# Community as a Medium for Promoting Cultural Tourism (Study on Ternate Heritage Society Community)

**Syientani Salwa Hardi[1], Johan Fahri[2]**
Universitas Khairun[1,2]
Correspondence Email: johan.fahri@unkhair.ac.id

## ARTICLE INFORMATION

## ABSTRACT

A community is a forum where individuals gather to form a group that takes the initiative to start a process of activities that can improve the situation and condition oneself to carry out positive actions to solve community welfare problems. In addition, the community plays an active role as a forum for distributing various information and promoting tourist attractions. This study explores tourism promotion through a community, especially cultural tourism in Ternate City, North Maluku, Indonesia. This community is called the Ternate heritage Society Community (THS). This study used an ethnographic qualitative approach, and data collection was obtained through observation, interviews, and documentation. This study was conducted in Ternate City using Charmaz's approach. The results of this study show that THS has used a community branding strategy as a form of cultural tourism promotion in Ternate City. Based on the findings, the community covers two aspects—Branding and medium of Promotion. In terms of branding, it can be defined that branding of a cultural community refers to cultural identity, agent of change, and internalized cultural values. Six indicators formed this definition—existing role models, establishing community categories, being motivated, timelines, and character uniqueness of the community. Regarding the medium of Promotion, THS has been an agent of promotion by optimizing digital marketing for millennials. Future studies are also suggested on promoting cultural heritage to the youth.

**Keywords:** Branding, Cultural Community, Cultural Heritage, Ethnography, Promotion

## INTRODUCTION

A community is a forum where individuals gather to form a group that takes the initiative to start a process of activities that can improve their situation and condition by carrying out positive actions to solve community welfare problems (Sukaesih, 2013). Thus, the community plays an active role as a forum for distributing various information. One of them is in terms of promoting tourist attractions. Ternate is one the historic cities with a long history as a stopover place for Arab and Chinese merchants before Christ and Europeans. Culture is sacred and still attached to some local communities, making Ternate one of the cities with cultural tourism potential.

Research conducted by Adam, Wuisang, and Mandey (2019) showed that the results of identifying the potential cultural attractions of Ternate City, such as Kastela Fort, Promise City Fort, Kalamata Fortress, Naka City Fort, Tolluko Fort, Orange Fort, Sultan Baddarudin II Tomb, Sultan Babullah Tomb, Dodoku Ali Park, Ternate Sultanate Kedatong, Heku Mosque, Ternate Sultan Mosque, and Residence Bridge. Thus, there is an alignment that proves that Ternate has potential in historical and cultural tourism. Tourism development in Ternate City continues to increase from year to year. This trend can be seen from the role played in the actions and attitudes of the government, community, and local communities in efforts to develop and conserve tourist attractions, especially cultural tourism.

Rawung, Salindeho, and Mantiri (2019), state that promotion plays a crucial role in the future performance of the Indonesian tourism industry. Alma (as cited in Randa and Achnes, 2015) also mentioned that promotion is a form of marketing communication. Marketing communications can be carried out directly or indirectly, such as advertisements, posters, pamphlets, discussions, meetings, exhibitions, workshops, carnivals, and festivals, as well as exploring cultural tours. In this regard, it is necessary to involve the youth in cultural tourism promotion activities.

However, the Millenials in Ternate City generally promote maritime or nautical tourism through social media. This situation shows that the role of youth in Ternate City in knowledge and efforts to promote cultural tourism, especially historical tourism, is still very small. In addition, judging from the studies carried out, and researchers tend to condense and study natural and artificial tourism in Ternate City. In a community, the individuals who are incorporated are mostly youth. Fabriano and Bakhri (2018) explained that the formation of a community is motivated by various things, such as hobbies or the desire to establish friendships, etc.

Of the 45 Local Communities in Ternate City that are members of the Community Network (Indotimur, 2017), several local communities strive to promote cultural tourism, such as the Ternate Community Network (Jarkot), Far East Studios, Ternate Indonesia Arts and Culture Community (Kapseti), Nomat, and Ternate Heritage Society (THS) Community.

Based on the explanation above, researchers chose the Ternate Heritage Society (THS) community as the research object. This community was chosen because this community is a non-profit community that focuses on Ternate culture and is engaged in cultural preservation efforts through education and conservation activities of Ternate heritage (cultural, natural, and cultural landscapes).

This community is also a community that involves many young people. THS displays types of cultural tourism in the entire series of activities, ranging from religion, education, history, and art. Indirectly, this community has made efforts to promote culture and

participated in efforts to promote historical and cultural tourism in Ternate City. The form of cultural promotion carried out by this community is in the form of activities such as *Jelajah Pusaka Ternate* (JPT), *Bacarita* Pusaka Ternate, and Festival Pusaka Ternate (FPT). Thus, the author feels interested in elevating and studying further related to the role of community as a medium for promoting cultural tourism centered on the Ternate Heritage Society (THS).

