



SANGIANG ANYER ISLAND TOURISM COMMUNICATION STRATEGY AS A NATURE TOURISM PARK (NTP)

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Abstract

Sangiang Island has good potential as a tourist destination that can generate income for regional development. Still, it is unfortunate that there needs to be tourism communication strategy, potential identification, and good management on this island. The research aims to identify the potential and challenges of developing natural tourism belonging to Sangiang Island as a Natural Tourism Park (NTP) to formulate a marketing communication strategy for Sangiang Island. The method used is descriptive qualitative with data collection techniques through observation, literature studies and interviews. This study uses a SWOT analysis. The results showed that Sangiang Island's potential for tourism was identified as natural, marine, cultural, and educational.

Keywords: *Tourism Communication, Sangiang Island, SWOT analysis*

INTRODUCTION

The tourism sector is currently being boosted to increase again, including in Serang Regency. Serang Regency is an area with attractive tourism potential starting from beaches, islands, waterfalls and others, one of which is Anyer. Who doesn't know Anyer? Anyer is a coastal area famous for its beautiful beaches and buildings with historical value. It was made into a song, "Between Anyer and Jakarta". Anyer is a beach tourism destination that is quite popular in Serang Regency, especially by residents of the capital city of Jakarta because it is only 120 km or approximately 3 hours from Jakarta. Besides its beautiful beaches, Anyer has a charming island, Sangiang Island.



Figure 1 Entrance Gate to Sangiang Island

Sangiang Island has an area of 700.35 hectares in the Sunda Strait and is between the islands of Java and Sumatra. Administratively, this island is included in the territory of Cikoneng Village, Anyar District, Serang Regency, Banten Province. The beauty of Sangiang Island makes it one of the most attractive tourism destinations in Anyar, apart from the beach. Sangiang Island holds a wealth of natural resources, the natural charm of Sangiang Island starts from coral reefs, caves, beaches, and mangrove forests that stretch on the island's coast, making it known as the Seven Wonders of Banten.

Many tourists, both domestic and foreign, come to visit Sangiang Island because of the beauty of its natural charm. Many activities can be done there. The following is data on the number of tourist visits each year:

Table 1. Number of Visits to Sangiang Island Nature Park
Period 2017 - 2021

No.	Year	Number of Visitors (Person)
1	2017	8,247
2	2018	9,649
3	2019	1006
4	2020	274
5	2021	644

Source: BKSDA Conservation Region 1 Serang

Table 1 above shows that the number of visitors coming to Sangiang Island from 2017 to 2019 has increased. Still, in 2020 it decreased very drastically due to the Covid-19 case, which has impacted the tourism sector, one of which is the decrease in tourist visits to the island. Sangiang. In 2021 tourist visits will start to increase again until now. With its various potential, it is hoped that the community visits to Sangiang Island can improve again, and Sangiang Island will begin to be developed as a Nature Tourism Park (NTP) so that the wider community knows it.

The management of Sangiang Island itself is within the work unit of the Head of Conservation Section for Region 1 Serang, under the supervision of the West Java Natural Resources Conservation Center (BKSDA). The West Java BKSDA is one of the Technical Implementation Units of the Directorate General of Conservation of Natural Resources and Ecosystems (UPT Ditjen KSDAE) Type A with echelon II-B level, which is a merger between the West Java KSDA Center 1 and the West Java II KSDA Center.

