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Tourism Product Diversification Strategy and Visual Communication in Increasing Tourists in Public Sphere in Urban Environments

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Abstract. This study aims to explore and identify effective tourism product diversification strategies and visual communication in increasing the number of tourists in public spheres in urban environments. This research will also analyze the factors that affect the successful implementation of the strategy and provide recommendations for further development. However, although the diversification of tourism products and visual communication has great potential to increase the number of tourists, its application in public spheres in urban environments is still not optimal. Many public spheres in urban areas have not been fully utilized as tourist destinations, and the visual communication elements used are still not effective in attracting tourists. This study aims to explore and identify effective. Through this research, it is hoped that a deeper understanding of how the diversification of tourism products and visual communication can be effectively applied in the public sphere of urban environments to improve tourism attractiveness and community welfare. The results of this study are expected to be a reference for the government, tourist destination managers, and other stakeholders in developing sustainable and highly competitive tourism strategies. Visual communication diversification refers to the variety or diversity in visual ways to convey messages, information, or concepts to an audience. It encompasses a wide array of techniques, styles, design elements, media, and formats used in visual communication to achieve specific goals

Keyword: Diversification strategy, Tourism, Public sphere

INTRODUCTION

Tourism has become one of the sectors that plays a significant role in the global and local economy. In Indonesia, tourism is one of the sectors that contributes greatly to regional income, creates jobs, and improves people's welfare. However, as competition between tourist

destinations increases and tourist preferences change, innovative strategies are needed to attract and retain the number of tourists.

One of the strategies that can be applied is the diversification of tourism products. Diversification of tourism products includes the development of various types of attractions and tourist activities that can meet the various needs and interests of tourists. By offering a variety of tourism products, tourist destinations can reach a wider market segment and increase their attractiveness. In urban environments, public spheres such as city parks, squares, and pedestrian areas have great potential to be developed as attractive tourism products.

In addition to product diversification, visual communication also plays an important role in attracting tourists. Visual communication includes elements such as graphic design, signage, lighting, and decoration that are used to create a certain image and atmosphere in a tourist destination. The effective use of visual communication can improve the traveler experience, make the destination more recognizable, and reinforce the positive image of the destination.

In the era of globalization and digitalization, tourism has developed into one of the most competitive sectors. Tourist destinations around the world compete to capture the attention of tourists by offering unique and unforgettable experiences. In the midst of this fierce competition, diversification of tourism products and the effective use of visual communication are very important to increase the attractiveness of a destination, especially public spheres in urban environments.

In a modern world filled with various media platforms, the diversification of visual communication has become very important. This includes the use of a variety of graphics, illustrations, photos, videos, animations, infographics, different typography, and graphic design to convey messages in an engaging, informative, and sometimes persuasive way.

Diversifying visual communication also involves adapting messages to suit different audiences' preferences, habits, and needs. This means that the delivery of visual messages can be tailored to the diverse cultures, environments, and demographics of diverse audiences. In the context of marketing, branding, or media communication, the diversification of visual communication helps in attracting the attention of diverse audiences and allows messages or information to be conveyed effectively to various target groups in a way that is well understood and received.

Public sphere is an open space where the public can access the place which is used for various activities by the general public both individually and in groups from various social strata backgrounds. Space as a container must be able to provide a conducive environment for its fulfillment as a place for the community to interact. Public spheres in cities, such as parks, squares, and pedestrian areas, have great potential to become tourist destinations. However, this potential has often not been utilized to its full potential. Diversification of tourism products, such as the development of various types of attractions and activities, can make public spheres more attractive to tourists.

Quoting the statement of Head of Marketing & Event Chillax, Vincent said, "He created a hangout spot in the city center to become a new destination. Employees around Sudirman can come and enjoy the dishes at Chillax. They don't have to go far. Just walk to our place," said Vincent. https://asrinesia.com/chillax-pusat-gaya-hidup-baru-di-jantung-sudirman-jakarta/ (1/12/2022). (Through diversification, visual communication can increase effective tourist attraction and can create aesthetically and functionally attractive public spheres. With attractive designs, informative signage, and the right lighting, public spheres can become more attractive to tourists. This helps in creating a positive impression and increases the interest of tourists to visit and linger in the space.