## LITERATURE REVIEW

### Defining Community
A community is a group of people who share and support each other (Suardi, 2018). Osborn and Neumeyer (Education Team, 2020) explained that a community is a group of people in an adjacent area having the same interests and activities. Thus, a community is a group involved in achieving goals and reaching decisions together.

Furthermore, Syani in Suardi (2018) explained that a community is divided into two; a community can be seen from the first two points of view, viewing a community as a static and dynamic element. Fibrianto and Bakhri (2018) say that In a human community, individuals within it can have intentions, beliefs, resources, preferences, needs, risks, and a host of other similar conditions. Thus, communities are members of a forum with the same interests, resources, preferences, and goals, as well as trust between each other, be it sharing or sailing, providing support in activities in an area side by side. The community is also the smallest part of a society that has a function in the role it plays.

### Cultural Tourism
Timothy and Nyaupane in Nafila (2013) mentioned that heritage tourism usually depends on living elements or waking up from culture, leading to using the tangible and intangible past as tourism research. This description includes cultures that exist today, which are passed down from the past, non-material heirlooms such as music, dance, language, religion, culinary, artistic traditions, and festivals, and material heirlooms such as built-in cultural environments including monuments, cathedrals, museums, historical buildings, castles, archaeological ruins, and relics.

According to PERDA No. 11 of 2009 concerning RIPPDA Ternate City (Adam, Wuisang, & Mandey, 2019),  cultural tourism is a travel activity or part of these activities that are carried out voluntarily and are temporary to enjoy objects and tourist attractions consisting of historical relics, cultural reserves, traditional villages, tombs of kings, museums and dance/art studios.

There are six types of cultural tourism, namely, religious tourism, educational tourism, historical tourism, city tourism, traditional tourism, and art tourism (Education Team, 2020): Ardiwidjaja (2006) mentioned that there are three groups of cultural resources (SDB) selected from the attraction, namely, Lifestyle (*civilization*), Tribal and Tradition (*custom and ethnic group*), and Cultural Objects (*artefacts*).

### Promotion Strategy
Carven in Payangan (2013) explains that promotional strategy involves planning, implementing, and controlling communication with customers and other goals. Thus, the Promotion strategy is planning and implementation with the control of marketing communication activities in attracting consumers to be willing to buy and be loyal to the products the company concerned offers.

**Figure 1.** Main Stages of Qualitative Research
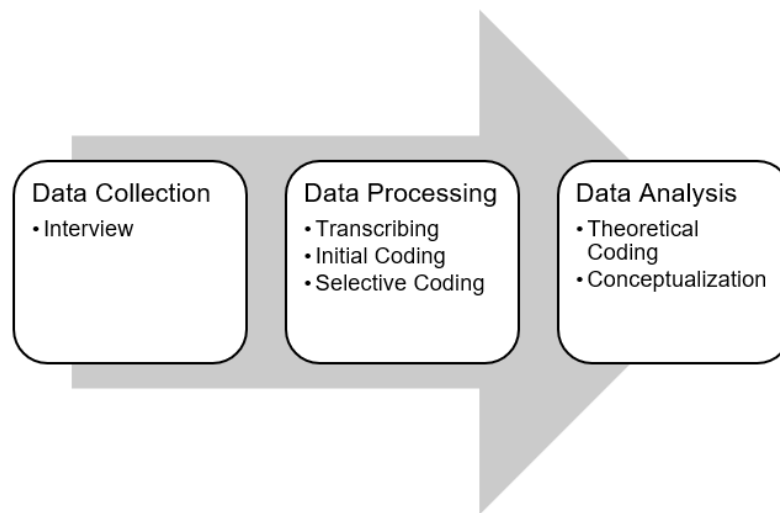


## RESEARCH METHOD

The approach used is qualitative ethnographic. In this study, the data collection techniques, triangulation, were obtained from observation, interviews, and documentation. Data sources are obtained from primary and secondary data. The location in this study is Ternate City and the base camp of the THS community. The informants in this study were co-founders of the THS community, the THS Community Chair, and several core members of THS. The data analysis model used was adapted from Charmaz (2014).

The interview was the main way to collect the data in this research. Nonetheless, before the interview, it was necessary to approach and receive consent from potential informants and notify them that the interview would be recorded. The interview was conducted in an unstructured interview because this informant or participant had almost similar characteristics. The informants were asked two questions which are: what do you think about the role of Communities and Organizations in Promoting Cultural Tourism? and what strategies does the Ternate Heritage Society use in promoting Ternate City Cultural Tourism?

As illustrated in **Error! Reference source not found.**, the next stage after the interview is primary data processing. The interview was then transcribed into text for further analysis. Finally, the interview transcripts will be done verbatim (word for word) to obtain the actual image of the interview. After being transcribed, the existing text included the coding stages, especially the substantive coding stages, consisting of initial coding and selective coding and aiming at providing themes describing how the THS community is a medium of promotion.

In the next stage, data were analyzed by conducting theoretical coding and conceptualization. At this stage, the level of abstraction was higher. The identified themes were further processed with a theoretical coding approach where the themes were used to re-visit the theories used in the previous quantitative studies. This re-visit process allowed conceptualization of the findings, where the identified themes described the attributes of THS as a community that assisted the promotion of culture.

