Tourism Communication Management of Umbul Madiun Tourism Park

Muslih Aris Handayani
Department of Da'wa and Communication State Institue for Islamic Studies Ponorogo
aris.handayani@yahoo.com

Abstract : The communication process can be interpreted as the transfer of information or messages from sending messages as communicators 1 and to the recipient of the message as communicator 2. In the process, communication aims to achieve mutual understanding between the two parties involved in the communication process. In various aspects of communication life is the most dominant activity whether it is in the form of providing information, motivation, or influence so that a person or group will follow the direction of a person or organization.Management is needed by all organizations, because without management all efforts will be wasted and achieving goals will be more difficult. Communication management as the basis in reformulating the communication management model conducted by umbul Madiun tourism center manager in dealing with problems both in the tourist workshop and outside problems faced by the tourist attractions This research is interpretive qualitative research to find patterns, models, or propositions. The data analysis in this study is inductive. Qualitative research will not produce generalizations but models. The results showed the process of tourism communication management involves the role of PR, group communication, mass communication and destination branding. Management and communication barriers in marketing are more pronounced in the technical aspects of improving the marketing of Umbul Madiun tourist park. Modernization of marketing technology, budget, and human resources limitations are also slow marketing processes. At the level of tourism communication management brand destination brand zoo facilities play, baths, swimming pools, amusement parks and others obstacles that arise, among others, the difficulty of designing a good brand of zoo facilities, entertainment and play venues, baths and swimming pools, as well as other facilities that are suitable for all ages and groups. At the level of tourism communication management on the scope of transportation communication obstacles that arise include realizing visitors or tourists to use the vehicle well and environmentally friendly. The limitations of parking lots on weekends are very difficult and it takes hard work to organize visitor vehicles well. At the level of tourism communication management in the scope of visual communication, obstacles that arise include limitations in designing pamphlets, brochures, banners, or travel book guides that are able to adopt all age groups or social status. At the level of tourism communication management on the scope of group communion, the problems that arise include designing a message that is able to accommodate all groups and social status at the level of Focus Group Discussion (FGD).At the level of communication management of internet media tourism (online) obstacles that arise include the ability to design internet messages that are friendly to all ages and social status or class. At the level of tourism communication management the scope of PR (PR) obstacles that arise include forms and models of cooperation between institutions to unite various interests. As a tourist attraction under the auspices of the tourism office, Umbul Madiun tourist park is subject to the rules of the tourism and culture office of Madiun Regency. A tug of interest sometimes occurs.

Keywords : **Communication management, Tourism park, Internet**

INTRODUCTION

Almost every manager does something to improve his program–using new media, developing new techniques, hiring skilled personnel of the art of communicating. Communication is a process in an organization management, which means that communication is very important in building good cooperation. The study of communication factors in contract bargaining arrangements assumes at least a general understanding of the dimensions of the bargaining process. Communication is a human effort to convey the content of questions or messages to other human beings. Communication, as used herein, means utilization by the manager of written, visual and oral techniques to interpret them of institutional actions and intentions for employees and the public. This does not include mass communication oriented device products, such as advertising.

Management is needed by all organizations, because without management all efforts will be wasted and achieving goals will be more difficult. Management does not fully control input groups or the exact part of the total output. But this general determination should be made frequently, and on the basis that it is fair and reasonable that no attribute-plaintiff will jeopardize the company's future success. Communication management is required in each organization, so that communication activities within the organization can run to achieve the objectives effectively.

Processes in communication management can be used to solve communication problems. Especially communication problems caused by the complexity of the communication flow. The situation in Umbul Madiun tourist park is a dilemma for each manager. The existence of several managers in the management of umbul Madiun tourist park has the potential to cause problems. This is because each manager has different interests and objectives in managing and developing umbul Madiun tourist park. The management, partly private and contract personnel, hopes that Umbul Madiun tourism park can provide maximum benefits for the manager.

This study will identify and describe in depth about the communication management conducted by the manager in handling the preservation, promotion, and management of Umbul Madiun tourist park. The purpose and significance in this study refers to the communication management conducted by umbul Madiun tourism workshop manager in dealing with problems both in the tourist area and outside problems faced by the tourist attractions. Similar research related to tourism communication management of Umbul Madiun tourist park, among others :

1. Research of Bakri Yusuf and Harnina Ridwan, communication management in regional development information management at the Public Relations Bureau and PDE of the Regional Secretariat of Southeast Sulawesi Province 2018. The results showed that the application of communication management in the management of regional development information in the Bureau of Public Relations and PDE of the Regional Secretariat of Southeast Sulawesi Province includes planning through programs contained in the RPJMD of Southeast Sulawesi Province will be reflected in the Regional Government Work Plan as well as in the SKPD Work Plan. Organizing, starting from the data and information management system supporting development policy, planning and budgeting system, development organizing and implementation system, development control system, development evaluation and monitoring system, and development implementation reporting system. Actuating, as an activity to encourage a person or themselves to take the desired action through motivational techniques that can be used to motivate the target audience based on the pressures of need, desire, hope, sense of belonging, and security.
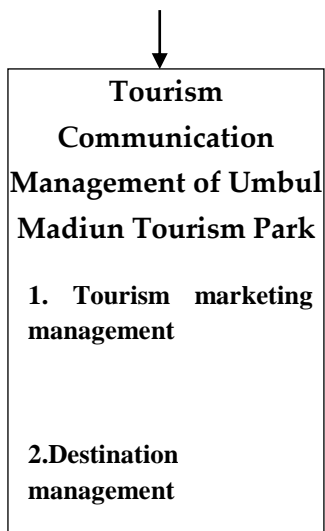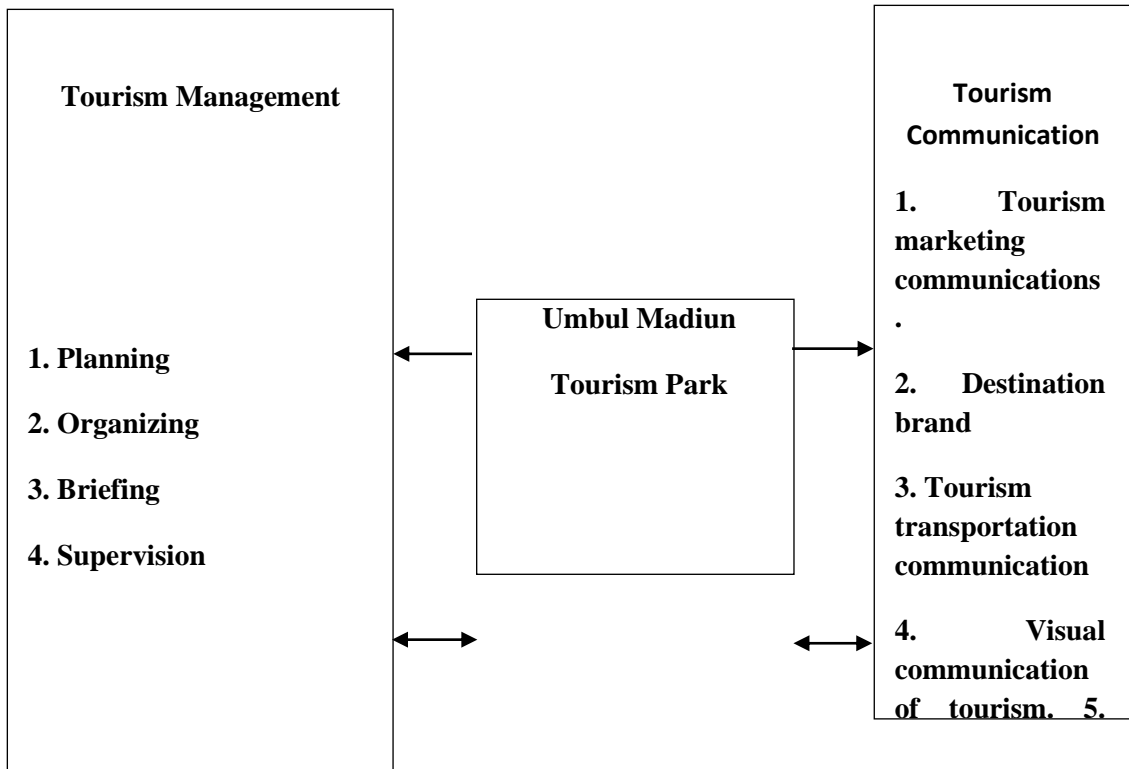
Controlling performs the following stages: dibnetuk monitoring team in charge of providing reports, either in writing or orally and formed a special communication channel that allows each administrator and target audience to submit reports, suggestions, feedback criticism or corrections related to the implementation of communication management.

