The Online Marketing Communication Strategy for West Java Tourism by the Government

Diah Fatma Sjoraida[1], Rully Khairul Anwar[1]

[1]*Faculty of Communication, Padjadjaran University, Jatinangor, Indonesia*

Abstract: This article discusses the governmental efforts related to sharing information about tourism in West Java to the community online. This is important for the community because the development of local tourism has a very close relationship with social welfare and regional economic growth. This can be shown by the indication that areas with complete tourist sites can have better social welfare and economic growth. The research has been conducted using online research methods to determine the proper online method to advertise tourist attractions in West Java. The research findings show that in addition to designing and implementing tourism development plans, the West Java government also involves communities, employers and even the Indonesian central government in the region. All tourism programs can be communicated to the public using digital media.

1 INTRODUCTION

Tourism is anything to do with tours, including the tourist objects, attractions, and businesses that are related to tours (Law No.9/1990 about Tourism). Tourism is a growing industry globally. For a long time, tourism in developed countries has been a part of life. West Java has a lot of tourism potential, ranging from agro-tourism through to mountains, historical site tours and others.

Pusat Kajian Komunikasi UI did a press release about the results of an internet user profile survey conducted in Indonesia. The outcome of the survey was the result of cooperation with APJII, which is the source of information about data internet users in Indonesia. The survey stated that the number of internet users in Indonesia has reached 88.1 million users. The high number of internet users makes Indonesia a good potential market for online business activities (Atiko et al., 2016).

Manap (2013) emphasises on the role of the Internet in developing tourist destinations. The same opinion has been expressed by Hanan and Putit (2014), where the contributions of social media are a driving force to promoting a goal. Both of their arguments show that the tourism industry and the internet provide a space to determine travel decisions for travellers.

Therefore, it is not surprising that the internet has changed the way that travel information is searched for and that it has advanced the process of determining the destination (Morosan & Jeong, 2008). The utilisation of internet-based social media as a media for tourism communications is both flexible and profitable. This is because the use of media like this is easier, has a wide range, and is cost-effective at communicating tourism. This is why social media is more attractive for communication and promotion.

Social media is an internet-based medium that allows its users to participate, create and share experiences and the information that they have. Besides Facebook, there is Twitter, Pinterest, LinkedIn, and Path. One of the fastest growing social media platforms in Indonesia is Instagram. In less than a year, Instagram account users have increased by 100 million users worldwide. In Indonesia alone, the number of Instagram users made up as much as 7% of the 88.1 million internet users with a population of 255.5 million (according to wheresocial.sg in January 2015). Based on the number of users that is continuing to increase, Instagram has become an excellent opportunity for business people to use to conduct promotional

activities. Instagram feels quite unusual compared to other social media. Instagram, which initially served only as an online platform for sharing photos and videos, is now effectively developing in relation to advertising, promotions, marketing, the distribution of ideas/goods and the distribution of precise and accurate information services (Hoffman & Novak, 1996; Doolin et al, 2002). The reasons for this are that the number of users of the internet is always increase because the user is more facilitated in using the internet to do things, either through their smartphone or through a computer (Ting et al., 2015).

In the development of the tourist area, the open model is used. This does not close off the possibility of there being a social contact between the tourism activities with local community activities. This is even supported by the existence of facilities and infrastructure that enable the mobility of the community. Social connections are the contact that occurs between the tourists and local people who live around the tourist attraction.

In reviewing tourism from the sociological aspect, Erik Cohen (1984) argues that tourism can be viewed from one or more of the following conceptual approaches:

- *Tourism as commercialised hospitality*. In this approach, tourism is the process of the commercialisation of the relationship between guests with the host. Guests (strangers) are granted status and temporary roles in the communities visited, which are then calculated commercially. This approach is appropriate for analysing the development and dynamics of the host-guest relationship, including emerging conflicts and the various institutions involved;

- *Tourism as democratised travel*. Tourism is seen of as tourist traveller behaviour with different characteristics. Tourism is seen of as a democratization of the journey itself, which was once monopolised by aristocrats, but now it can be done by anyone;

- *Tourism as a modern leisure activity*. Tourism is seen of as an institution that has a specific function in contemporary society, which returns the society to a state of harmony and balance;

- *Tourism as a stylish variety of a traditional pilgrimage*. Tourism is seen to be associated with a traditional religious pilgrimage or as another form of a sacred journey. This approach analyses the deeper basic meaning of travel;

- *Tourism as an expression of the primary cultural themes*. This approach is emic (as opposed to ethic), through seeing the meaning of the trip from the travellers' perspective. With this approach, the culture of the culprit determines the variety of the travel classifications of the traveller;