In managing Sangiang Island tourism, a good strategy is needed to increase the number of tourist visits. Tourism management today must use appropriate and valued business management because modern tourism is very complex. According to Bungin (2015: 86), modern tourism can be classified into several important components according to system theory, namely: (1) destinations, (2) transportation, (3) tourism marketing, and (4) tourism resources and institutions. Can be seen in the image below:

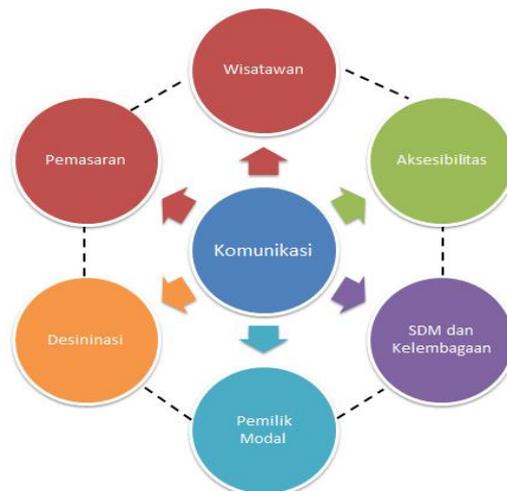


Diagram 1 Components of Tourism Communication
Source: Bungin, 2015

Based on diagram 1, communication is crucial in all components and elements of tourism. The role of communication in tourism marketing, communication media and communication content. "The world of tourism as a product complex requires communication to communicate tourism marketing, communicate accessibility, communicate destinations, and resources to tourists and all tourism stakeholders including forming tourism institutions" (Bungin, 2015).

Willem Al Big said that "communication is the process of transmitting the meaning of symbols between individuals" (Siahaan, in Bungin 2015). The world tourism organization, UNWTO, defines "tourism as the activity of traveling and staying of a person outside their place of residence and environment for not more than one consecutive year for travel, business or other purposes without having to work in the place visited" (Suryadana, 2020). Based on this definition, tourism communication is the process of exchanging symbols between two or more individuals regarding travel activities for tourism or business.

Marketing communication, according to (Tjiptono 2008), is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market for the company and its services to be willing to ask, buy, and be loyal to the services offered by the company concerned.

The 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). Strategic marketing communication strategy implementation can create synergies among marketing communication elements, leading to cost savings, easier working relationships, media utilization, and better promotional mix elements, along with greater efficiency and enhanced returns (Kitchen & Burgmann, 2015). Marketing communication strategies in tourism include techniques for introducing, communicating, and comparing tourist objects so that they have the power to maintain their existence (Rohimah, 2017).

Based on observations made by the research team, a problem was found: there was no identification of existing tourism potential, and Sangiang Island had not been optimally managed as a Nature Tourism Park (NTP). So there needs to be analysis and good tourism communication strategy to determine how to develop Sangiang Island as a tourist destination. Therefore, based on this description, a research is needed regarding the potential of Sangiang Island to be developed as a tourist spot in Anyer. SWOT analysis identifies various systematic factors to formulate a tourism development strategy. This analysis is based on a logic that can maximize strengths and opportunities. But simultaneously can minimize weaknesses and threats (Sembiring, 2018). After being analyzed, a tourism communication strategy can be determined to be used on Sangiang Island as a Nature Tourism Park (NTP).

The purpose of this research was to find out the tourism potential and formulate a marketing communication strategy owned by Sangiang Island as a Nature Tourism Park (NTP) to increase the number of visits and income for the community and make the community aware of tourism.

The theory used in this research is systems theory. According to (Pitana, 2019), the system way of thinking in tourism is to see tourism as a complex activity, which can be viewed as an extensive system, which has various components, such as economic, ecological, political, social, cultural, and so on. As stated by Mill and Morrison (1985:xix), tourism is a system of various elements arranged like a cobweb: "like a spider's web-touch one part of it and reverberations will be left throughout" (quoted from Fennel, 1991: 4 in Pitana (2019: 57).