2. Raditia Yudistira research titled Communication Management of Yogyakarta Environment Agency in Silver Waste Handling in Kotagede 2015. the results showed that there are some things that are indeed an obstacle when the formation of socialization programs, starting from the 'planning' stage to the 'controlling' stage. Broadly speaking, the problems that had existed include the decisions of the program management team in its management process that is not based on cultural and social considerations in accordance with what is in Kotagede. At the time of 'organizing' stage, the program implementation team does not consider the assignment on the basis of competence or expertise owned by its members, but on the basis of the structure of the position or organization. Moreover, at the 'controlling' stage, the program implementation team does not do the reporting semestisnya, does not file, and does not conduct post-program supervision. However, not entirely researchers only found negatives or deficiencies during the study. Through the findings and suggestions attached at the end of this thesis, blh is expected to re-implement the socialization program in Kotagede related to the problem of the existence of silver and other metal waste hazards, because researchers do not expect BLH to be time-gap if blh action in front of it will no longer be anticipatory but reactive to environmental conditions in kotagede area.

3. Novita Setyo Utomo's research under the title External Communication Management (Communication Management PT. Semen Indonesia (Persero) TBK in the Process of Cement Plant Construction in Tegaldowo Village, Gunem District, Rembang Regency 2015. The results showed that pt. Semen Indonesia (Persero) Tbk includes planning (in the form of social mapping, meetings with village heads and expert hearings), organizing (including establishing relationships with the central government, provinces, cities and villages), briefings (including socialization on the multiplyer effect of factories, conducting visits to cement plants in Tuban, and CSR programs), and supervision (including the establishment of representative offices located in Rembang Regency).

From the various literature studies above it is known that the three studies emphasize the managerial aspects of planning, organizing, directing, and controlling. The research conducted by the three researchers above is still limited to developing aspects of managerial problems from the theoretical level of institutional problems. The difference with the research that will be done is the research that will be done in addition to dissecting managerial aspects as well as aspects of managerial association with communication and contribution in managing umbul Madiun tourist park. The following is the framework of tourism communication management of Umbul Madiun tourist park.

Theoritical Framework of This Article

Tourism Communication Management of Umbul Madiun Tourism Park

Tourism Management

1. Planning

2. Organizing

3. Briefing

4. Supervision

Umbul Madiun Tourism Park

Tourism Communication

1. Tourism marketing communications.

2. Destination brand

3. Tourism transportation communication

4. Visual communication of tourism. 5.

Tourism Communication Management of Umbul Madiun Tourism Park

1. Tourism marketing management

2.Destination management

METHOD

This research is a type of qualitative descriptive research. The nature of descriptive research is to lead to the depiction of phenomena that occur and relate to the management of tourism communication of Umbul Madiun tourist park. In this study, the data source is divided into two, namely:

a. Primary data, which is data obtained in the form of facts and information obtained by researchers in the field through interviews with informants.
b. Secondary data, is supporting data obtained by researchers from the study of libraries and literature related to this study.

the informants in this study were the head of Umbul Madiun tourist park, the head of the unit, related parties, and employees involved in the management of the tourist park. The data in this study will be collected by data collection techniques, namely documents and in-depth interviews. Miles and Huberman proposed three steps for qualitative data analysis. Data reduction, data presentation, and conclusion.

FINDING AND DISCUSSION

Description of Umbul Madiun Tourism Park

Umbul Madiun tourist park is one of the tourist attractions in Madiun Regency. Umbul Madiun tourist park is one of the dutch heritage attractions. This tourist park is located in Glonggong Village, Dolopo District, Madiun Regency. This tourist park is located about 15 km south of Madiun. The collection of animals in this park include: apes, deer, pythons, peacocks, crocodiles, and others. Facilities in this tourist attraction include, giant ferris wheel, Kora-kora, amarta park, merry-go-round, sulfur water swimming pool, mini zoo (Mini Zoo), pesanggrahan (meeting hall) with capacity for 100 seats, stalls, children's playgrounds, water parks and spill tubs, parking lots, mini outbounds for children and roller coasters, 3D and 9D cinemas, rest areas , places of worship, caffe, historical tourism and some relics of Hindu culture in the form of giant statues and sulfur water sources. This tourist attraction also has quite good supporting facilities. Supporting facilities in this tourist park include: two- and four-wheeled parking lots, places of worship, bathrooms and toilets. Near the tourist park there are restaurants, mini markets, and banks that are close enough to reach. Umbul Madiun tourist park is open from morning until night at a rate of around Rp. 10,000 to Rp. 15,000. At night the fare is around Rp. 5,000. Director of Madiun Umbul Square, Afri Handoko, said the tourist attractions that are also conservation institutions are finally open after almost five months closed because of the pandemic. The manager dared to open it after a policy from the Madiun Government.