- *Tourism as an acculturation process*. This approach focuses on the analysis of the acculturation process, as a result of the host-guest interaction with different cultural backgrounds in play;

- *Tourism as a type of ethnic relation*. This approach is concerned with host-guest relationships and links them to theories of ethnicity and inter-ethnic relations, or the effects that arise with ethnic identity and

- *Tourism as a form of neo-colonialism*. Dependency is one of the issues that are focused on in this approach. Tourism is seen of as playing a role in sharpening metropolis-periphery relationships, as tourist-generating countries will become dominant (metropolis) whereas the tourist-receiving countries will become satellite or peripheral. This relationship is a repetition of colonialism or imperialism, in which in its estuaries will result in dominance and structural underdevelopment.

In general, socialisation is the learning process experienced by a person used to acquire knowledge of skills, values and norms so then one can participate as a member in one community group (Sperber & Wilson, 1988). Socialisation is also a process of social interaction through which we recognise the ways of thinking, feeling and behave needed to participate effectively in society (Nebeská, 2000).

According to Berger and Luckmann (1966), socialisation can be divided into two stages. *Primary socialisation* is the first socialisation that a child has as an individual, in which they will become a member of society. In this stage, the process of primary socialisation forms the child's personality in the society. The family is *the agent of primary socialisation. Secondary* socialisation is defined as the next process that introduces individuals who have been socialised into society. In this stage, the process of socialisation leads to the realisation of an attitude of professionalism and in this step, the agents of socialisation are educational institutions, peer groups, employment agencies and the wider part of the family.

However, on the other hand, the process of socialisation is also very influential on the lives of the citizens themselves individually. Apparently, without experiencing an adequate socialisation process, it is impossible for a citizen to live a normal life without encountering difficulties in society. Figueroa et al. (2002) argue that socialisation is formed due to a social process. Therefore, this process then leads to a socialisation process. This socialisation process occurs through social interaction, which is the relationship between humans that produces an influenced-influencing process. In the process of human maturation based on their own experiences, a behavioural system will form that is also determined by their character. This is how they will react to a certain experience. Finally, this behaviour system will determine and shape their attitude toward something. Through this social process and socialisation, the social groups in society are familiar with the term by itself. In a group, each group member has a task or role assigned to them.

Socialisation is formed due to the social processes determined through social interaction. An interaction is impossible if it does not meet the two conditions of social contact and socialisation. The process of socialisation that is relevant to the formation of personality can be distinguished based on:

- The process of socialisation that is done (accidentally) through the process of social interaction and
- The socialisation process that is undertaken (intentionally) through educational and teaching processes (Figueroa et al., 2002).

The process of socialisation will not work properly without the assistance of people who consciously or unconsciously, in this case, have the role of "representing" the community in carrying out socialisation activities. The people are divided into two, which are:

- People who have the authority and power over socialised individuals such as fathers, mothers, teachers, and superiors, leaders and so on and
- Persons of equal standing with socialised individuals, such as their peers, comrades, classmates and so on (Sperber & Wilson, 1988).

Practically, this socialisation is not just a generative issue from one generation to another; but it is also an issue of authority, from the policy-makers to the community. The authorities that make the policy must always socialise it because the community is not directly involved in the technical issues of the policy. This is where there is a need for lines of communication between the government and the institutions and networks that exist in the community.

Theoretically, in the context of elite integration and power as mentioned above, institutions interact with existing social networks and norms to form economic action. Victor Nee (2005) explained that an institution is the dominant system of formal and informal elements such as the customs, agreements, norms, and common beliefs in which actors perform their actions while fulfilling their interests. Through this definition, Victor Nee views institutions as social structures that provide guidelines for joint action by regulating individual interests and strengthening relationships. It is this institutional framework that shapes the economic behaviour of the people. Through this conception, Victor Nee refined the concept that Douglas C. North (1986) pioneered with the economic perspective of seeing that others do not influence economic behaviour, other than markets and states.

Victor Nee (2005), who is the latest generation involved in new institutional theory, explains that institutional change involves not only the re-establishment of the formal rules, but that it also fundamentally demands the rearrangement of interests, norms, and power. All of the processes of emergence, resistance, and transformation in the institutional structure are based on context-bond rationality; i.e., rationality that is based on a particular societal context and that is embedded in interpersonal relationships.

2 RESEARCH METHOD

This research was conducted using the qualitative approach. The qualitative approach focuses on the general principles underlying social phenomena in society. The object of analysis in the qualitative approach was the meaning of social and cultural phenomena using the culture of the community concerned to obtain a picture of a particular categorisation (Bungin, 2011).

