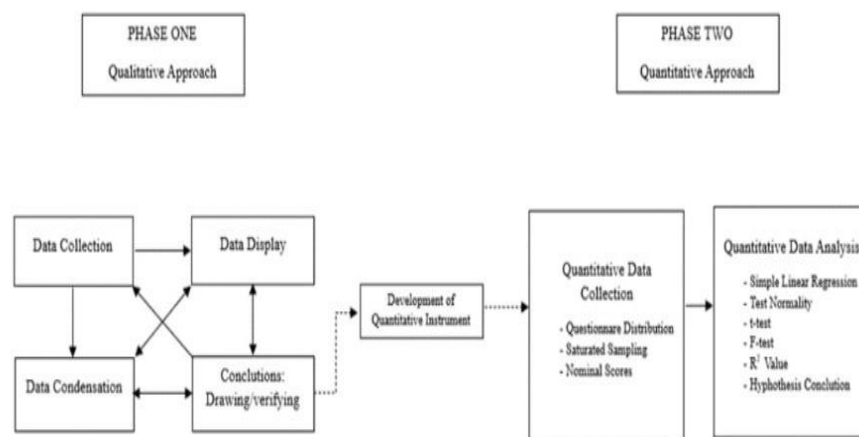
The following marketing hurdle is the need for more in-depth research. As you know, the trend is growing every day. If you leave, you can stuck in place, and your business won't grow. Why? The answer is that you can't keep up with the market.

DESCRIPTION

Promotion strategy through the role of tourism ambassadors in increasing the number of tourist visits in PPU district

A review of the relevant research results is derived from the scientific writings of previous scholars, including journal essays and sources of information related to additional information from the title of the Thesis Proposal "Role of the Tourism Ambassador in Implementing Tourism Promotion Strategy in the Northern Market Cabinet" as follows:

A Marketing communication strategy is a marketing communication activity using strategic communication techniques to provide information to consumers or the public (Bakti *et.,al* 2018; Suryadana and Oktavia, 2015)



Gambar 2. *Mix Method Exploratory Sequential Design*. (Sumber: diadaptasi dari Creswell, 2011)

Implementing strategic marketing communication strategies can create synergies between marketing communication elements, leading to cost savings, easier employment relationships, media utilization, better promotion mixing elements, and greater efficiency and improved returns. (Kitchen & Burgmann, 2015).

Tourism encompasses introducing, communicating, and branding tourist attractions, thus having the power to maintain existence. (Rohimah, 2017). Combining qualitative and quantitative methods in the same research is an important approach to consider so that data can be widely confirmed, valid and highly reliable. (Guest & Fleming, 2019). Although theoretically, the philosophical foundations of these two research techniques are different, the qualitative and quantitative can be implemented in one integrated research framework in the mixed method when the first two methods can be combined but used alternately, the second research method cannot be integrated at the same time, but only the data collection techniques can be incorporated. (Sugiono, 2018). Then, in Creswell 2011, some mixed-method designs were formed to explain the differences between quantitative and qualitative phases (or vice versa) (Guest & Fleming, 2019). In this study, the design used is Exploratory Sequential Design, which has two phases; the first phase begins

with a qualitative technique that becomes the priority of the main interpretation, and the second phase continues with the quantitative technique as a confirmation (Berman, 2017).

Faktor Penghambat dan pendukung Strategi Promosi melalui Peran Duta Wisata dalam meningkatkan Jumlah Kunjungan wisata di Kabupaten PPU

In implementing the promotion strategy through the role of the tourism ambassador in increasing the number of visitors, both the organization and the personality of the Tourism Ambassador can only rule out the complexity of an environment to be fostered. A number of inhibitory and supportive factors are inherently involved in the journey towards achieving marketing goals. These factors form a dynamic that needs to be understood and overcome for marketing efforts to run effectively.

Restrictive and supportive factors may arise from various sources, both internal and external to the organization, such as budget availability, product life cycle, type of product or service, consumer purchasing decisions, target audience characteristics, consumers' willingness to visit a tourist destination, media preferences, regulation, competition, and media accessibility.

Thus, an in-depth understanding of the factors is key to designing an effective promotion strategy. Identifying and managing supporting factors enables ambassadors to maximize their marketing success potential. Instead, by identifying and addressing impediments, organizations can reduce risk and increase their marketing strategy's resilience amid dynamic market changes.

As stated in (Firmansyah, 2020), every marketing manager or marketer needs to understand communication management as a marketing strategy in order to formulate a marketing promotion strategy. Formulating a promotion strategy requires good communication in marketing or product marketing strategy; the tourism ambassador, as a marketer or marketing manager, needs to consider several factors related to the selection and determine the right mix of marketing communication as one of the promotional strategies.

Therefore, before researchers analyze the inhibitory and supportive factors of the marketing communication strategy carried out by the Tourism Ambassador, they highlighted several factors that can be determinants of the success of marketing communication strategies implemented by the Tourism Ambassador.

Positive responses from visitors, especially families, have been important in supporting marketing communication strategies. The initiative is in line with the target audience's characteristics that emphasise the family's importance in the purchase decision. The addition of these facilities not only increases the attractiveness of the destination for families but also contributes positively to the increase in the number of tourist visits, supporting the success of marketing strategies that focus on meeting the needs and wishes of the group.

Preferences and availability of tourist information

Consumer media preferences play a central role in designing effective marketing communication strategies. In today's digital age, many consumers spend their time on social media platforms like Facebook and Instagram. Understanding these preferences is an important foundation for travel ambassadors to develop communication strategies that respond to consumer needs and behaviour.