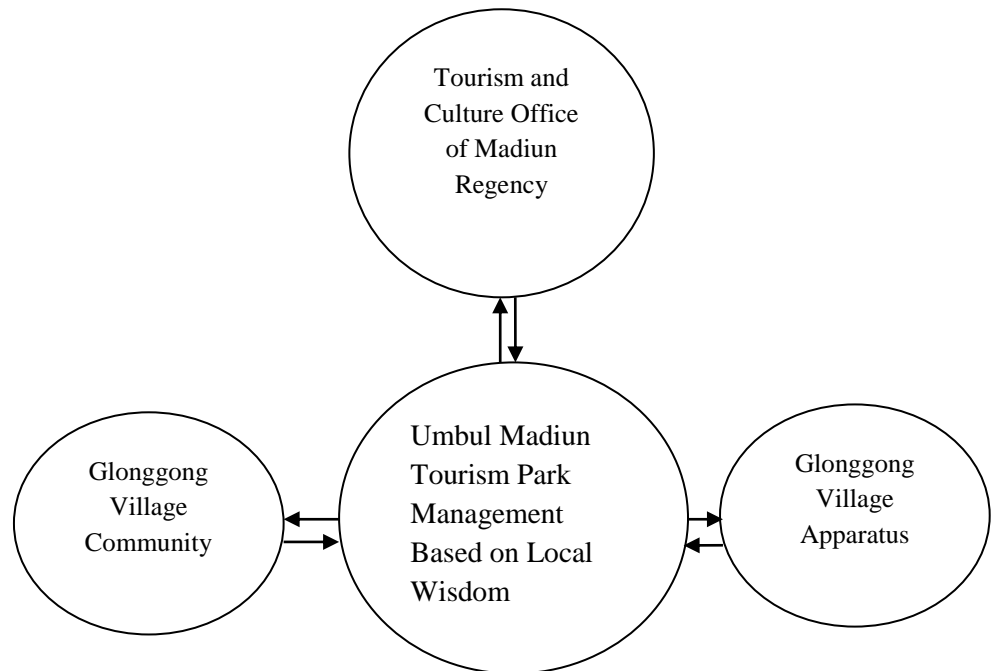**Tourism Communication Management of Umbul Madiun Tourism Park**

Umbul Madiun tourism management is related to planning, organizing, briefing, and supervision. At the planning level, Umbul Madiun tourist park performs various steps such as planning in the field of improvement and improvement of facilities, targets or targets of visitors who want to be achieved, as well as human resources planning that wants to be improved in

managing the tourist park. Planning also concerns the revenues to be achieved as well as the budget to manage the tourist park. From several interviews with the manager obtained a pattern of planning a tourist park based on local wisdom of east Java cultural tourism with a blend of modernity values. The planning of facilities concerns children's playground facilities, zoos, stalls and street vendors both in and around the tourist park, MCK premises, swimming pools, and baths, as well as tourist parks within the tourist complex. Target planning or target visitors include children or toddlers, teenagers, adults, and the elderly. Lastly planning relates to the human resources owned by the tourist park as needed. Hr planning concerns the needs of human resources both at the level of numbers, skills or skills, as well as the integrity of human resources to improve and advance umbul Madiun tourist park. If the planning pattern of Umbul Madiun tourist park is described as follows.
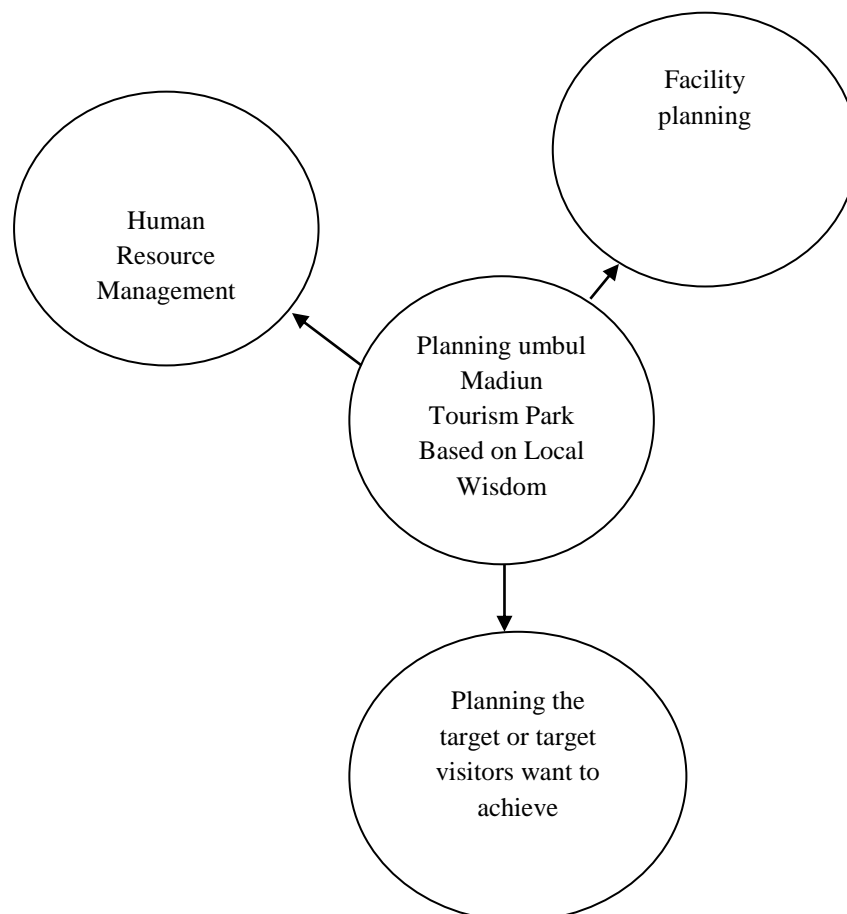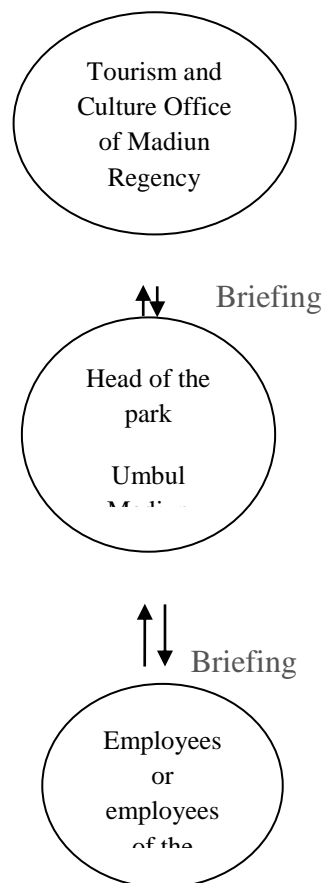

At the organizing level, umbul Madiun tourism park management is related to the overall tourism management. From the results of interviews with the managers of umbul Madiun tourist park, it was obtained that the management of the tourist park involves various institutions both government and private agencies. Institutionally, Umbul Madiun tourism park is under the coordination of the tourism and culture office of Madiun Regency. The management of the tourist park consists of employees and officials in umbul Madiun tourist park. Inside umbul Madiun tourist park, employees and employees are responsible to the head of the park manager.