## RESULTS

**Coding Processes**
**Error! Reference source not found.** allowed the process of data collection and data a nalysis to produce the themes. As shown, the process started by interviewing the informants; three informants were selected as the key ones and verbally agreed to be interviewed and recorded during the interview. The recorded interviews were then transcribed so the lines could be coded, known as initial coding. As mentioned above, two questions were used to answer the research's main question. Therefore, in initial (open) coding, the green highlight was used to answer question number one, while the yellow highlight was used for question two. An example of the initial coding is depicted as follows: the transcripts were still in Indonesian.

Once the line-by-line coding was conducted, the process was continued by selective coding. At this stage, the level of abstraction was increased and produced theoretical coding (as shown in **Error! Reference source not found.** and figure 4). In the figure, t he theoretical coding produced five main themes—cultural organization identity, agent of change, agent of promotion, internalization of cultural values, and digital marketing. These themes were developed based on a number of sub-themes for each main theme. Digital marketing, for instance, consists of social media and conventional media. Sub-subthemes also developed these two sub-themes from the initial (open) coding stage. For example, under the sub-theme of social media, there are THS social media accounts, content production according to activities, and promoting cultural tourism through Instagram. Similar techniques were conducted for all four other main themes and their sub-themes.

**Figure 2.** Open (Initial) Coding

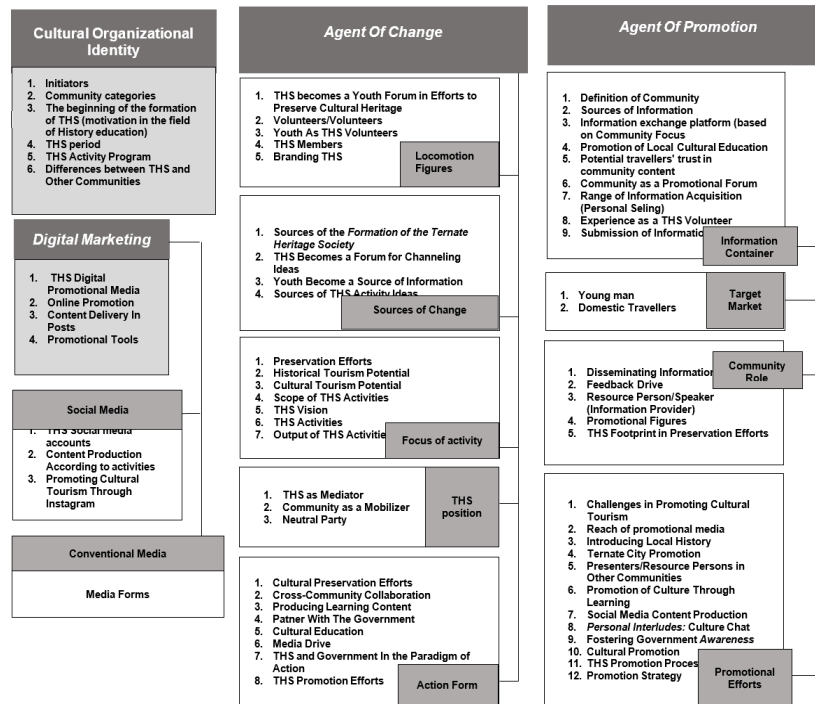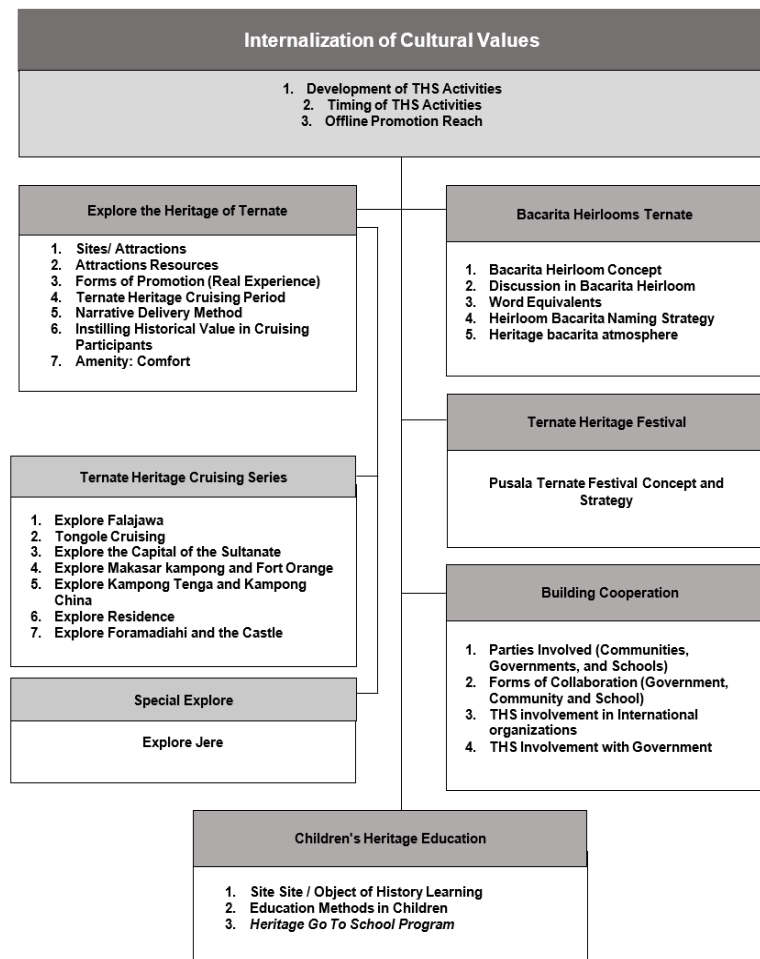**Figure 3.** Selective and Theoretical Coding Processes

