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THE ROLE OF ENGLISH LANGUAGE FOR MARKETING STRATEGY AND PROMOTION OF TOURISM OBJECT IN DINAS PARIWISATA PROVINSI SULAWESI BARAT

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Abstract

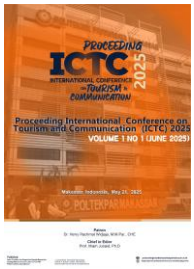
In the era of the Industrial Revolution 5.0 emphasizes synergy between humans and technology, mastery of English is a crucial skill in the tourism sector, especially to reach foreign tourists. West Sulawesi has great potential in tourism sector, both in terms of natural beauty, local culture, and maritime wealth, with leading destinations such as Karampuang Island, Dato Beach, and Gusung Toraja Island. However, the low level of foreign tourists visit to areas such as Mamuju still reflect the limited effectiveness of promotion, especially in the utilization of digital media and the use of English in promotional materials. This study was aimed to analyze for marketing strategy and also the role of English in tourism promotion by *Dinas Pariwisata Provinsi Sulawesi Barat.* Further, this study used a qualitative approach through observation, documentation studies and semi-structured interviews with the relevant participants. The results showed that the various promotional efforts have been made through social media, exhibitions, and publications. Besides, the quality and effectiveness of message delivery still need to be improved especially the use of communicative English as well as attractive visual presentation has not been optimized maximally. In addition, the findings indicate that the importance of strengthening from the capacity of human resources through English Language training as well as an understanding of tourist destination management. This attempt was expected to support a more professional promotional strategy which able to compete at the global level. In conclusion, improving the quality of digital content, effective use of English, and human resource development are key elements in improving the competitiveness of West Sulawesi tourism sector in the international level.

Keywords: Tourism Marketing Strategy, English language, Digital promotion, International tourists

1. INTRODUCTION

English is one of the international languages that is very commonly used in the world of tourism. n the current era of the society 5.0 Industrial Revolution, English is an important means of communication mastered by tourism participants in Indonesia. According to (Hotimah & Raihan, 2020), the 5.0 era emerged as a development of the industrial revolution 4.0, which is considered to have the potential to degrade the role of humans themselves. Further, English is very important to master, especially in the era of Society 5.0, which relies on the role of humans and technology together. Along with technology and information is increasingly sophisticated and advanced, the potential of tourist areas that local and foreign tourists wants to visit is even greater in demand because access to information on regional tourist locations that can be accessed through websites or social media is increasing. Therefore, English language skills provide many opportunities to improve tourism promotion, transportation and accommodation services in order to grow local tourism.

West Sulawesi Province has a wealth and diversity of natural resources and local wisdom that is quite abundant. It spreads in the various regions. Moreover, a variety of product diversity that is an attraction for local, domestic, and foreign tourists. Starting from lowlands such as underwater natural beauty, white sand

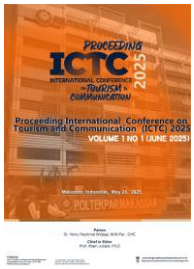


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beach, and the natural beauty of cool mountains to local wisdom and cultural diversity of coastal residents. (Hilaluddin, 2021), head of the tourism destination development sector, stated that there are priority tourism objects in West Sulawesi, including the following:

1. Tondok Bakaru Nature Tourism
   Tondok Bakaru is a village at the foot of the Gandang Dewata National Park mountain. Located in Tondok Bakaru village, Mamasa sub-district, Mamasa district, West Sulawesi province. It has the beauty of an exotic and enchanting natural panorama. With various natural tourism objects such as views of the land above the clouds, pine forests, orchid cultivation, rice fields, agrotourism, and several other view.
2. Karampuang Island Marine Tourism
   Karampuang Island is a leading tourist destination in West Sulawesi, which has an area of 6.37 km² with a population of 2.937. It is located in west of Mamuju City and precisely in Karampuang Village, Mamuju Sub-district, Mamuju District, West Sulawesi Province, is a residential tourist area inhabited by residents of one Karampuang Village. It has an exotic and enchanting natural panoramic beauty with a variety of marine natural attractions that are still beautiful and natural, such as natural views of the hills, views of the high seas with very clear water surfaces, sandy beaches, and underwater beauty with fascinating biota (diving and snorkeling spots). It is not only nature and marine. Karampuang Island also has cultural heritage such as the three-flavored well, boat well, and tongue and bat cave.
3. Dato Beach Maritime
   Tourism Dato Beach is a white sand beach with towering coral cliffs along the shoreline. It is located in Pangale Hamlet, Baurung Village, East Banggae Sub-district, Majene District, West Sulawesi Province. It has the beauty of an exotic and enchanting natural panorama with a variety of natural and maritime tourist attractions that are still natural, such as natural views of the hills and views of the open sea with very clear water surfaces and white sand beach.
4. Gusung Toraja Island marine tourism
   Gusung Toraja White Sand Island is a white sand island, small in size like a soccer field, located in Ammassangan, Binuang sub-district, Polewali Mandar district, West Sulawesi province. It has an exotic and enchanting natural panoramic beauty with various natural attractions and materials in it, such as white sand islands, views of the open sea, fishing locations, camp areas, and several Instagrammable photo spots.
5. Kambunong Island Maritime Tourism
   Kambunong Island is an island located in Kambunong Village, Karossa sub-district, Central Mamuju district, West Sulawesi province. It has an exotic and enchanting natural panoramic beauty, with various natural and maritime tourist attractions such as natural views of the hills and the high seas, camp areas, Instagrammable photo spots, and several other attractions.
6. Koa-Koa Beach Marine Tourism
   Koa-koa Beach is one of the beach tourism destinations located in Polewali Village, Bambalamotu Sub-district, Pasangkayu District, West Sulawesi Province. It has an exotic and enchanting natural panoramic beauty, with a variety of natural and marine tourism objects of interest, including the natural scenery of the high seas, sunsets, and underwater beauty (diving)
7. Maritime Tourism of the Bala Balakang Islands.
   The Bala Balakang Islands are included in the Mamuju district, West Sulawesi province. It has an area of about 1.47 km² with a population of 2.705. It also has an exotic and enchanting natural panoramic beauty, with various natural and marine tourism attractions in it. Among others, the



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view of the open sea, white sand island, very clean seawater, sunset and sunrise, fishing locations, snorkeling, and so on.

Dinas Pariwisata Provinsi Sulawesi Barat is an institution that has a mission to increase innovative and highly competitive economic growth. The goal is increasing domestic and foreign tourist visits by implementing one of the strategies to increase the number of tourist visits through tourism marketing by directing policies such as implementing market analysis, as well as event-based domestic and foreign tourism promotion, social media, and others, as well as the implementation of certification and standardization of human resources for tourism actors, especially staff at *Dinas Pariwisata Provinsi Sulawesi Barat.*

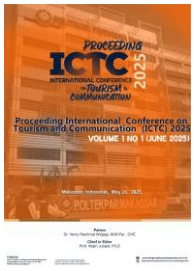
Tourism promotion in today's digital era is highly dependent on the existence of media as the main goal to introduce and promote tourism objects. Media plays an important role in supporting an effective promotion strategy. However, the effectiveness of the media does not only depend on its use, but also on the ability to bring innovation to the delivery of information. Therefore, creative and adaptive media development is needed to attract the attention of tourists, both domestic and foreign. According to (Everett et al., 2003) in (Mirnasari, 2013), innovation is an idea, practice, or object that perceived. It means that innovation is an idea and then practice the new idea in daily (71-48)