The division of work in the tourist park consists of units such as facilities maintenance units, parking attendants, animal units, playground management units such as swimming pools, baths and others. The cleaning unit is in charge of guarding and cleaning the tourist park from the garbage of tourist visitors. The administrative unit is tasked with making administrative reports of tourist park data such as facilities, visitors, and other data related to tourism management. The Finance Unit is tasked with creating financial data for both incoming and outgoing money. In addition, the management also involves the tourism office of Madiun Regency as the person in charge of the entire tourism park in Madiun Regency. Management also involves glonggong village apparatus. The management of the tourist park is also based on local cultural wisdom where the residents around the tourist park also contribute to the smoothness of the tourist park. If depicted, the management pattern of Umbul Madiun tourist park is as follows.
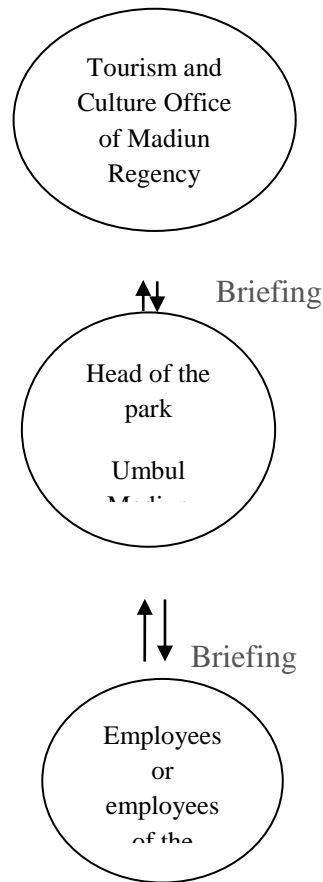

At the briefing level, umbul Madiun tourism park management combines instructional elements and accommodation input from various parties. The head of Umbul Madiun tourist park as the vanguard in implementing the field of management of the tourist park gives instructions and direction to the employees and employees in the tourist park environment to carry out their duties in accordance with the duties and work that has been charged to them. The head of Umbul Madiun tourist park also received input from employees and employees who were in direct contact with field duties. As the holder of field control in carrying out duties, the head of the tourist park coordinates

and is responsible for the tourism office of Madiun Regency. When depicted, the stages of direction patterns in the tourist park are as follows:

```
        ┌─────────────────┐
        │   Tourism and   │
        │  Culture Office │
        │    of Madiun    │
        │     Regency     │
        └─────────────────┘
                ↑↓   Briefing

        ┌─────────────────┐
        │   Head of the   │
        │      park       │
        │                 │
        │     Umbul       │
        │                 │
        └─────────────────┘
                ↑↓   Briefing

        ┌─────────────────┐
        │   Employees     │
        │       or        │
        │   employees     │
        │    of the       │
        └─────────────────┘
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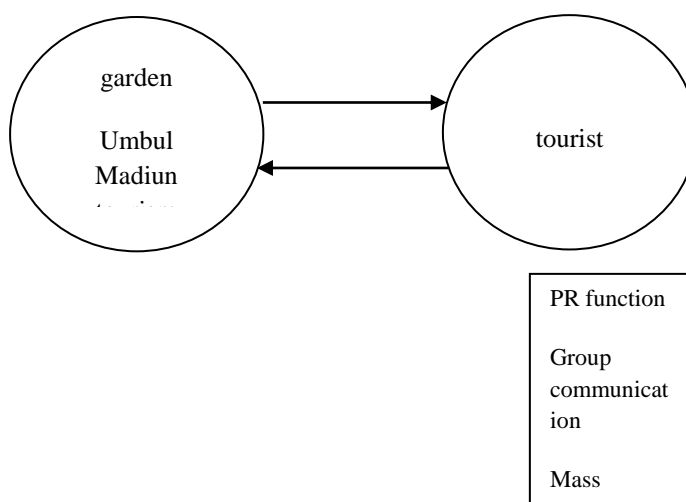
At the level of supervision, the head of the tourist park as the main holder in internal supervision. Supervision includes supervision of employee performance in each unit such as performance related to zoo facilities, children's playground and entertainment, swimming pool and bath, as well as MCK and park cleanliness. Surveillance adopts a

system of surveillance convergence. If depicted, the pattern of surveillance is as follows.

```
            ┌─────────────┐
           (  Tourism and  )
           ( Culture Office )
           (  of Madiun     )
           (   Regency      )
            └─────────────┘
                 ↑↓        Briefing
            ┌─────────────┐
           (  Head of the  )
           (     park       )
           (    Umbul       )
           (    Madiun      )
            └─────────────┘
                 ↑↓        Briefing
            ┌─────────────┐
           (  Employees     )
           (     or         )
           (  employees     )
           (   of the       )
            └─────────────┘
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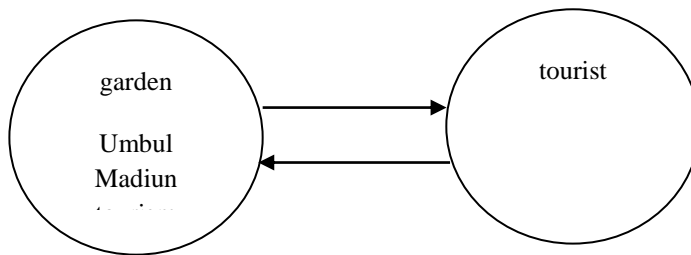
Tourism Communication of Umbul Madiun Tourism Park