**Figure 4.** Selective and Theoretical Coding Processes

**Conceptual Generating**

At the conceptual generating stage, the identified five themes were reviewed with the most relevant concept in theory. Reviewing the themes was called the constant comparison process (Charmaz, 2014), which was parallel with coding processes up to the conceptual generating. This process ensured that the emerged concepts represented the original data (transcripts) descriptions and initial coding processes. As previously identified, five main themes surfaced: cultural organization identity, agent of change, agent of promotion, cultural internalization, and digital marketing. Based on these themes, this study argued that cultural organization identity, agent of change, and cultural internalization are contextually relevant to the branding description. Meanwhile, promotion and digital marketing agents were considered relevant to the promotion concept. In other words, the concept-generating stage led to two main concepts that were contextually relevant to the findings, as illustrated in Figure.

**Figure 5.** Conceptual Generating Stage



**Branding**

Three themes were contextually relevant to the description of the branding concept, as depicted in Figure. First, the constant comparison process findings increased the abstraction level to form the first concept—Branding.

*Cultural Organizational Identity*

Ternate Heritage Society, or THS, is an organization with a category based on NGO (Non-Governmental Organizations) engaged in education about the history and preservation of Ternate heritage (Cultural Heritage, Natural Heritage, and Saujana Heritage), both tangible and intangible. Currently, THS involves many Ternate (Youth) volunteers in every activity held. This community was established on 7 October 2008; the Ternate Heritage Society Community base camp is at Jl. Bola, Toboleu Village, North Ternate District, Ternate City.

The formation of this community originated from a discussion conducted by several groups of people who initially only had ordinary discussions about the History and heritage of Ternate. In the discussion, two out of three people thought about cultural understanding, especially local wisdom and self-identity of Ternate City, which slowly began to disappear among young people and began to think about how to build a community that could later become a forum in efforts to preserve cultural heritage in Ternate City.

THS has lasted for ten years and is still active today. THS continues to strive to carry out its mission, namely, conducting introductions (*Bacarita* Pusaka Ternate, Jelajah Pusaka

Ternate, and  Festival Pusaka Ternate) and studying the preservation of Ternate heritage, building cooperation with various institutions, such as the government, communities, and schools in efforts to preserve Ternate heritage, and make Ternate Heritage Conservationists or Ternate Heritage Society as a medium of interaction for the preservation of Ternate heritage. In this community, there is an organizational structure of THS management for the period 2020-2023 consisting of the Board of Trustees, Chairman, Vice Chairman, Secretary, Treasurer, Chairman of Division, and Members (Management Structure Chart attached).

### *Agent of Change*

A community is a place or gathering place for people with similar interests to achieve common goals, and a community consists of various groups in terms of age, employment, and others. The community is the driving force in carrying out all efforts related to their focus. Community mobilization will create change and impact the world's progress in producing improved performance.

The role of the community is very important in producing something new, which is in line with THS, a non-profit organization. In this community, the activities carried out produce *outputs*, namely, changes in efforts to promote cultural tourism and preserve the heritage, history, and culture in Ternate City. This support is evidenced by the initial role that some people have played in generating an idea and movement that produces a place for people who has the same interest in cultural preservation efforts.

With the existence of field evidence, THS moves in efforts to promote cultural tourism and heritage preservation can be seen through the development of activities that continue to improve and produce new activities in every activity held by THS. The following are some examples of activities that show the development of the THS activity program carried out in 2008-2012.
1. *Ternate Heritage Trail #1* (Ternate Heritage Area Roads) with travel routes and tourist attraction points, namely, Kedaton Sultanate of Ternate, Naka City Fort, Ngara Lamo-Jembatan Batu/Dodoku Ali, Kadatong Kecil/Rumah Tradisional, and Sultan Mosque*. In the second activity, *Ternate Heritage Trail #2* activity (located in Foramadiahi and Kastela), the travel route is to walk through the old village in Ternate City and see the remaining historical relics along with the life of the people in the village. Thus were done in March and May 2008.
2. THS Monthly Discussion #1 with the topic of discussion "*Reacquainting the Heritage of Ternate and the THS Dialogue: The Tradition of the Night of Ela-Ela in Ternate" in* 2009

Thus, THS has made a change movement with a specific focus (cultural preservation of Ternate City) which initially only meets and discusses, then generates an idea about the introduction of history, heritage, and culture and then develops into a learning activity, where the learning activity is carried out while traveling. A move of change that then continued to be the same as it is now.