Besides that, it can also strengthen the identity of the destination, visual communication can be used to strengthen the identity and image of a tourist destination. Visual elements such as logos, colors, and design themes can help differentiate public spheres from one another. This is important in the branding efforts of tourist destinations, so that tourists can easily recognize and remember these public spheres. The concept of visual communication must fulfill the elements of a creative strategy, which includes selecting the basic strategy for creating advertisements, both in terms of content ideas and advertisement visualization. The creative strategy is laid out in the form of a creative work plan, which will then serve as the basis for the execution of the creative aspects (creating visuals and writing advertisement messages). The creative work plan is a creative guide that includes, among other things, the creative strategy and relevant information expected to assist creative workers in designing the message content. (1)

The traveler's experience is greatly influenced by how they interact with the physical environment. Good visual communication can improve comfort, ease of navigation, and the overall traveler experience. For example, clear maps, easily accessible information, and appropriate decorations can make tourists feel more comfortable and enjoy their visit.



FIGURE 1. Tourism Product Messaging through Visual Communication in Urban Public spheres

A well-designed public sphere not only attracts tourists, but also encourages the participation and involvement of the local community. With inclusive and attractive visual communication elements, local communities can be more motivated to maintain and utilize public spheres, resulting in a more lively and dynamic environment. On the other hand, to increase the sustainability of the local economy, increasing the number of tourists interested in visiting public spheres will have a positive impact on the local economy. Tourists who come will spend money on various necessities such as food, drinks, accommodation, and souvenirs, which in turn will support local businesses and create jobs. Diversifying visual communication can be an effective tool in attracting more tourists and promoting the sustainability of the local economy.

In this era of globalization, competition between tourist destinations is getting tighter. Destinations that are able to utilize visual communication effectively will have a competitive advantage. This research can provide insight into visual communication strategies that can be applied to increase the competitiveness of tourist destinations, so that they are able to compete in an increasingly competitive tourism market.

Public spheres are often an important place to convey cultural and educational values to the public and tourists. By using creative and informative visual communication, local cultural values can be promoted and appreciated by visitors. It can also serve as an educational tool, introducing the history, traditions, and cultural richness of an area to tourists. Visual design that promotes eco-friendly concepts, the use of sustainable materials, and the promotion of environmental awareness can help in creating greener and more sustainable public spheres.





Figure 2. Visitors are enjoying the event at the location.

Through this research, it is hoped that a deeper understanding of how the diversification of tourism products and visual communication can be effectively applied in the public sphere of urban environments to improve tourism attractiveness and community welfare. The results of this study are expected to be a reference for the government, tourist destination managers, and other stakeholders in developing sustainable and highly competitive tourism strategies. Visual communication diversification refers to the variety or diversity in visual ways to convey messages, information, or concepts to an audience. It encompasses a wide array of techniques, styles, design elements, media, and formats used in visual communication to achieve specific goals. *"CHILLAX, Pusat Gaya Hidup Baru di Jantung Sudirman Jakarta"*

(Media Indonesia news, 1 Desember 2022) A word above is one of message filled with various media platforms, the diversification of visual communication has become very important. This includes the use of a variety of graphics, illustrations, photos, videos, animations, infographics, different typography, and graphic design to convey messages in an engaging, informative, and sometimes persuasive way.

Public sphere is an area used for various community activities, both individuals and groups. The shape of this public sphere is influenced by the pattern and layout of the surrounding buildings (2). According to Carr the typology of public sphere is emphasized on the character of its activities, its location, and the process of its formation. Categorized public spheres into several types, such as streets, playgrounds, green paths, indoor shopping centers, spontaneous spaces in residential environments, community open spaces, squares and plazas, markets, and waterfronts.