The essence of communication is sharing information and the use of a sign or symbol. Tourism communication discusses how communication within an object or tourist park is either inward or outward. As a tourist attraction, Umbul Madiun tourist park communicates both through group and individual communication, mass communication, organizational communication, marketing communication, and public relations to boost and increase tourist park visitors. Marketing communication of Umbul Madiun tourist park suspects tourism marketing as a product to domestic or foreign tourists with symbols of umbul Madiun tourism brand. Tourism marketing concerns the marketing of zoos, amusement parks and playgrounds, and the beauty of tourist parks. Marketing communication pattern of Umbul Madiun tourist park if described as follows.

```
     ┌──────────┐              ┌──────────┐
    (  garden   )  ────────▶  (          )
    (  Umbul    )             (  tourist  )
    (  Madiun   )  ◀────────  (          )
     └──────────┘              └──────────┘

                          ┌──────────────┐
                          │ PR function  │
                          │              │
                          │ Group        │
                          │ communicat   │
                          │ ion          │
                          │              │
                          │ Mass         │
                          └──────────────┘
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Marketing Communications

Destination brands concern the spread of products in this case brands and objects that will be offered to tourists. Destination brands concern the brand of zoo objects, play and entertainment facilities, and bathing gardens and swimming pools, among others. If illustrated, the brand pattern of Umbul Madiun tourist park destination is as follows.

garden

Umbul
Madiun

tourist

Communication of tourism transportation of Umbul Madiun tourist park concerns transportation affordability information to visit Umbul Madiun tourist park. Transportation communication also concerns the location map of Umbul Madiun tourist park which allows transportation to reach the location. If depicted, umbul Madiun tourist transportation communication is described as follows.

garden

Umbul
Madiun
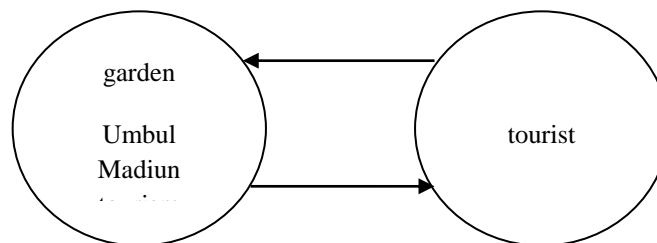
tourist

Dissemination of location map information

Dissemination of information on the affordability of transportation to tourist sites, good transportation and environmentally friendly.
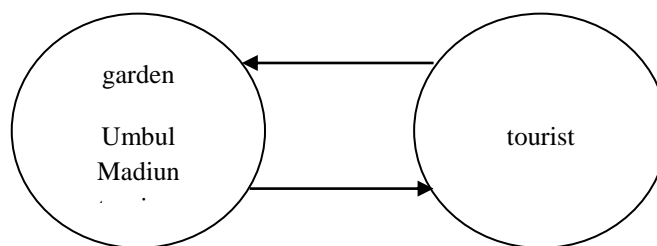
Visual communication is a strategy to promote Umbul Madiun tourist park to tourists. Umbul Madiun's visual communication concerns the creation of advertisements in the form of banners or banners and pamphlets or brochures. Here is a picture or visual communication pattern of Umbul Madiun tourist park.

garden

Umbul
Madiun
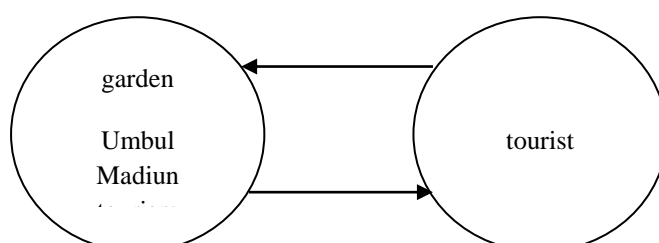
tourist

Visual dissemination of information

Brochure or pamphlet or banners

Tourism group communication is one of the communications conducted by Umbul Madiun tourism park in conducting tourism promotion. Group communication is conducted with the FGD system in groups targeting tourists such as groups of school children from PAUD to high school, colleges, playgroups, and other target-targer groups of tourists. The following is the gampar or communication pattern of umbul Madiun tourism group.
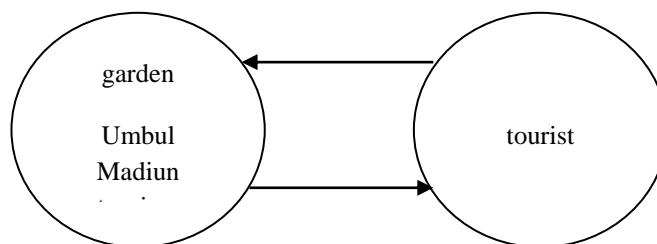
```
   ⌒⌒⌒                    ⌒⌒⌒
  /      \      ⟵────     /      \
 | garden |              |        |
 | Umbul  |              | tourist |
 | Madiun |    ────⟶     |        |
  \  .  . /               \      /
   ⌄⌄⌄                    ⌄⌄⌄
```

Group communication (FGD)

Early childhood education to high school

Youth groups, mothers, and communities as targeted tourists

On the level of internet communication (on line) tourism, Umbul Madiun tourist park conducts promotions via intertet such as the creation of umbul madiun tourist park website, blogs, WA groups, face book, twitter, instagram, and others. Here is a picture or pattern of internet communication of Umbul Madiun tourist park.