The role of the community cannot be separated from the actions carried out by individuals who produce creative and innovative ideas, namely members of the community itself. THS members consist of young people who become volunteers. Youth are individuals who have much information and become one of the sources of information and are the starting point for moving change in carrying out their mission, and new THS volunteers are given a briefing related to:
1. Introduction to the Heritage, History, and Development of Ternate City
2. Introduction to Cultural Heritage and Its Preservation

3. Technical Explanation & division of duties for volunteers in THS Activities2 according to the field of work (respectively).

Youth members of a community gather and interact with each other in exchanging opinions to produce ideas and sources of information, then spread through conversations. Such as at, the THS new volunteer work meeting discussed the development of THS activity program ideas, and the THS work meeting discussed the challenges of preparing for Jelajah Falajawa (Attached Activity Photo). In the THS working meeting, all members who are members will exchange opinions and freely provide input in the form of ideas related to the implementation of the THS activity program.

In this annual activity program (Ternate Heritage Festival), much ternate youth collaborate with communities around the Ternate City area and those who participate in these activities as visitors. In this activity, THS has carried out an *Agent Of Change* movement to promote cultural tourism, such as collaborative activities with various parties and activities involving various parties to develop and promote culture.

In collaborating, THS is always careful in acting and always neutral to all parties involved. These activities will be mutually beneficial, whereas the activities carried out by THS are activities that the government does not carry out but help the government build an image. The scope of work of THS is smaller and more focused on one intended area, where the field is not an area that the government is working on (broad work environment). The following are some of the collaborative programs carried out by THS.
1. Cross-community collaboration activities are the Indonesian Heritage City Network Exhibition (KPI) at the JKPI National Meeting I in Ternate on March 22-25, 2010.
2. Ternate City Area Conservation and Development Workshop, a collaborative activity with the Faculty of Engineering, Unkhair Architecture Study Program with the Ternate City Bappeda and the Dutch Cultural Heritage Agency (Ministry of Education, Culture and Science in 2012).
3. National community meeting at the Heritage City activities, THS attended and presented on Ternate Heritage in 2015.
4. Environmental Conservation Education & Play traditional games with coastal children located on Tobololo beach in 2016.
5. THS's involvement as a member of the International Dutch Trading Post Heritage Network.

Thus, the characteristic THS has in every activity carried out becomes the attraction of THS as a driver of change. The scope of work of THS is to create activities that can assist the government in the development and promotion of culture by promoting and preserving the cultural heritage in Ternate City and assisting the community in understanding the importance of conservation efforts. In addition, in promoting culture, the government also urgently needs the help of the community, who are present as mobilizers who can move the mindset of the community to be willing to be involved in efforts to preserve history, heritage, and culture in Ternate City.

As a community of heritage conservationists, THS continues to strive according to the community's mission in introducing and inviting the community to preserve Ternate's cultural heritage, as in the *caption* of THS's post on Instagram and Twitter accounts that show some encouraging hashtag sentences. Some of these sentences include *#SaveTernateHeritage,     #SelamatkanPusakaTernate,     #SaveIndonesiaHeritage, #Saveheritage*, and *#LestarikanPusakaTernate,* as well as other inviting sentences.

Not only in the posts of THS social media accounts, in the posts of participants who participated in THS activities such as cruising activities and *reading* ternate heirlooms, there was also the same hashtag. For example, in the *content* of the caption of the Tongole heritage exploration participants, there is a hashtag sentence that invites efforts to preserve cultural heritage, namely *#SaveTernateHeritage*.

In addition, THS's position among the government and the public is as part of the adviser and recipient of information. As in one of the articles in the blog that discusses the government's policy towards cultural objects (attached), the content of the article shows that THS interacts in accordance with the focus to be achieved, namely as a supporter if the government does positive things and will be an opponent if the government acts negatively in conservation efforts. This condition is because the community itself is an agent of change.

The article's content conveys the THS protest to the parties involved (Director General of Antiquities and Budpar Office of Ternate City) in the development of *oranje fort*, a cultural heritage object (BCB) and is an object of ternate cultural heritage. Although the objection confirms that the parties violated the Cultural Heritage Objects Act, a sentence affirms preservation efforts, such as "*Stop any form of activity that damages cultural heritage!*"

In addition, the community as the driving force of Agent Of Change was shown by THS in efforts to promote and preserve the field of education. For example, in educating THS's history, heritage, and culture using effective learning methods such as discussing and exploring historical and cultural places or objects, learning methods like this can help individuals recognize and understand and then implement what has been learned, generating imaginative ideas and thoughts. One of the activities carried out by THS, namely *Heritage Go To School,* which is one of the THS activity programs that collaborate with the government and schools, such as Elementary Schools (SD), Junior High Schools (SMP), and High Schools (SMA) in educating the history, heritage, and culture of Ternate City.