This research refers to several relevant studies. The first is research conducted by Sumiyati and Lilik Murdiyanto in 2018 entitled Tourism Marketing Communication Strategy to Increase Tourist Visits at Suwuk Beach, Kebumen Regency. This study aims to find the formulation of the problem of tourism marketing strategy at Suwuk Beach, Kebumen Regency. The research method uses SWOT analysis. The results of the study show that the Kebumen Regency Youth and Sports and Tourism Office, in carrying out tourism marketing for Suwuk Beach, has used integrated tourism marketing communication (marketing communication mix). However, several aspects, such as promotion, HR, Pokdarwis coaching, and media relations, still need to be stronger. So it needs further strengthening and coaching accompanied by evaluation and monitoring of these aspects. One thing that needs to be built in the long term is trying to establish branding as a tourist destination to increase the attractiveness of tourist visits further

Then another reference is research from Uzlifatul Jannah and Moefad Agoes Moh in 2019 entitled The New Setigi Tourism Marketing Communication Strategy in Gresik, East Java. The purpose of this study was to determine the marketing communication strategy of village-owned enterprises (Bumdes) and tourism awareness groups (Pokdarwis) "Pelangi" in marketing limestone hill tourism "Setigi" to attract visitors. This study uses a qualitative-descriptive approach based on integrated marketing communications theory. The results of this study are the implementation of a marketing communication strategy carried out by Bumdes and Pokdarwis "Pelangi" in Sekapuk Village, Ujungpangkah District, Gresik

Regency, utilizing social media and collaborating with the youth community in the Gresik area, as well as in collaboration with the Gresik Regency Tourism Office.

The last research was owned by Elok Perwirawati and Juprianto in 2019 with the title Maritime Tourism Marketing Communication Strategy in Increasing Tourist Visits on the Banyak Islands. The purpose of this study was to determine marketing communication strategies, supporting and inhibiting factors for maritime tourism carried out by the Aceh Singkil Regency Tourism, Youth and Sports Office in increasing the number of tourist visits to Pulau Banyak. This research uses a descriptive qualitative approach. The conclusion is that the Aceh Singkil Regency Youth and Sports Office has implemented four maritime tourism marketing communication strategies, namely advertising, events, publicity, and word-of-mouth marketing, using the available budget.

METHOD

The type of research used is descriptive qualitative. This study intends to describe the potential of Sangiang Island as a Natural Tourism Park; both natural potential, maritime potential, educational potential, and cultural potential. The research is from January to June 2022, with the Sangiang Island research location in Cikoneng Village, Anyar District, Serang Regency, Banten Province.

The data sources used in this research are primary data and secondary data. Primary data is in direct observation, participating observation, and interviews from related key informants. At the same time, the secondary information is in the form of written documents, pictures, and photographs that support and complement the primary data.

The technique for determining informants is using a purposive sampling technique, which is a method for determining a sample of data sources based on specific criteria. This research data collection technique is by observation, interviews, and documentation. As for the observations made, namely non-participants who only made observations by conducting in-depth and semi-structured interviews, documentation was obtained from related documents such as company profiles, the Sangiang Island NTP management block, and other records, related photos, and drawings.

In testing the validity of the data using source triangulation techniques, namely exploring the truth of certain information through various methods and sources of data acquisition. Data analysis techniques were carried out in four stages: collecting data, data reduction, data presentation, and conclusion or verification. The analysis tool used is the SWOT analysis.

DISCUSSION

Results

Sangiang Island is a Natural Tourism Park (NTP) located in the Sunda Strait between 5°56'00" South Latitude – 5°58'00" South Latitude and 105°49'30" – 105°52'00" East Longitude, between the cluster of Java Island and Sumatra Island with an area of 528.15 Ha. Administratively, this island is included in the territory of Cikoneng Village, Anyar District, Serang Regency, Banten Province. Sangiang Island Nature Tourism Park (NTP) has a topography that varies from sloping, hilly, and rather steep to steep, with a height of

0 meters above sea level to a maximum height of 155 meters above sea level.

Sangiang Island is included in the management and supervision of the Ministry of Environment and Forestry of the Republic of Indonesia under the scope of Regional Conservation Section (SKW) Management I Serang. In terms of management, this island is divided into 5 (five) management blocks as stipulated in the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number: P.76/Menlhk-Setjen/2015 concerning Management Zones for National Tourism Parks and Management Blocks for Nature Reserves, Wildlife Reserves, Parks Grand Forest and Nature Tourism Park. Sangiang Island Nature Park is divided into 5 (five) management blocks, namely: The protection block covering 275.02 (52.07%), the utilization block covering 196.10 Ha (37.13%) rehabilitation block covering 53.28 Ha (10.09 %), the cultural and historical block of 3 Ha (0.57 %) and particular block of 0.75 Ha (0.14 %).