According to Lefebvre and Nicholson-Smith in (3), public space serves as the "physical nexus of human and urban life," representing areas where people's "right to the city can be exercised" (Marcuse, 2005). In a lived or social context, public space is defined as the area that is "perceived, felt, and treated by most as public" (Marcuse, 2005), and more importantly, is utilized by the public. To determine if a space is genuinely public, one must examine if it acknowledges and fulfills public interest. Worpole and Knox (2008) emphasized that regardless of its ownership status, the value of public space lies in its ability to offer opportunities for shared use, gatherings, and exchanges. Therefore, in legal terms, ownership is not a crucial factor for defining public space. Instead, the other three synthesized dimension, accessibility, management, and inclusiveness—accurately reflect the lived experience of public space. Understanding the public nature of a space depends on how well these three dimensions are performed, rather than on who owns the space.

Chua and Edward, have highlighted three criteria which highly resonate with the essence of the dimensions of accessibility and management to define the ideal public space, everyone has rights of access, encounters happened in the space between individual users are unplanned and unexceptional (Kohn (2004), Franck and Stevens (2006), and Schmidt (2005) also emphasized this criterion), users' behavior in the space is subjected to rules none other

than those of common norms of social civility. Besides, according to the interpretation for the dimension of inclusiveness, we assert that there should be a fourth criterion, the public space is sociable and can promote social interactions. Private individuals can form a public by interacting and conversing. (4)

Places that simply bring people together, such as cinemas, theaters, and sports stadiums, can establish a unidirectional relationship between people and a programmed activity, but they may not necessarily promote communication and interactions among various social groups. From the perspective of the beneficiaries of the public interest, the four abovementioned criteria essentially point out the four fundamental goals that a public space should achieve in the most ideal state.

According to (5) public open space is a place that has a function as a space for sedentary and routine activities that provide facilities and infrastructure that can support communication, play and leisure activities. This infrastructure is an indispensable need in open spaces to be able to help humans in getting satisfaction, protection, and a well-organized social life. Public sphere for users should have 3 values, namely:

1) Responsive (responsive); Public spheres must be designed and arranged to serve the needs of users. The main need of the community is to seek satisfaction in public spheres related to comfort, relaxation, active/passive activities. Public spheres can also be regulated physically and spiritually which is beneficial for the balance of people's lives.
2) Democratic; Public sphere protects the rights of user groups can also accept all groups and provide freedom of action as well as demand and ownership. In public spheres, people can learn to live together.
3) Meaningful; Public spheres allow people to make strong connections between places, individual lives, and larger groups and seek to connect the physical to social and cultural contexts. Open spaces that are connected with history or overlap with individual/group memories and experiences make something valuable to a particular society. Public open spaces have a close relationship with urban communities. This urban space is easily accessible to the public, both visually and physically. The assessment of the visual aspect of an area to the form of the city is the result of interaction between the community and the urban environment, namely human perception of the character of space related to natural and cultural aspects. This perception arises due to the interaction between the observer and the object of observation which is influenced by the observation distance in space (6)

Visual Communication, visual communication can also be literally interpreted as the process of transforming ideas and information in a form that can be read and responded to (visually). Meanwhile, the word visual itself means everything that can be seen and responded to by our sense of sight, namely the eye. It comes from the Latin word videre which means to see which is then included in English, namely visual. Visual communication is called sign language (language of gesture). According to Michael Kroeger, visual communication is an exercise in theory and concepts through visuals using colors, shapes, lines, and juxtapositions. Visual communication combines art, symbols, typography, images, graphic design, illustrations, and colors in its delivery. Visual communication is a process of conveying a message where the symbols sent by the communicator are only captured by the communicator solely through the sense of sight. This form of communication can be direct (like two deaf people talking to each other using sign language), but most use an intermediary medium commonly called visual communication media.

Elements in diversifying visual communication include: (a) Use of Various Media: Utilizing multiple platforms such as posters, billboards, digital signage, social media, videos, and mobile applications to convey messages.(b) Cultural Adaptation: Adapting visual designs to reflect the values, symbols, colors, and language that align with the target audience's culture.