For example, during the Gema Sulbar and Manakarra Fair events, promotional media were actively utilized to introduce tourist attractions in West Sulawesi. The media used flyers, promotional videos, and social media. In addition, promotion is also carried out through the publication of books containing information about leading tourist destinations in the region. Although the various forms of media have been utilized, innovation is still needed in the presentation of promotional materials to make them more effective and attractive, especially for foreign tourists. One form of innovation that can be applied is the use of bilingual language in all promotional media, including flyers, videos, and printed publications. The appropriate use of English is not only important in terms of visuals and content, but also in terms of effective information delivery in the context of tourism. Therefore, promotional media should be designed by considering the quality of the language used, both grammatically and communicatively. In addition to media development, the availability of Human Resources who have adequate English language skills is also an important aspect. Furthermore, competent human resources in the field of English can play a direct role in promoting the tourism potential of West Sulawesi to foreign tourists in a more professional and communicative manner. In this case, the writer was interested in examining the role of English language for marketing strategy and promotion of tourism objects in *Dinas Pariwsata Provinsi Sulawesi Barat.*

2. REVIEW OF LITERATURE

(Chaffey & Ellis-Chadwick, 2022) outline that today's marketing strategies must include digital channels to reach consumers in a personalized and real-time manner. (Jain et al., 2021) state that customer-based marketing strategies that prioritize personalization, customer's experience, and retention are superior to strategies that only focus on products or prices.

(Kotler & Keller, 2020) define marketing promotion as the part of integrated marketing communication which includes all activities design to effectively convey the value proposition of a product to target customers. The use of English as the main medium of promotion is crucial to reach the segment of international tourists who do not understand the local language. With the increasing digitization of tourism, (Kurniawan & Heridiansyah, 2024) analyzed the use of English in digital marketing content by Indonesian tourism businesses. They finally found that well-written English promotional materials on websites and social media platforms attract more international visitors and improve destination visibility.



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3. RESEARCH METHODOLOGY

2.1 Data collection

Data collection is gathering of information on targeted variables in an established system and then enables one to answer relevant questions and evaluate outcomes. Further, the data collections were used in this research were observation and interview. The data were obtained by the writer to support the analysis.

2.2 Observation

The writer used observation to innovate marketing strategy and promotion in this instance during research.

1. Semi structured interview

During the research conducted at *Dinas Pariwisata Provinsi Sulawesi Barat*, the writer carried out interviews with several key informants, including the Head of the Tourism Office, the Head of the Tourism Promotion Division, staff members from the tourism promotion unit, and personnel from the institutional tourism section, including tour guides. The writer had the opportunity to communicate directly with these individuals to gain depth insights into the promotional strategies used by the office. Besides, the interviews were transcribed manually onto paper as a means of documenting and preserving the content of the conversations for further analysis.

2. Data analysis

Data analysis is the process of evaluating, manipulating, and modeling data in order to extract usable information, analyze it, and draw conclusions. Analyzing data is important for supporting and drawing conclusions. The purpose of data analysis is to provide accurate evidence for this final report. The author examines the data by using transcript data and notes from this observation. Following data collection by the writer, when the author did this research in *Dinas Pariwisata Provinsi Sulawesi Barat*, she began to identify the challenges that develop.