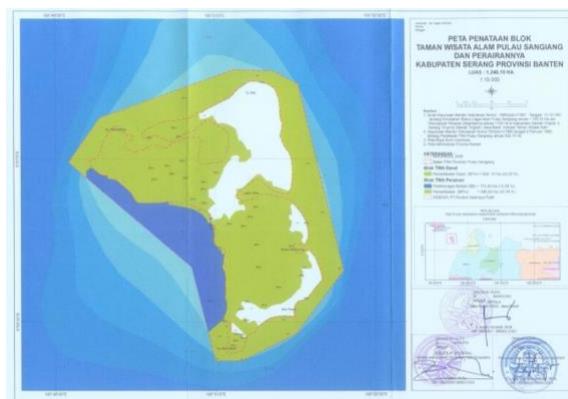


Figure 2 Map of Sangiang Island NTP Block Layout
Source: BKSDA Conservation Region 1 Serang

Access to the Sangiang Island Natural Tourism Park (NTP) can be reached by sea crossing by boat/motorized/motorized boat with a distance of approximately 1 hour from Anyer. Public facilities on Sangiang Island include homestays, prayer rooms, public toilets, electricity supply using diesel or generators, and healthy water.

NTP Sangiang Island has excellent natural potential because it has a landscape in the form of a hill which is wide enough for tourists to do cross-country activities and climb hills, as well as beautiful caves. This is supported by the topography of Sangiang Island, which varies from gently sloping, hilly, and rather steep to steep. The Sangiang Island NTP landscape is a stretch of forest stretching from the beach, forming coastal forest formations, lowland forest, and brackish forest ecosystems, providing a special allure for tourists. In addition, this island has a variety of flora and fauna.



Figure 4 Hills and marine tourism on Sangiang Island
Source: 2022 Research Data

Marine tourism on the island of Sangiang is also a prima donna. On this island, tourists are spoiled with panoramic views of the beautiful beaches stretching wide; they can do fishing activities because it has an abundance of fish, snorkeling, and scuba diving. After all, it has beautiful coral reefs and various types of fish. Land (lagoon/estuary). In NTP Sangiang Island, there are 3 (three) lagoons, namely the Waru lagoon, the Tembuyung lagoon, and the Kedongdong lagoon, where the right and left lagoons form a Mangrove formation (Rudiantoro, 2018: 5).

The following tourism potential is cultural potential closely related to the historical values of the Republic of Indonesia during the Japanese government. There are historic relics from the Japanese Occupation period, namely bunkers, army barracks buildings, and helipads. Until now, the bunkers can still be seen along with their defensive cannons, which can be said to be in good condition.

In addition, there are other archaeological findings, namely an inscription with kanji on a stone that reads *genjumin romusha no hi*, which means a day of remembrance for native manual laborers. All the cultural potential on Sangiang Island is included in the Cultural Conservation. It must be protected and preserved, but in reality, this heritage is still imallyneeds to ber by the relevant agencies.

Another tourism potential is educational tourism, namely mangroves and turtles. Mangroves are good for preventing abrasion. The mangroves on this island are unique because they stretch and form formations on 3 (three) lagoons, namely the Waru lagoon, the Tembuyung lagoon, and the Kedongdong lagoon. So, every tourist who comes will always be spoiled with views of the mangroves when entering or leaving Sangiang Island. Many students or researchers come to research and plant mangroves to protect the ecosystem.