(c) Interactivity and Technology: Employing interactive technologies like augmented reality (AR), virtual reality (VR), and mobile applications to create more engaging and immersive experiences.(d) Flexible Design: Creating designs that can be easily modified for different contexts and situations, such as seasons, special events, or current trends.(e) Collaboration with Local Communities: Involving local artists, designers, and communities in the content creation process to ensure relevance and authenticity. (e) Audience Segmentation: Tailoring visual messages for various audience segments based on demographic, psychographic, and behavioral factors to enhance communication effectiveness.

Tourism Product Diversification. Tourism Product Diversification (7) puts forward the definition of product diversification, which is an effort to find and develop new products or markets, or both, in order to pursue growth, increased sales, profitability and flexibility. According to Suwantoro (1997), tourism products are a combination of various components, including; attractions of a tourist destination area, available facilities/amenities, accessibility to and from the tourist destination area. In conclusion, tourism product diversification is an effort to find and develop new products or markets, or both, in order to pursue growth, increase sales, profitability by increasing both the quantity and quality of attractions, facilities, and accessibility. Diversification of tourism products is intended not to change but to increase the diversity of existing tourism products to avoid saturation and extend the length of stay of tourists (8) A new product produced should be adjusted to the needs/desires of consumers, in this case tourists. Products that have been marketed for a long time may experience a period of saturation, so a modification of old products is needed to be able to adapt to market needs that tend to change (Aceh Culture and Tourism Office, 2010 (7). According to Fandy Tjiptono product diversification is defined as the effort to discover and develop new products or markets, or both, with the aim of achieving growth, increased sales, profitability, and flexibilit (9)

METHOD

Methodology, the researcher employs a qualitative method using a descriptive qualitative approach, as this approach allows for observations in natural and unaltered social settings. The objective of using descriptive research is to produce an accurate depiction of a phenomenon and the mechanisms of a process, which will elucidate a set of stages in the research process.

In descriptive research, the researcher will attempt to observe the events that are the focus of attention and then illustrate them as they are. In relation to this, Nana Sudjana and Ibrahim state that descriptive research is an investigation that strives to describe something, an event, or an occurrence happening at the present time. In other words, descriptive research addresses or focuses on actual problems as they exist at the time the research is conducted. Qualitative research provides an in-depth understanding of how public spheres are used and interpreted by various community groups. This approach allows researchers to see public spheres not only as physical places but also as places of social and cultural interaction. A qualitative approach can provide in-depth and comprehensive insights in researching public spheres to promote tourism products. This approach helps to identify and understand the factors that influence how public spheres are used and received by tourists, as well as how public spheres can be optimized for tourism promotion purposes.(10)

Through in-depth interviews and focused discussion groups, researchers can identify travelers' needs, preferences, and expectations regarding public spheres. This information can be used to design a more effective promotional strategy and according to the wishes of which travelers like and which they don't like Research Location, this research will be carried out in urban public spheres spread across several places in Jakarta which are tourist destinations, both

domestic and international tourism so that therelationship f is representative enoughto dig up data on the subject

Subjects (informants), To obtain accurate information, there are several criteria to be considered, such as the research subject being determined based on the person who is considered to know the most about the information required in the study, so that it will be easier for researchers to trace the activity being studied. The subjects of this research are visitors of who prepare and provide information about the public sphere in the public area as well as visitors to the facility. To determine the researched subjects of this study the following purposive sampling techniques are used; (i) The subject is long and intensive with an activity or activity which is the target or attention of the researcher. (ii) Subjects who are fully and actively concerned with the environment or activities which are the target or attention of researchers. (iii) Subjects having sufficient information, time and opportunity to be questioned. (iv) Subjects who are or live in the target area, with the possibility of the researcher using snowball sampling if the information obtained from the field is not completed, for example the researcher will interview visitors to the educational tourism object of the subject of the research is a person who is asked to provide information about a fact or opinion in accordance with the reality in the field. As explained by (11), the subject of the study is the subject intended by the researcher to be researched. Thus, the subject of the study is a source of information that is explored to uncover the facts in the field. For the determination of the research subject in this study, a purposive or theoretical technique is used, not a random or representative sample as in quantitative research. The informant are visitors who are passing through public spheres and individuals who have previously visited tourist attractions.