2.3 Framework of the report

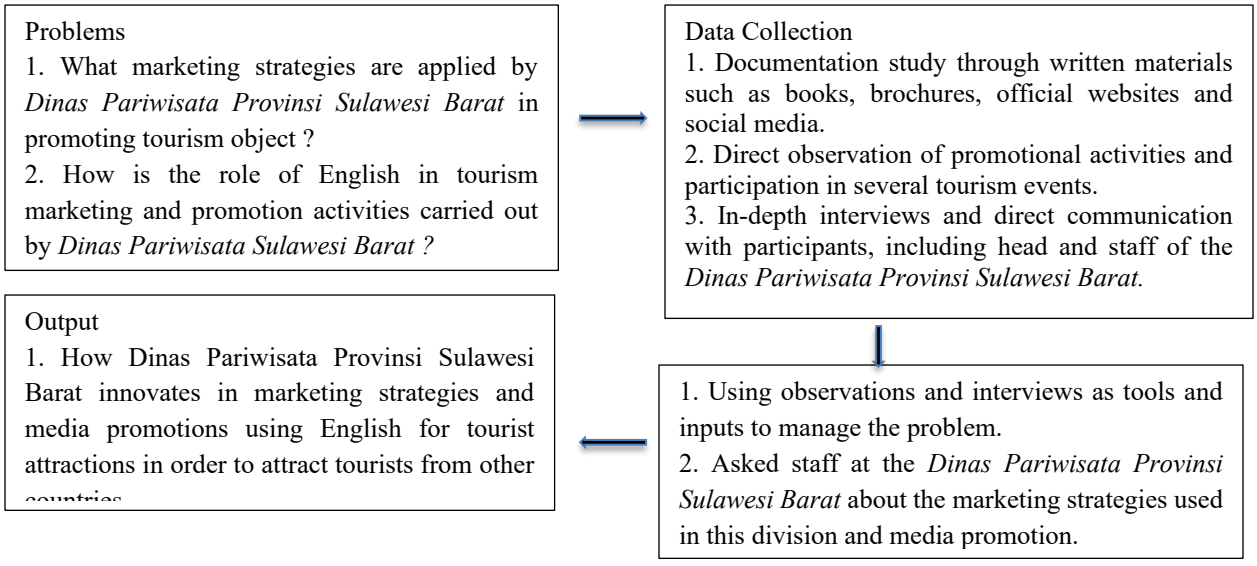
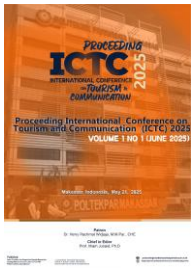


Figure 1: Framework of Report
Sources Authors, 2025



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4. FINDINGS AND DISCUSSION

The writer conducted this research at the *Dinas Pariwisata Provinsi Sulawesi Barat* from April 21st to May 2nd, 2025. During the research period, the researcher was assigned to the Tourism Marketing Division and had the opportunity to meet with the Head of the Tourism Marketing Division, Dra. Hj. Sariani Lasami.



Figure 2: Interview The Head of Tourism Marketing Division
Sources Authors, 2025

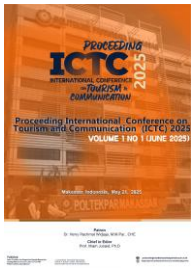
In this section, the writer would like to answer the statement problems 1) Marketing strategies used by *Dinas Pariwisata Provinsi Sulawesi Barat* to promote the tourism objects in West Sulawesi Province and 2) Role of English language in *Dinas Pariwisata Provinsi Sulawesi Barat* to promote the tourism object.

3.1 Marketing strategies used by *Dinas Pariwisata Provinsi Sulawesi Barat* to promote the tourism objects in West Sulawesi Province.

Dinas Pariwisata Provinsi Sulawesi Barat continues to refine its marketing strategies to enhance the visibility and appeal of its diverse tourism destinations. This strategic effort aims to increase tourist interest and attract more visitors, especially in a highly competitive tourism market. As emphasized by (Chaffey & Ellis-Chadwick, 2022), marketing strategies in the digital era must include personalized and real-time communication through digital platforms. This aligns with the current challenge is faced by the tourism office: the relatively low number of foreign tourist arrivals which is largely due to the limited dissemination of promotional content to both national and international audiences.

The content that currently exists is often not systematically packaged or visually engaging, and its accessibility through digital platforms remains suboptimal. One of the most pressing issues is the underutilization of social media as a promotional tool. Further, the social media has become a key channel in modern marketing, providing fast, broad, and interactive communication that can easily reach the global audiences. The effective platforms that we can utilize like Instagram, Facebook, and YouTube is essential not only for visibility, but also for shaping a modern and attractive tourism image.

In this regard, the use of English plays a strategic role in extending the reach of digital marketing content to international markets. (Jain et al., 2021) argued that customer-based marketing strategies that focus on personalization and customer experience are more effective than those centered merely on products or pricing. The use of communicative and audience-friendly English in promotional materials enables *Dinas Pariwisata Provinsi Sulawesi Barat* to create stronger engagement with foreign audiences, enhancing their overall experience and increasing the likelihood of interest and visits.