Apart from mangroves, on Sangiang Island, there is a turtle conservation facility that aims to prevent turtles from becoming extinct. Turtle conservation, which is integrated with tourism activities is an effective way of carrying out conservation activities where tourists can travel while learning about the importance of preserving turtles. The beauty of Sangiang Island is also supported by the fact that this island is one of the islands that has natural turtle nesting beaches.

Discussion

SWOT analysis is the identification of various systematic factors (both internal and external) to formulate a tourism development strategy. This analysis is based on the logic that can maximize the strengths and opportunities in NTP Sangiang Island but simultaneously minimize the weaknesses and threats on the island. The results of identifying the internal and external factors of NTP Sangiang Island are:

Table 2. SWOT Analysis of Sangiang Island Nature Park (NTP).

Nature Tourism Park (NTP) Sangiang Island	Opportunity	Threats
Strength	Strategy (Strengths- Opportunities)	Strategy (Strengths- Threats)
<ul style="list-style-type: none"> a. The potential of tourist attractions in NTP Sangiang Island varies from nature tourism, marine tourism, cultural tourism, and educational tourism. b. It is located near the tourist town of Anyer beach. c. It can be used for recreation and hiking, turtle and mangrove educational tours, and cultural tourism. d. Have stunning marine tourism e. It has the beauty of the beach and nature around to the beautiful underwater. f. The community cares and is aware of tourism. 	<ul style="list-style-type: none"> a. Opening opportunities and establishing cooperation with the private sector, investors, CSR, and the government regarding the development of Sangiang Island NTP b. Community development to get value from tourism objects c. Development of arts, culture, crafts, unique souvenirs, and others that add to the attractiveness 	<ul style="list-style-type: none"> a. Increasing the competitiveness of NTP Sangiang Island b. Holding an event to raise the value of NTP Sangiang Island c. Formation of a tourism-aware and environmentally-aware society. d. Collaborate in holding events to raise the exotica value of NTP Sangiang Island.
	<ul style="list-style-type: none"> a. Has natural potential in the form of the beauty of flora and fauna, as well as scenery. b. There is a trend in nature tourism. c. Efforts to promote awareness of domestic tourism (blogging) d. Maximize the development of arts and culture e. No island tourism objects in Serang have characteristics like Sangiang Island. f. There is a backpacker trend 	<ul style="list-style-type: none"> a. Road infrastructure and the availability/access of public transportation to NTP Sangiang Island need to be improved and still minimal and expensive. b. Competition for nature tourism parks, especially marine tourism in Jakarta c. There are land border blocks d. NTP Sangiang Island is not well known by the public e. The lack of the role of the private sector in caring for NTP Sangiang Island

Weaknesses	Strategy (Strengths- Opportunities)	Strategy (Weakness – Opportunity)
<ul style="list-style-type: none"> a. The land is still in dispute. b. Tourism management is given to a private party, namely PT PKP (Grand Garden Group), but until now, it has not been running smoothly or in a vacuum. c. The relationship between the community and the private sector could be better. d. Community-owned supporting facilities and infrastructure still need to be improved and improved. e. Facilities and infrastructure belong to the private sector that is not used or neglected. f. Electricity is not sufficient g. No signal h. There are no food stalls or souvenir centers. i. There needs to be coordination for cooperation with other related parties related to tourism, such as dispar. j. There needs to support from the government regarding the promotion of tour packages to community members, only the private sector. k. The promotional media used by the Ministry of Environment and Forestry still use traditional media, namely through word of mouth and during exhibitions. l. The promotional media used by the District Dispar is a pocket book containing tours in Serang district, social media. 	<ul style="list-style-type: none"> a. Create a website about NTP Sangiang Island b. Making brochures about NTP Sangiang Island c. Organizing trips to NTP Sangiang Island d. Infrastructure improvement in supporting tourism on the island e. Establish cooperation with various groups, such as nature lovers, backpackers, 	<ul style="list-style-type: none"> a. Involvement of all elements b. Form a nature tourism management team c. Improvement of tourism promotion and networking d. Dissemination of nature tourism and selection of tourism ambassadors from the people of Sangiang Island

The results of the SWOT analysis above show that Sangiang Island NTP has many strengths and opportunities, but there are still many areas for improvement and challenges in developing Sangiang Island as a nature tourism park. Therefore, an appropriate tourism development strategy is needed to realize Sangiang Island as a natural tourist destination in Serang Regency. This development strategy relates to the classification of important components of tourism.