Media availability refers to a variety of channels and platforms that can be used to deliver marketing messages to consumers. These media cover various forms, ranging from traditional media like television, radio, and print to digital media like websites, social media, and mobile apps. In marketing communication strategies, selecting the proper media channels is crucial to effectively reaching the target audience.

Understanding media availability allows tourism ambassadors to determine which channels best suit the characteristics of their target audience. For example, digital marketing campaigns can be a practical choice if audiences are active on social media. Conversely, if the target audience is more exposed to traditional media, such as local television or regional radio, then emphasis can be placed on those channels.

Based on the research results carried out by the researchers, the tourism ambassadors have used the presence of social media, particularly Facebook and Instagram, as an effective means of

communicating with the public. This awareness encourages them to take proactive steps by directing marketing efforts to social media platforms. Through images and videos on Instagram and interaction through content-sharing features on Facebook, Travel Ambassadors can successfully introduce their destinations to the public attractively and inclusively. Thus, it demonstrates a responsive adaptation to consumer behaviour trends in the digital age, which can support the marketing strategy implemented by Tourism ambassadors to reach their target audience effectively.

By realizing that social media platforms are becoming one of the main channels for their target audience, Tourism Ambassadors can direct their marketing efforts in this direction. Implementing visual storytelling through images and videos on Instagram and leveraging content sharing and interaction features on Facebook can effectively deliver messages to potential consumers.

Besides, collaboration with influencers on social media with relevant audiences can broaden the reach and build brand credibility. By understanding consumer media preferences, Ambassadors Wista can optimize their marketing campaigns to reach their target audience more efficiently and effectively.

By detailing media preferences and aligning them with marketing communication strategies, Travel Ambassadors can create strong connections with their potential consumers. This helps build a positive brand image and raise consumer awareness of the uniqueness and value of their travel destination, ensuring that marketing messages are distributed to the maximum through channels that best fit target consumer behaviour.

A very affordable ticket price policy, Ambassador Tourism has become an essential factor for the public as a marketing target that can be integrated with media preferences and promotional activities through social media platforms such as Facebook and Instagram.

Tourism Volunteer Support

In the tourism industry, the presence of Tourism Volunteers or individuals who individually travel by creating content or information related to tourist sites also has a crucial role in shaping marketing communication strategies and positions of tourist ambassadors. Collaborator analysis is essential in understanding tourism industry trends, overlapping strengths and weaknesses, and finding opportunities or gaps in the market.

Tourism Ambassadors need to identify and duplicate the Volunteers as the leading players in promoting the tourist attractions in Penajam Pazar North district, including similar tourist destinations or other tourist services that target the same consumer segment. Such analysis can provide insight into how volunteers manage promotional information, facilities, and visitor experiences.

Knowing these measures, tourism ambassadors can organize events or groups to encourage volunteers or communities to work together to design responsive and differential marketing communication strategies. For example, the tourism voluntaries often do campings, or the automotive communities do gatherings to collaborate to ask about their experiences and expectations to obtain information that needs to be added as field observation material at the tourist venue.

Based on the results of research carried out by the researchers, at present, there are no tourist destinations in the northern part of the country presented by the tourist ambassadors with what is in the promotion strategy to increase tourist visits in the PPU district to promote an exclusive destination and become the main focus for visitors who are looking for a unique tourist experience. It can be the basis for designing a marketing strategy that is unique and attractive that nobody else has ever done.

Based on the research analysis results involving observation activities and interviews with research informants regarding factors that can determine the success of the tourism ambassador's marketing strategy, the researchers identified several supportive and hindering factors in implementing the marketing communication strategy carried out by the Tourism Ambassador.

Developing innovative travel products often requires additional investment to create a unique and exciting experience. Budget constraints can be an obstacle to creating new features or improving the quality of service to meet visitors' expectations. It has the potential to increase or decrease the purchasing results of the visitors who come to the tourist sites already promoted by the Tourism Ambassador; there is a need to test the truth of the information, especially as it relates to the characteristics of the target audience seeking innovation in the tourism product. If the Tourism

Ambassador cannot present a fresh and exciting experience, potential visitors may feel bored and look for other destinations that meet their expectations. Therefore, the Tourism Ambassador needs to find creative and practical solutions to overcome budget constraints in order to remain able to innovate and maintain its attractiveness in the market.

So, in order to overcome these challenges or obstacles, Ambassador, it is necessary to consider financing alternatives such as partnerships with third parties, harnessing local or community resources, or seeking support from governments or other agencies. These strategies can help overcome budget constraints and enable Ambassadors to remain competitive and run effective marketing strategies to attract visitors.

CONCLUSION

This research concludes that budget support from the Legislative in planning annual programmes at the Department of Culture and Tourism of the PPU district continuously increases tourist visits by creating local events or tourist calendars of the district of PPU in a structured and massively using the existing potential, not only at the Airport, through the mass media can also be as a supporter of the strategy of Tourism Promotion, ease of using children's telegram, using photo competition and creativity in the destinations that we are going to promote, as an icon and identity of the northern market district; support of all elements, or institutions of youth organizations and Swedish Society Institutions, tourism awareness groups, Indonesian Tourism Association active in promoting existing tourist destinations enhanced prosperity.

Embassies of tourism should be active in carrying out their duties, objectives and functions as tourism ambassadors and actively coordinate with the Ministry of Culture and Tourism to promote tourist destinations as a leading guard in promoting tourism in the district of Penajam Paser North. Lack of activity in the use of social media Department of Culture & Tourism, as well as the Tourism Information Web that exists in the northern district;

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