```
   ⌒⌒⌒                    ⌒⌒⌒
  /      \      ⟵────     /      \
 | garden |              |        |
 | Umbul  |              | tourist |
 | Madiun |    ────⟶     |        |
  \  .  . /               \      /
   ⌄⌄⌄                    ⌄⌄⌄
```
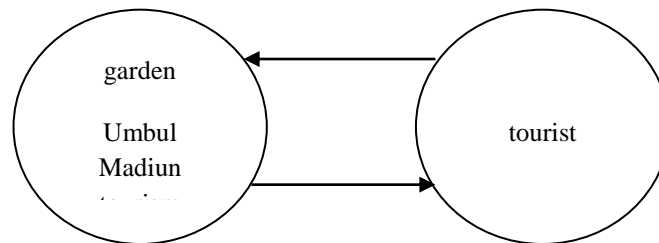
On line Communication

Umbul Madiun tourist park website

Face book, twitter, instagram and WA groups

At the public relations level or PR (Public Relesen) umbul Madiun tourist park conducts dissemination of information and cooperation with both private institutions and other governments. Private lemabaga such as private schools, youth organizations mosques and

mosques, nature lovers organizations and others. Government agencies such as the tourism office of Madiun Regency, transportation office, labor and immigration office, agriculture office and PERHUTANI, livestock service and others. Here is the pr pattern of Umbul Madiun tourist park.
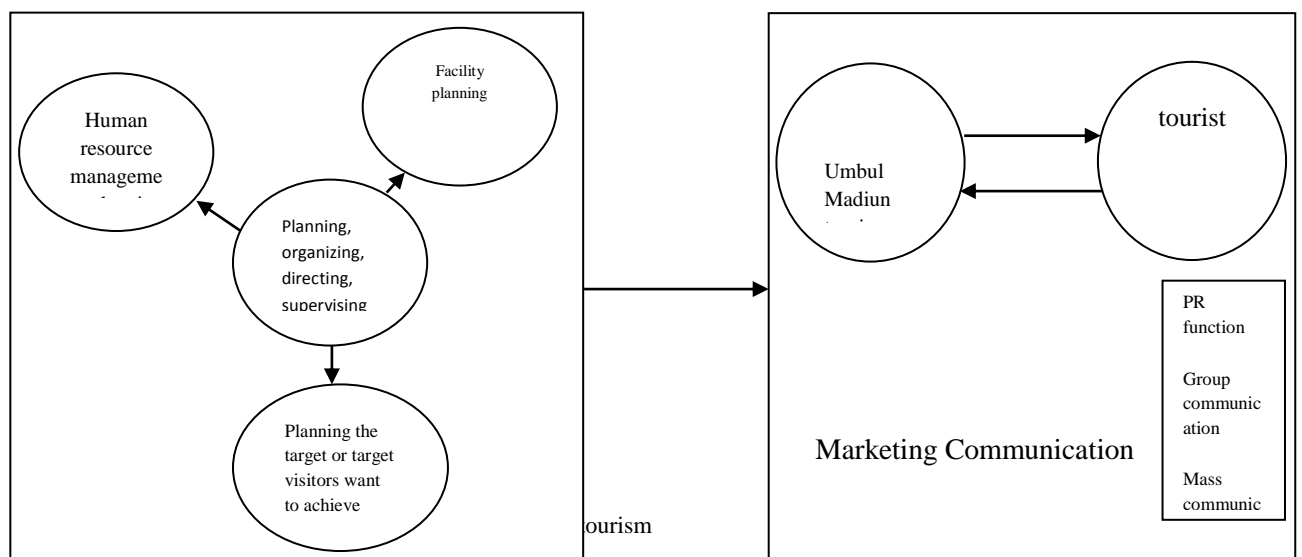

PR Communication

Cooperation of private institutions (private schools, mosque organizations and others)

Government agencies such as tourism and culture, agriculture and others.

Tourism Communication Management of Umbul Madiun Tourism Park

From various data obtained obtained that the process of tourism communication management involves the role of PR, group communication, mass communication and destination branding. Management and communication barriers in marketing are more pronounced in the technical aspects of improving the marketing of Umbul Madiun tourist park. Modernization of marketing technology, budget, and human resources limitations are also slow marketing processes. Here is the model of tourism communication management within the scope of marketing.
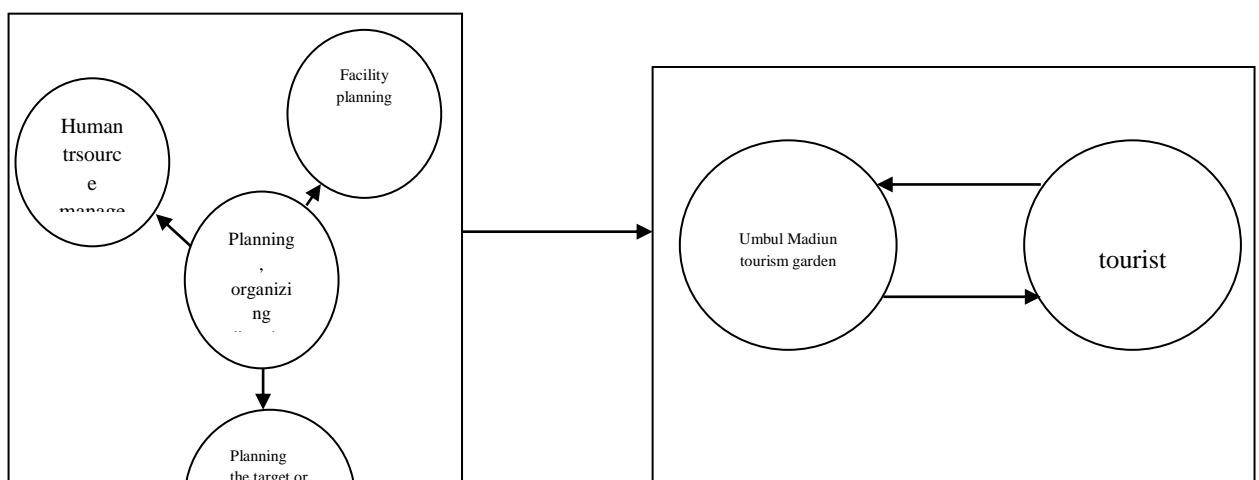
Communication

Management

At the level of tourism communication management brand destination brand zoo facilities play, baths, swimming pools, amusement parks and others obstacles that arise, among others, the difficulty of designing a good brand of zoo facilities, entertainment and play venues, baths and swimming pools, as well as other facilities that are suitable for all ages and groups. Here is the model or pattern of tourism communication management at the destination brand level.