Several experts explain the essential components of tourism. According to (Inskeep

1991), tourism components are grouped into tourist attractions and activities, accommodation, community facilities and services, transportation facilities and services, other infrastructure, and institutional elements. According to (Mc.Intsh, 1995) stated that the components of tourism are classified into four broad categories, namely natural resources, infrastructure, transportation, hospitality, and local culture (Suryadana, 2020). John Paul in (Bungin, 2015) says the main components of tourism are accessibility, accommodation, and attractions. Meanwhile, according to Ramesh (2015) the most important parts of tourism are accommodation, accessibility, facilities, interests, and activities. Besides that, The Indonesian government classifies tourism components into several essential sections, such as tourism industry, tourism destinations, tourism marketing, and tourism institutions. Based on the explanation of these experts, it can be concluded that the components of tourism are: destinations, accommodation, accessibility, marketing, resources and tourism institutions. The following is the presentation of Sangiang Island based on the tourism component:

1. Destinations

Tourism destinations are geographical areas that are in one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are interrelated and complement the realization of tourism (Suryadana, 2020). Whereas what is meant by attractiveness is everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial assets that are the target or destination of tourist visits (Suryadana, 2020). Based on this understanding and the SWOT analysis results, Sangiang Island already has criteria and strengths as a tourism destination. Sangiang Island has tourist attractions ranging from natural, marine, cultural, and educational tourism, as well mentioned in the potential possessed by Sangiang Island. This strength must be maintained by maintaining harmony and environmental ecosystems.

2. Accommodation

The accommodation in question includes various kinds of hotels and other types of facilities related to services for tourists who intend to spend the night (Suryadana, 2020). Sangiang Island has a Green Garden hotel with complete facilities managed by a 3rd party, PT Kalimaya Putih. In addition, on Sangiang Island, some homestays are managed privately by the Sangiang Island community. Each provides food, drink, and services for tourists, but at different costs.

Infrastructure plays an essential role in tourism advancement, especially on Sangiang Island. Therefore, the provision of facilities and infrastructure that support Sangiang Island, which is managed by the community, is urgently needed, such as good homestays, restaurants, toilets, electricity, clean water, telecommunication signals, places for souvenirs and so on.

3. Accessibility

Accessibility includes all forms and types of public transportation that have access to and from tourist areas, for example, land, sea, and air transportation. Access to Sangiang Island can only be passed by sea and air, but it takes work. Public transit to Sangiang Island by boat is only once a day, and that is in the morning. So

usually tourists who visit have rented a boat or have used travel services for sightseeing so that it makes transportation easier. Air transport is only used for certain people. A vehicle to Sangiang Island is quite tricky and expensive.

Transportation access plays a vital role in reaching a tourism destination. Therefore, it is hoped that stakeholders can provide cheap, affordable, and scheduled transportation facilities so that tourists can go to Sangiang Island anytime. Road access is no less important because to reach a spot, tourists usually have to go through thickets which sometimes cause injuries.

4. Marketing

It covers all tourism industry marketing units, such as travel agency offices, airline marketing offices and so on. Marketing here is also seen from how information services, tools, and methods are used as promotional tools to convey messages about the beauty of Sangiang Island. BKSD Serang has conducted marketing about Sangiang Island through various promotions, exhibitions, online media, web and Instagram, and cooperating with travel agents.