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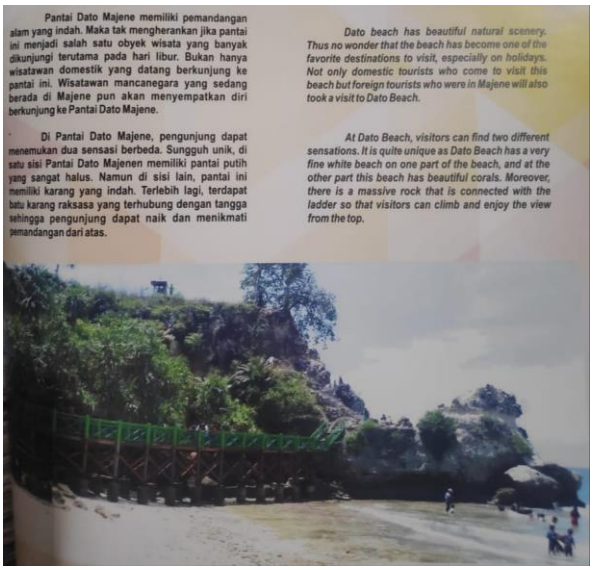


Figure 3: Promotion use Bilingual Language
Sources Tourism Mapping of West Sulawesi Province, 2025

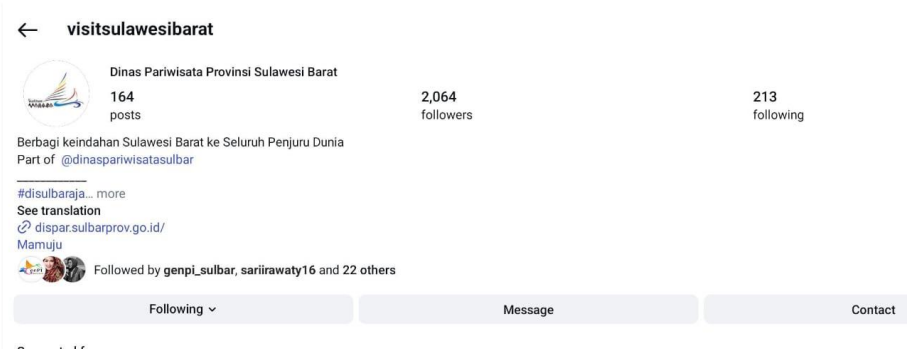
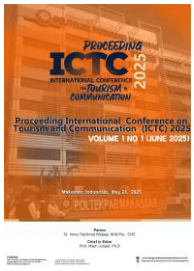


Figure 4: Dinas Pariwisata Sulawesi Barat's Instagram account
Sources instagram @visitsulawesibarat , 2025



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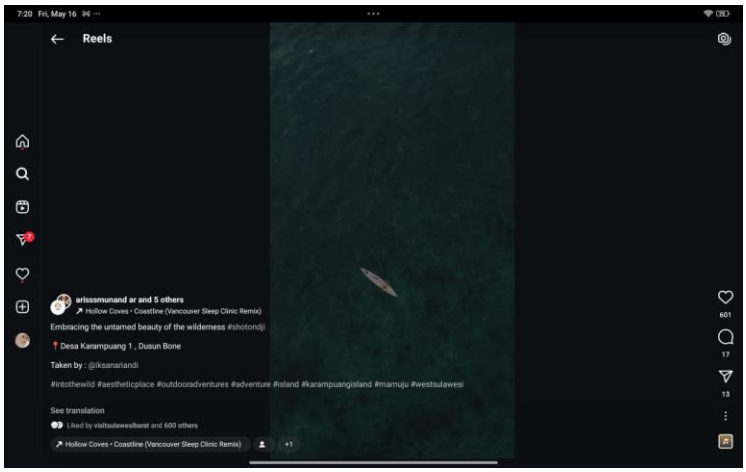
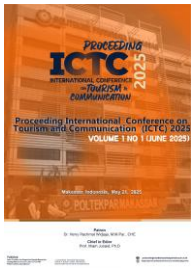