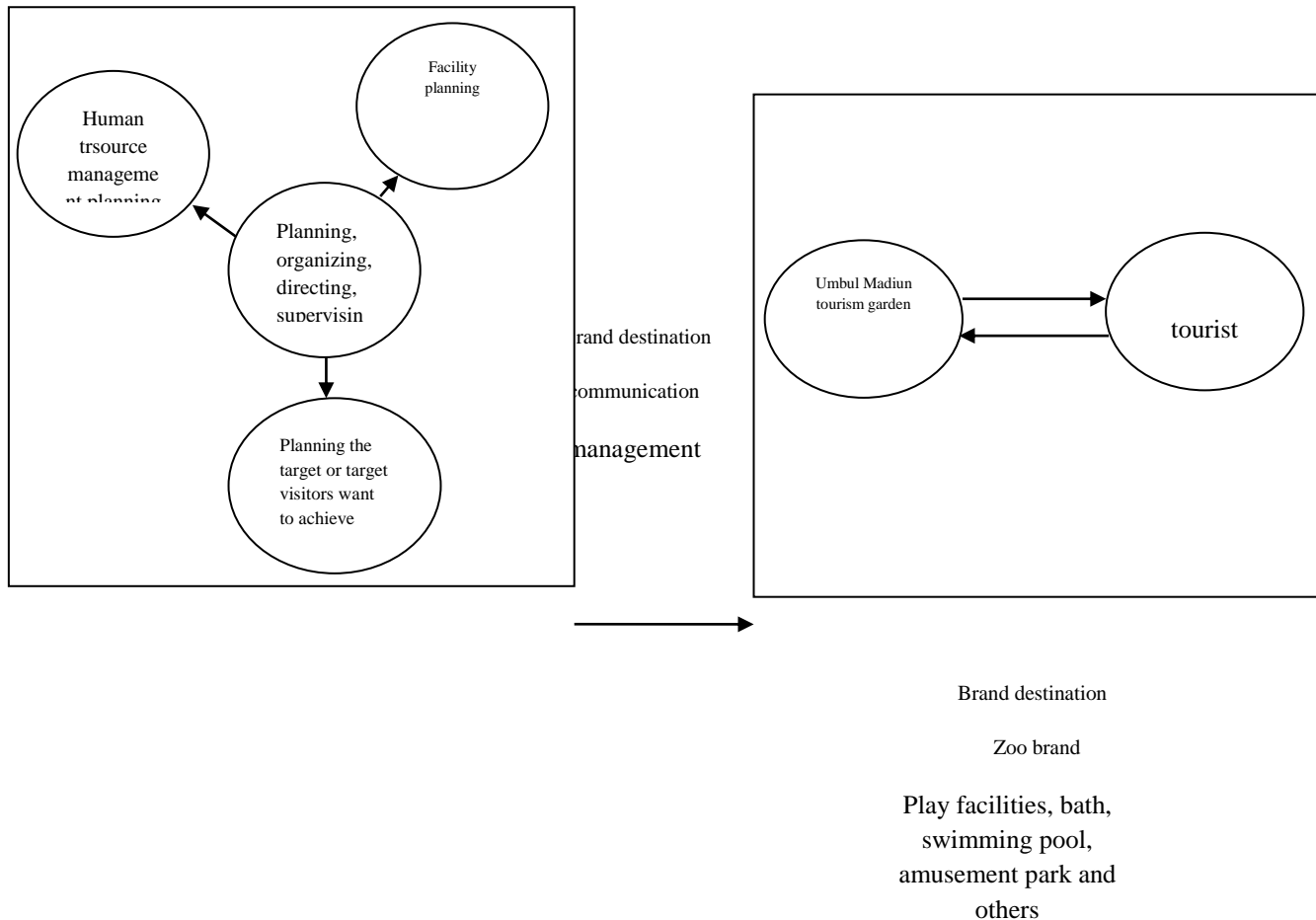
Brand destination

Zoo brand

Play facilities, bath, swimming pool, amusement park and others

At the level of tourism communication management on the scope of transportation communication obstacles that arise include realizing visitors or tourists to use the vehicle well and environmentally friendly. The limitations of parking lots on weekends are very difficult and it takes hard work to organize visitor vehicles well. The following is the pattern of tourism communication management of Umbul Madiun tourist park at the level of transportation communication.

Transportation

communication

management

Dissemination of location map information

Dissemination of transportation affordability information to tourist sites, good transportation and environmentally friendly.
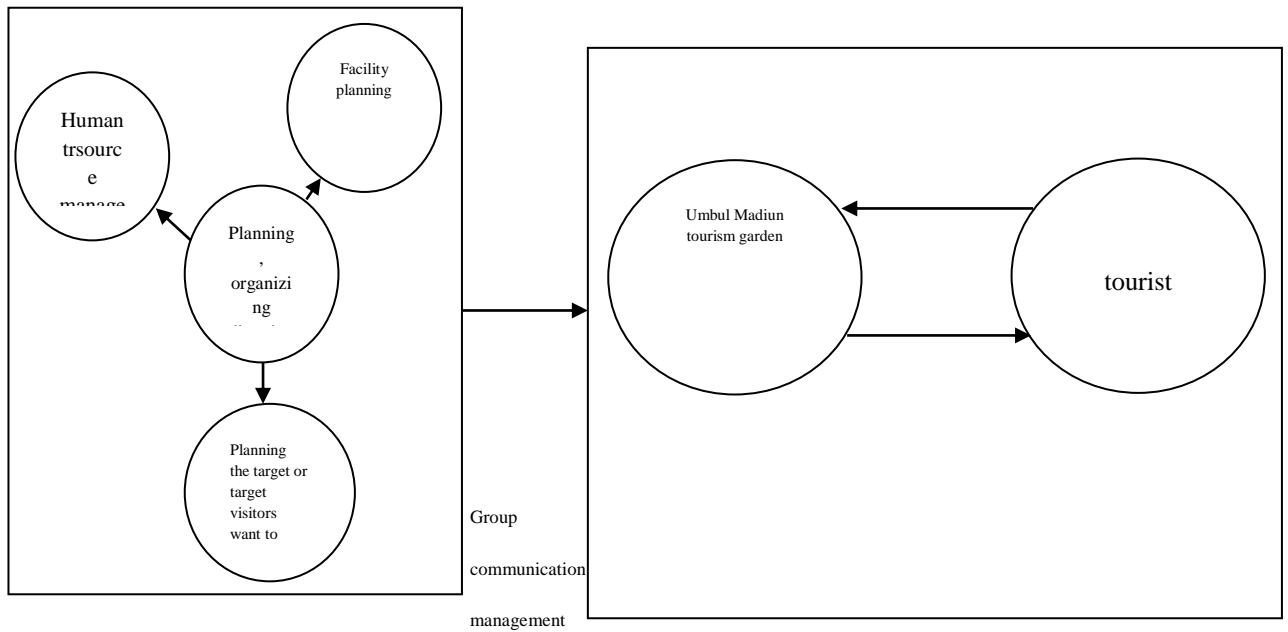
At the level of tourism communication management in the scope of visual communication, obstacles that arise include limitations in designing pamphlets, brochures, banners, or travel book guides that are able to adopt all age groups or social status. The following is the model or pattern of communication management of Umbul Madiun tourism park at the level of visual communication.
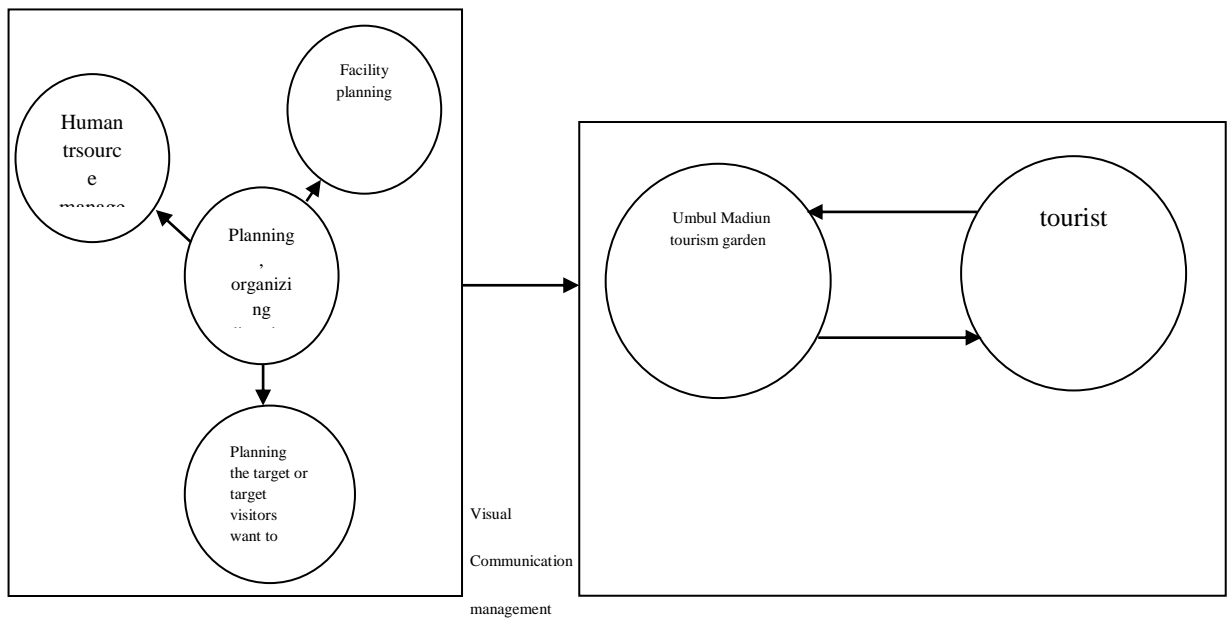
Visual dissemination of information

Advertising brochures or pamphlets or banner

At the level of tourism communication management on the scope of group communion, the problems that arise include designing a message that is able to accommodate all groups and social status at the level of Focus Group Discussion (FGD). The following is the pattern of umbul Madiun tourism communication management at the group communication level.

Facility planning

Human trsourc e manage

Planning , organizi ng

Planning the target or target visitors want to

Group

communication

management

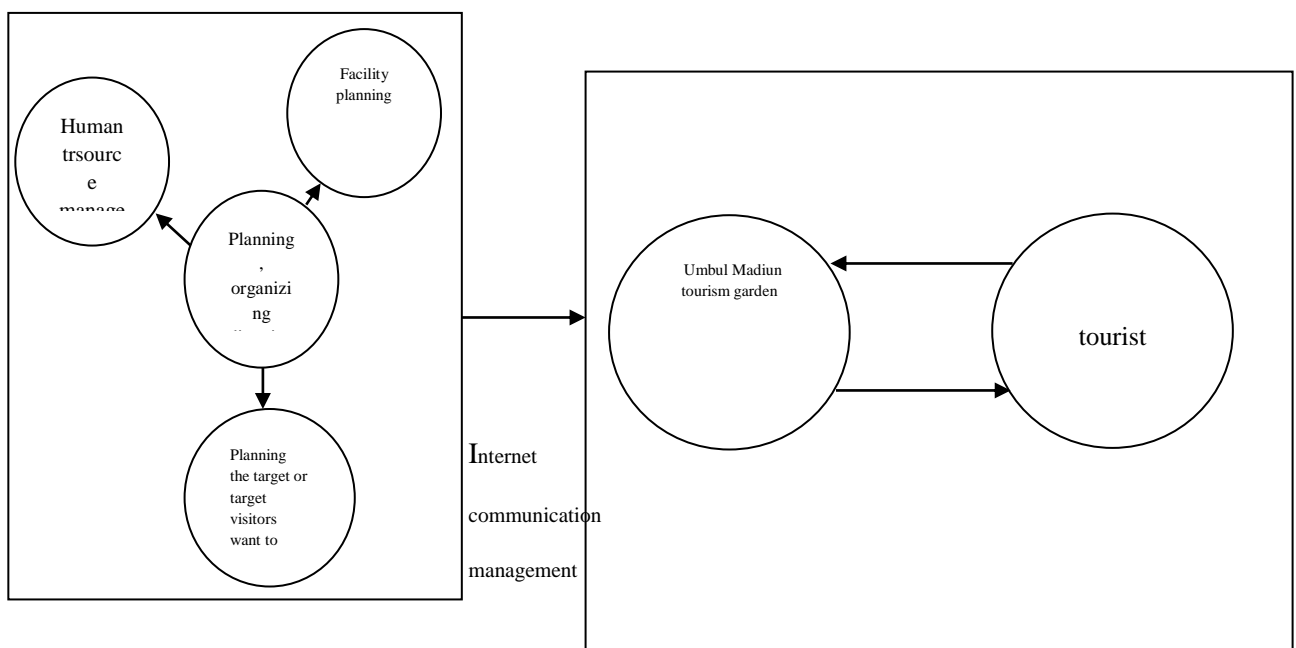Umbul Madiun tourism garden

tourist

Group communication (FGD)

PAUD to High School

Youth groups, mothers, and communities as targeted tourists