Promotion is an activity to disseminate the brand image of a product/service using various methods that can reach the target market so that consumers are motivated to try and buy it (Judisseno, 2019). Several events have been carried out by Sangiang Island, namely the August 17 event, the handover ceremony, exhibitions, and others. Sangiang Island as a NTP must often be promoted through various print and electronic media. Apart from that, you can also use social media and collaborate with tourism-related parties such as nature lovers' groups, backpackers, bloggers, photography communities, travel agents, hotels and so on, which will enable the wider dissemination of information on Sangiang Island tourism. Promotion can also be done using websites, billboards, posters, and others.

It is deemed necessary to hold festivals and competitions every year, which will later become an attraction for tourists to visit Sangiang Island. For example art festivals (Anyer Culture Festival 2018), sea festivals, island photography contests and activities there, and so on.

Based on the results of interviews with informants, marketing and tourism activities should have been held by PT Kalimaya Putih. Still, these promotional activities were not carried out by PT Kalimaya Putih. So that the surrounding community took the initiative to promote word of mouth about tourism destinations on Sangiang Island.

5. Tourism Resources and Institutions

HR is a valuable asset. This training aims to prepare skilled workers to manage NTP Sangiang Island, especially the Sangiang Island community. This coaching can be implemented through education, training and participation in seminars, discussions, and others. Formation of tourism-aware and environmentally-aware community groups needs to be done so that people can be responsible for sustainability, cleanliness, beauty, and safety.

The land used as a NTP on Sangiang Island is currently in a dispute case, making management not optimal. Therefore, this problem must be resolved first

because it will impact the management and development of Sangiang Island NTP in the future. Currently, the status of the land belongs to the Ministry of Environment and Forestry and is managed by the West Java KSDA Center. Placement for the management and development of NTP Sangiang Island must be taken into account properly, whether it remains at the West Java KSDA Center under the Ministry of Environment and Forestry or the Tourism Office of Serang Regency, or the Banten Province Tourism Office. Or even collaborate between several agencies and ministries.

The government's role in managing institutions on Sangiang Island is very much needed. The government acts as a regulator and association in tourism as tourism organizers, both at the local, regional and international levels.

CONCLUSION

Based on the description and discussion regarding the identification and SWOT analysis of NTP Sangiang Island, Serang, Banten, it can be concluded that Sangiang Island NTP has diverse, challenging, beautiful, and enchanting natural tourism potential. NTP Sangiang Island has four tourism potentials and their uniqueness. The first is natural tourism with beautiful and expansive landscapes such as hills and caves and varied flora and fauna. Both marine tourism are beautiful beach panoramas, snorkeling and scuba diving with beautiful coral and fish. Third, cultural tourism includes bunkers, ex-Japanese army barracks buildings, helipads, and inscriptions. Fourth, educational tourism, namely Mangrove and Turtle Conservation. The tourism development component of Sangiang Island is that the destination already has attractiveness through four tourism potentials, accommodation already exists but needs to be developed, accessibility to the island is still limited so it needs to be set to make it even better, marketing has been carried out through exhibitions, online media, and collaborating with travel agents, tourism resources and institutions, namely by conducting HR guidance and training, and it is necessary establish transparent institutions so that tourism management can be maximized.

The tourism communication strategy for Sangiang Island as a Nature Tourism Park (NTP) through the components and elements of tourism as an interconnected system will continue to develop according to the environment. It will have a good effect on the public's interest in visiting. The better the implementation of the Sangiang Island tourism communication strategy, the more tourists will visit, which has a positive impact. Recommendations for developing Sangiang Island are institutional strengthening and collaboration between stakeholders to create a better climate. In theory, when viewed from a tourism perspective, the management of NTP Sangiang Island belongs to the Tourism Office, but in reality, it is included in the West Java KSDA Center under the Ministry of Environment and Forestry. The West Java Natural Resources Center should be under the Ministry of Environment and Forestry, a private third party managing Sangiang Island tourism, namely PT Kalimaya Putih and the Tourism Office at both the provincial and district levels can still coordinate and work together to build and develop Sangiang Island NTP tourism by involving the Sangiang Island community.

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