The positive actions of THS mean that culture conservation is successful and runs optimally. However, until now, it is still trying to produce a program of activities that can have a positive impact on changing the mindset of the community, especially among young people who continue to participate as volunteers and participants in THS (Efforts to preserve the history, heritage, and culture of Ternate).

THS' achievements are also widely published in media, such as conventional media (newspaper news, RI Ternate radio broadcasts such as Ternate Cultural Chat, and the Internet, which contains website news in the form of THS activities, THS Blog, and others) and social media (Instagram, Twitter, and Facebook and YouTube).

***Internalization of Cultural Values***
Cultural preservation efforts are one part of the promotion of cultural tourism. Community is one of the important drivers in cultural preservation efforts. This description is because the community is a forum for distributing information, a place for information exchange, and a forum for the introduction. There are five preservation values in every activity carried out by THS; here is the explanation.
1. Historical value is one of the most important efforts to promote and preserve culture. Historical value is a concept of introduction to local history. Introduction efforts are made to make the community care about local history. Such as historical stories of heroism and others.

2. Educational value provides understanding and knowledge through practical learning so that it can be implemented in everyday life. The value of education is also the concept of introducing THS in efforts to preserve Cultural Heritage.
3. Social Culture Value Community social culture is a process of cultural interaction that affects the lifestyle and mindset of the local community. THS strives for the preservation of Ternate culture through THS activity programs.
4. The value of beauty, visuals, and likeness is an art form. The value of beauty contains an aesthetic view of art that involves inner satisfaction—examples such as the architecture of fortress buildings.
5. Spiritual value is an individual consciousness that contains other values, such as religious, moral, and aesthetic values.

Since 2008 THS has created a program of activities in the form of regular discussions related to how to maintain and preserve the cultural heritage in Ternate City. Gradually, the program of activities organized developed following the times and the wishes of young people who became the target market for the introduction and preservation of cultural heritage. Until now, THS continues to strive to promote and preserve local culture by presenting breakthrough programs.

THS' activity program includes Jelajah Pusaka Ternate, Bacarita Pusaka Ternate, and Festival Pusaka Ternate. These three activities are activities that are often held every year. The time for implementation of its activities is carried out on holidays or *weekend* time. In addition, THS also contributes to building cooperation, both with the government and the community, and being engaged in education about the History of Ternate's heritage. These activity programs are THS's strategy for direct promotion (Offline Promotion) of cultural tourism in Ternate City. The following is an explanation of the programs of THS activities.

**Promotion**
The second concept relevant to the two main identified themes was promotion. Therefore, this study considered that agents of promotion and digital promotion aligned with the concept of promotion theoretically.

*Agent of Promotion*
In providing and conveying information, an informant understands the data to be conveyed and disseminated. Efforts to promote historical and cultural tourism by THS are always valuable in promoting culture. THS is also a place to provide needed information related to history, heritage, and culture in Ternate City. THS is a forum for promotion or introduction related to cultural heritage in Ternate City whose information is disseminated and conveyed through data sources based on the existence and authenticity of the data owned. The delivery of information is carried out in an easy-to-understand language without reducing the value of data validation or making the data defective.

As a forum for promoting THS to recruit volunteers whose prospective volunteers are all youth in Ternate City, the activity is carried out as a form of regeneration process to produce a revolutionary new soul to preserve the heritage, history, and culture in Ternate City.

In addition, the cultural promotion carried out by THS is through programs implemented by THS such as ternate heritage *reading*,  ternate heritage exploration, and ternate heritage festival. In addition, cooperation is carried out to expand the reach of cultural promotion's reach. The activity was carried out to attract the attention and concern of the

people of Ternate City towards efforts to preserve the heritage, history, and culture of Ternate City, especially young people in Ternate City.

The role of the community is very important because the community is a promotional figure who drives social media. For example, one of the activities carried out by THS to introduce the history, namely through heritage *reading* activities with the topic of discussion "Ternate in the World Trade Network" delivered by Rustam Hasyim, the activity was held in September 2018 with a relaxed atmosphere, with the process of introducing history directly to the discussion participants (*bacarita* pusaka).

In addition, THS also promotes conservation efforts through educational activities and collaborates with several local communities and governments. Such as being a Speaker and Speaker. One of the collaborative programs involving the community and the government is THS with BPCB North Maluku and several local communities in the "*Heritage Goes To School*" activity program. The activity is a visit to several elementary and junior high schools in Ternate City to introduce cultural heritage and conservation efforts. The activity was held on 18 December 2019.

Another promotional effort is the cruising activities, with the cruising participants in the elderly category. Informant #3's statement in the interview says, *".. cross-generational communities like the ancestors of the elders, of course, they did activities with us in learning about history, more of them explained to us, not us who explained to them."*

The above statement indicates an exchange of information, where THS provides information related to the data owned and receives information and knowledge from parents who have experienced (in their time) and other knowledge possessed. Thus, the community becomes a forum for exchanging information based on the focus of the community itself.