At the level of communication management of internet media tourism (online) obstacles that arise include the ability to design internet messages that are friendly to all ages and social status or class. The following is the pattern of communication management of umbul Madiun tourist park internet media (online).

Facility planning

Human trsourc e manage

Planning , organizi ng

Planning the target or target visitors want to

Internet

communication

management

Umbul Madiun tourism garden

tourist

On line Communication

Umbul Madiun tourist park website

Face book, twitter, instagram and WA groups

At the level of tourism communication management the scope of PR (PR) obstacles that arise include forms and models of cooperation between institutions to unite various interests. As a tourist attraction under the auspices of the tourism office, Umbul Madiun tourist park is subject to the rules of the tourism and culture office of Madiun Regency. A tug of interest sometimes occurs. The following is the pattern of communication management of umbul MAdiun tourist park tourism in public relation level.
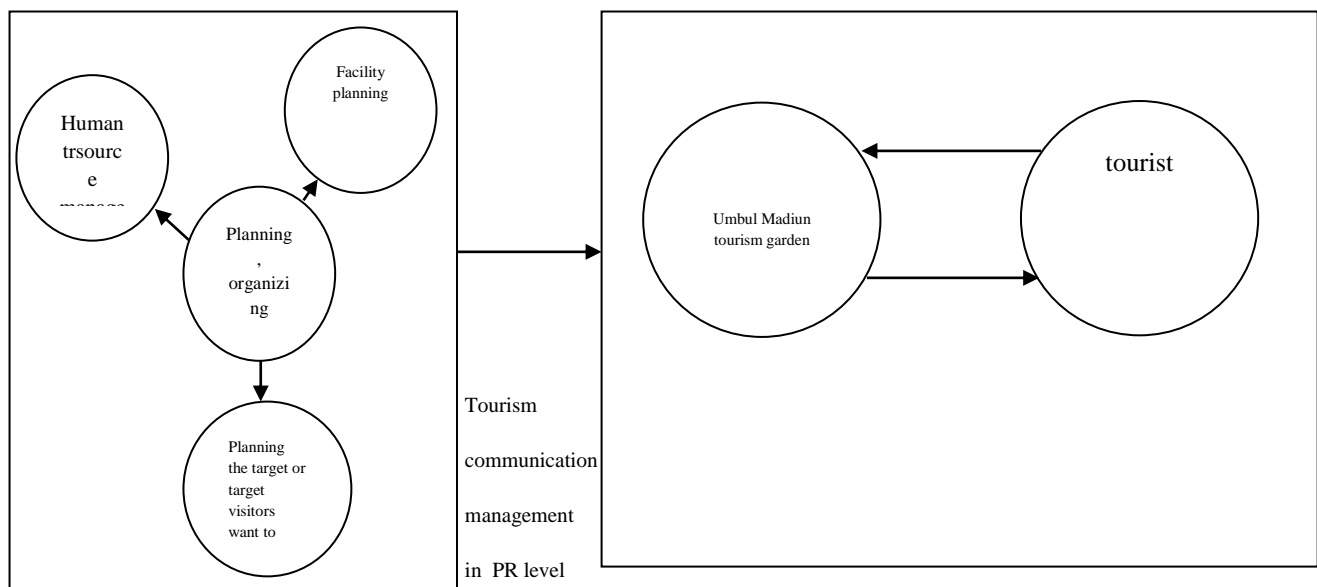
PR Communication

Cooperation of private institutions (private schools, mosque organizations and others)

Government agencies such as tourism and culture, agriculture and others.

CONCLUSIONS AND RECOMMENDATIONS

Tourism communication management of Umbul Madiun tourist park using marketing communication function, destination brand, transportation communication, visual communication, group communication, internet communication (online) and PR communication (PR) Obstacles that arise in the management of tourism communication include limitations in designing and managing communication messages that are able to adopt various interests of groups and social status.

The sustainability of Umbul Madiun tourist park is not only the responsibility of employees or employees in the tourist park but also the surrounding community and related agencies that support the management of the tourist park.Funding support from the government is also needed for the sustainability of Umbul Madiun tourist park so that better management in addition to revenues from visitors (tourists)

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