RESULTS AND DISCUSSION

The strategy aimed at developing and enriching various aspects of a tourism destination to attract more visitors and meet the diverse needs and preferences of tourists.

a. Tourism Product Development: 1) New Attractions, developing unique and different attractions such as amusement parks, museums, national parks, and adventure activities. 2) Thematic Tour Packages, Offering tour packages based on specific themes, such as culinary tourism, cultural tourism, nature tourism, and wellness tourism. Infrastructure Enhancement. 3) Accessibility, Improving access to tourism destinations through the construction of roads, airports, and other transportation facilities. 4) Public Facilities, providing facilities such as accommodations, restaurants, tourist information centers, and adequate sanitation facilities. 5) Community Involvement Collaboration with Local Residents: Engaging the local community in the development and promotion of tourism destinations to enhance authenticity and sustainability. 6) Local Economic Empowerment: Developing local products and micro-enterprises as part of the tourism attractions. 7) Environmental Management; Sustainable Tourism: Implementing environmentally friendly tourism practices to preserve local nature and culture. 8) Environmental Education, providing information and education to tourists about the importance of protecting the environment 9) Market Segmentation Diversification; family tourism providing facilities and attractions suitable for families with children. 10) Youth Tourism; offering activities and places that appeal to young people. 11) Event and Festival Development; Annual Events, organizing annual events or festivals that can attract visitors periodically, activities, hosting cultural activities that showcase local uniqueness, such as dance, music, and handicrafts.
b. Promotion Visual Communication; Using various visual media such as posters, videos, and social media to promote the tourism destination; 1) Digital Marketing: Optimizing the use of digital platforms to reach a wider audience through websites, mobile apps, and social

media. By implementing these concepts, tourism destinations can offer diverse and attractive experiences for tourists, increase visits, and support local economic growth.

CONCLUSION

This research has explored the importance of visual communication as a strategy for diversifying tourism products in urban public spheres. Based on the analysis and observations, several key conclusions can be drawn:

Effectiveness of Visual Communication, visual communication has proven effective in attracting the attention and interest of tourists to various urban tourist destinations. The use of visual media such as posters, billboards, digital signage, and social media has successfully increased visitor awareness and interest. Cultural Adaptation and Locality visual designs that are tailored to the local cultural values and preferences of the target audience play a significant role in creating a strong and authentic impression. This helps build an emotional connection between tourists and the promoted destinations. Interactive Technology, the use of interactive technologies such as augmented reality (AR) and virtual reality (VR) provides a more immersive and engaging experience for tourists. These technologies not only enrich the information conveyed but also increase visitor engagement. Collaboration with Local Communities: Involving local artists, designers, and communities in the creation of visual content ensures the relevance and authenticity of the messages conveyed. This also aids in the economic empowerment and cultural preservation of the local community. Diversification of Market Segments, Customizing visual messages for various market segments, such as family tourism, youth tourism, and senior tourism, enhances the effectiveness of communication and the attractiveness of destinations.

Recommendations.

Based on the findings of this research, several recommendations can be provided, Development of Visual Content: Tourism authorities and relevant stakeholders should continue to develop creative and innovative visual content to promote tourist destinations. Utilization of Technology: Increasing the use of interactive technologies in tourism promotion to provide a more engaging and comprehensive experience for tourists. Involvement of Local Communities: Engaging local communities in the creation of visual content and destination promotion to ensure sustainability and authenticity.

Further Research.

Conducting further research on the specific impact of various elements of visual communication on tourist behavior and preferences. By implementing effective visual communication strategies, urban tourist destinations can enhance their appeal, attract more visitors, and support local economic growth.

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