In the annual *Dutch Trading Post Heritage Network* International meeting, THS presented the development of Ternate culture and the condition of the historical buildings of the VOC (Dutch-owned) relics. In addition, THS carries out cultural promotion with the help of social media using the following strategies:
1. Comics—a local form of fictional stories that introduce cultural history.
2. Femina magazine—THS branding promotion.
3. The Local Newspaper (Malut Post) contains THS activities such as heritage reading, cruising, and Heritage Festival.
4. Radio, *Radio Republik Indonesia* (RRI) Ternate introduces Ternate culture with cultural chat (*intangible* and *tangible)* in the RonGunung Produa Ternate program.

Based on THS's digital footprint in efforts to promote and preserve Ternate culture, THS was given an award from the Mayor of Ternate. The award was given to THS as a form of THS appreciation for promoting the City of Ternate on social media. Thus, THS is a promotional forum to preserve Ternate's history, heritage, and culture.

### Digital Marketing
Based on the study's results, THS uses social media to promote activities carried out by THS, such as ternate heirloom reading, ternate heritage cruising, and ternate heritage festival. In addition, social media is also used to promote Ternate Heritage to preserve cultural heritage. The social media used by THS in promoting these activities, about history and culture, as well as cultural objects, are carried out using social media channels such as Blogs, Twitter, Facebook, Websites, Instagram, and Youtube. By paying attention to the following:
1. Photos and videos are posted to show a place/object's original state and condition.

2. Post according to the content focus by observing the applicable regulations (content that has been mutually agreed upon)
3. Ideas (clarity of content/content description)
4. Good use of word equivalents
5. Display visuals that interest readers
6. Good writing style (honest and personal)
7. Lists the timing of the implementation and the actual circumstances in the field
8. The content description contains tips and tricks
9. Avoiding lies in conveying information (Hoax information)

Besides, THS also uses other conventional media in promoting historical and cultural tourism through activities carried out by THS, such as radio, newspapers, magazines, and newspapers, as well as comics and others. The use of *online* promotional media is to be able to disseminate information quickly.

Online promotional media channels are very effective in disseminating fast and accurate information. Besides, the information to be obtained by the recipient must be well organized (concise and clear). Furthermore, the interest and interest of potential tourists in receiving this information can be seen from the behavior shown by prospective tourists regarding relationships in traveling, such as traveling, where most of the tourists will contact parties who often carry out activities that are the focus of the area of interest by potential tourists.

## DISCUSSION

### Branding
Branding is a gerund form of 'brand' as a verb in English. According to the American Marketing Association (Swasty, 2016), a brand is the name, term, sign, symbol, design, or combination of all that is intended to carry out the identification of the goods and services of a seller or a group of sellers and to distinguish them from competitors' products or services. From this understanding, it can be concluded that a brand is a combination of the identity of a product and service by identifying it and its purpose as a differentiator. This description is in line with the opinion expressed by Yuristiadhi and Sari (2017), who said that the brand functions as a differentiator or comparison with other brands, which in its communication activities is a process of building, raising, and strengthening the brand or brand of a Company called branding.

Sulistio (2021) explained that branding is a varied communication activity carried out by a company to build and grow a brand. The explanation explains that building and raising a *Brand* is carried out through various communication activities to achieve company goals. Thus, branding is a process of building a company's identity and image.

Another opinion is expressed by Swasty (2016), who explained that branding is a disciplinary process that builds awareness and expands customer loyalty. This description means branding is a systematic process of building customer awareness and loyalty. Thus, *brand* and branding have differences where the brand itself is an identity known by individuals or groups, while branding is a process that has rules in building identity and company image, which it does intend to form awareness and loyalty of individuals or groups.

It can be concluded that a brand is a combination of an individual or group of identities as a differentiator for both companies and organizations. In this sense, there is a process of interaction in the form of communication and order in forming awareness and loyalty of individuals or groups in building the identity and image of a company and organization.

Therefore, the results of this study show that Ternate Heritage Society Community branding consists of cultural organization identity, agent of change, and internalization of cultural values.

**Promotion**
Kotler and Amstrong (as cited in Sany, 2020), promotion refers to activities that communicate to merits of the product and persuade target customers to buy it. Based on this understanding, it is explained that promotion refers to activities that communicate the product's benefits and persuade the target customer to buy it.

Similarly, Tjiptono (Warnadi & Triyono, 2019) states that promotion is a form of marketing communication in which there are activities such as trying to disseminate information, influence/persuade, and/or remind the target market of a product offered in order to receive, buy, and be loyal to the company concerned.

Thus, it can be concluded that promotion is an interactive activity in the form of communication, such as the dissemination of information, and the existence of not persuading and reminding the target market of a product offered in order to receive, buy and be loyal to the product of a company. Therefore, related to the explanation above about promotion and based on the results of the study, the Ternate Heritage Society community became an Agent of Promotion in promoting cultural tourism in Ternate City and Digital Marketing as another communication tool. The following are the two discussions related to Cultural Promotion by the Ternate Heritage Society (THS).