Figure 5: Caption Instagram
Sources instagram @visitsulawesibarat, 2025

Moreover, the promotion of West Sulawesi tourism needs to prioritize the development of interactive digital content such as multilingual websites, engaging visual storytelling, and consistent participation in national and international tourism exhibitions. These efforts should be accompanied by capacity-building initiatives, including English language training for tourism staffs and content creators. Strengthening human resource capabilities in language and digital skills is crucial to ensure that the promotional strategies are not only informative, but also globally competitive.

3.2 Role of english language in *Dinas Pariwisata Provinsi Sulawesi Barat* to promote the tourism object.

English plays a crucial role in promoting tourism, especially to international audiences. According to (Kotler & Keller, 2020), effective marketing communication must convey value clearly to the target audience using English allows tourism messages to reach global tourists who do not speak the local language. (Kurniawan & Heridiansyah, 2024) also found that Indonesian tourism businesses using high-quality English in digital content—such as websites and social media—were more successful in attracting international visitors and increasing destination visibility. It is based on the interviews with Mrs. Darmawati Ansar, S.Pi., MM (Head of the Tourism Office) and Mr. Habri, S.Pd., M.Hum (Institutional Field of Tourism Office),



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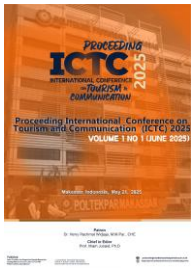


Figure 6: Head of the Tourism Office
Sources Authors, 2025



Figure 7: Institutional Field of Tourism Office
Sources Authors, 2025

It was revealed that Mamuju despite its rich natural and cultural potential, still receives few foreign tourists. Those who visit tend to come for specific purposes like conservation or research, it is not for general tourism. This suggests that promotional efforts have not yet effectively reached broader international markets.



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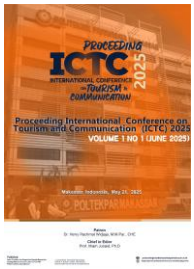


Figure 8: Foreign Tourists in Karampuang Island
Sources Authors, 2025

One major issue is the lack of English-language promotional content and the underutilization of social media as a global communication tool. In addition, the Tourism Office's participation in national and international exhibitions is still limited, missing key opportunities to showcase local attractions through bilingual materials and interactive content. To address these challenges, the Tourism Office has begun improving staff capacity through programs such as a short course in Australia, facilitated by World Indonesia. This program enhanced staff English skills and provided insights into international tourism management, digital marketing, and sustainable tourism practices. This initiative reflects a positive step toward strengthening the professionalism and competitiveness of West Sulawesi tourism with better English proficiency and international knowledge, tourism staffs are now better equipped to promote the region more effectively and attract global visitors.

4. CONCLUSION

West Sulawesi holds tremendous potential as a tourism destination, it is supported by rich natural beauty, diverse cultures, and maritime attractions. However, the low number of international tourist visits reflects gaps in promotional strategies, particularly in the use of English and digital media. This study highlights the various promotional efforts have been made, their effectiveness remains limited due to the lack of high-quality English-language content and innovative digital approaches. In the context of the Industrial Revolution 5.0, where human and technological collaboration is key, English proficiency emerges as a critical skill in tourism promotion. The findings reveal that strengthening human resources through English training and tourism management education is essential to support more professional and globally competitive marketing strategies. The initiative *Dinas Pariwisata Provinsi Sulawesi Barat* such as staffs training programs abroad—demonstrates a strategic shift toward enhancing service quality and promotional competence. Moving forward, developing bilingual digital content, expanding global outreach through exhibitions, and fostering innovation in media presentation will be crucial in elevating West Sulawesi's tourism profile on the international Level.



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