## CONCLUSION

Promoting tourism through community media, especially cultural tourism, can be done using a cultural community branding strategy. A community promotes culture can strengthen in terms of organizational identity into a cultural, organizational identity through six indicators, namely the presence of an initiator figure, establishing community categories, having motivation, having a period, and having differences with other communities or which is called the characteristic of a community. There is a program of activities that can support change and carry out an action as a driver of change (agent of change) through the process of internalizing cultural values. The community can also be an agent of promotion in promoting cultural tourism through digital marketing activities and intensity. Practically, the results of this study can be input as material for evaluating the performance of the THS activity program in efforts to promote and preserve the culture of Ternate City. Furthermore, the results of this study are expected to be a reference for every community with the same field in efforts to promote cultural tourism in their city.

For future studies, they can apply to conduct research with a descriptive quantitative approach related to the cultural tourism potential of Ternate City using a SWOT analysis on the same research object. Studies can also be conducted in other communities related to cultural tourism promotion strategies, as well as researching tourists and prospective tourists related to the analysis of the influence of visiting interests, social media content, WOM (Word Of Mouth), and Personal Selling in local communities in Ternate City with studies on the same object. Another form of study is conducting research related to the development of cultural tourism in Ternate City. The results of this study are expected to add insight and knowledge related to community strategies as a medium for cultural promotion and become a reference in subsequent studies.

**DECLARATION OF CONFLICTING INTERESTS**
The authors declared no potential conflicts of interest

## REFERENCES

Adam, N. F. H., Wuisang, C. E. V., & Mandey, J. C. (2019). Analisis potensi wisata budaya di Kota Ternate dalam upaya pengembangan pariwisata perkotaan. *Jurnal Spasial, 6*(3), 780-791. doi: 10.35793/sp.v6i3.26450

Ardiwidjaja, R. (2020). *Cultural tourism.* Sidoardjo: Uwais Inspiration Indonesia.

Charmaz, K. (2014). *Constructing grounded theory*. California: Sage.

Fibrianto, A. S., & Bakhri, S. (2018). Gerakan sosial kaum perempuan melawan euphoria media melalui komunitas hijabers di Kota Surakarta. Marwah: *Jurnal Perempuan, Agama dan Jender, 17*(1), 1-19. doi: 10.24014/marwah.v17i1.4939

Indotimur. (2017). Jarkot as a common space of various communities. Retrieved from http://indotimur.com/berita/jarkot-sebagai-ruang-bersama-dari-berbagai-komunitas

Nafila, O. (2013). Peran komunitas kreatif dalam pengembangan pariwisata budaya di situs megalitikum Gunung Padang. *Journal of Regional and City Planning, 24*(1), 65-80. doi: 10.5614/jpwk.2013.24.1.5

Payangan, O. R. (2013). *Tourism services marketing.* Makassar: Bandung: PT Publisher IPB Press.

Randa., & Achnes, S. (2015). Peran duta wisata dalam mempromosikan pariwisata Kabupaten Solok. *Jom FISIP*, 2(2), 1-11.

Rawung, S. S., Salindeho, M. F. S., & Mantiri, J. (2019). Analysis of the factors affecting tourist visits in Minahasa District. *International Journal of Tourism & Hospitality in Asia Pasific, 2*(3), 1-5.

Sany, E. (2020). Sistem informasi sebagai media promosi dan pemasaran pada CV. Anugrah Sinar Abadi. Retrieved from http://download.garuda.kemdikbud.go.id/article.php?article=1726057&val=11997&title=SISTEM%20INFORMASI%20SEBAGAI%20MEDIA%20PROMOSI%20DAN%20PEMASARAN%20PADA%20CV%20ANUGRAH%20SINAR%20ABADI%20INTERNET%20INFORMATION%20SYSTEMS%20PROMOTION%20MARKETING

Suardi. (2018). *Sociology of deviant communities.* Yogyakarta: Writing Revolution.

Sukaesih, S. (2013). *Joining the Community & Volunteering is Cool!* Surabaya: CV. Garuda Mas Sejahtera.

Sulistio, A. (2021). Branding is the core of promotion. Retrieved from https://indonesia.sae.edu/wp-content/uploads/2021/02/Branding-Sebagai-Inti-Dari-Promosi-Bisnis.pdf

Swasty, W. (2016). *Branding: Memahami dan merancang strategi merek.* Bandung: PT REMAJA ROSDAKARYA.

Tim edukasi. (2020). *Wisata budaya di Indonesia.* Yogyakarta: Media Education Center.

Warnadi., & Triyono, A. (2019). *Manajemen pemasaran.* Yogyakarta: CV Budi Utama.

Yuristiadhi, G., & Sari, S. D. (2017). Indonesian Tourism Branding Strategy for Foreign Marketing. *Journal of Communication*, 32-41.