This research used a descriptive qualitative approach. Qualitative descriptive research is a research method of execution that attempts to solve a problem investigated by describing the state of the subject and the object of the research at the present moment based on the facts that occur focused on the object of research (Nawawi, 2005). Based on the

above opinion, this study will describe the utilisation of websites as a form of media promotion of West Javan tourism conducted by the Department of Tourism and Culture of West Java. The data sources used in this study included primary data and secondary data. The primary data is the data obtained from field study activities, both through interviews and documentation. The interviews were conducted with informants (people who can be used as a source of information).

Secondary data is data obtained through documentary studies, i.e. in the form of research journals, reference books and news contained in newspapers or magazines (Sugiyono, 2009). The data collection method in this research was through interviews and documentation. The interviews consisted of question and answer activities between the researchers and the informants, with the aim of obtaining information or an explanation related to the problems studied (Bungin, 2011). Interviews in this study were conducted with the aim of obtaining information on the utilisation of the website (www.disparbud.jabarprov.go.id) as a form of media socialisation for West Javan tourism.

3 FINDINGS AND DISCUSSION

West Java is one of the provinces that has naturally complex geological structures, with a total area of 35,377.76 km2. In the central and southern regions of West Java, there are mountains, while in the north, it is made up of lowlands. West Java has forests covering 22.10% of the total area of West Java. These forests function as conservation forests, protection forests, and production forests. Most of the West Javan Province is adjacent to the sea, so it has a long coastline totalling 755,83 km. That is why West Java offers a great selection of beach tours. This coastal tourist destination option is present in almost in all districts of West Java.

Besides nature tourism, West Java also has many cultural and religious tours available. For example, the relics of the Sultan of Cirebon and the relics of the Kingdom of Pajajaran. Similarly regarding religious tourism, there is the Tomb of Sunan Gunung Djati in Cirebon and the Tomb of Shaykh Abdul Muhyi in Tasikmalaya.

West Java is quite advanced in the field of tourism. No wonder then, that this tourism is included in the mission of West Java 2013-2018, which is "Improving Social Life, Art and Culture, Youth and Sports Role and Tourism Development in Local Wisdom Frame." To support the mission, the

Department of Tourism and Culture of West Java also has a vision: 'Realising West Java as a World Class Culture and Tourism Destination Centre'. To support the vision, the Department of Tourism and Culture of West Java also has the following missions: 1) improving Local Potential-Based Economy Development; 2) preserving Local Cultural Assets; 3) making art and culture effective as a regional asset supporting West Javan tourism development as a part of the local wisdom frame and 4) improving the Quality of the Human Resources Division of Culture and Tourism.

Each country has a strategy in order to advance its potential in every sector that it has. One of these strategies is related to the economic, social, and cultural development that is usually obtained from the tourism sector. This is because tourism has a good influence on visitors as well. This era of globalisation, with its complicated life situations and the many problems faced by everyone, makes tourism important in order to gain peace as a form of entertainment. Tourism as an activity is carried out by people who are usually preoccupied with activities that switch the mind to tranquillity and entertainment. Tourism is a travel activity undertaken from the original residence to a destination for the reason not to settle or to earn a living, but to satisfy curiosity, to spend leisure time or to go on holiday.

The tourism sector has a significant role in supporting the progress of a region. Tourism is a significant commodity if it is well managed, with the existing natural resources supported by human resources. Tourism can become the foundation of the income of a society and area and it can increase the Original Regional Income or *Pendapatan Asli Daerah* (henceforth PAD). This should get the attention of the government, especially the local government, which in this case is the provincial government. In order for people to understand the tourism of West Java, there are several steps in the socialisation of the tourism policy in West Java, as follows:

- through conventional media channels, such as newspapers or radio;
- through formal communications, both to formal leaders and to government employees down to the lower levels of officers;
- through traditional communications, the government approaches community leaders as well as informal leaders, such as the leaders of community organisations;
- through the website http://www.disparbud.jabarprov.go.id/ where

there is an open portal for the community to communicate directly with the government;

- through personal communication channels such as mobile phones, SMS etc and
- through social media channels like Facebook etc.

West Java is one of the provinces in Indonesia that has great potential in the tourism sector as it can be developed, be it nature tourism, historical tours, culinary tours and shopping. The Department of Culture and Tourism as an institution is directly related to the field of tourism, and it has the responsibility to be able to realise West Java as being a reliable area in the field of tourism. The activities of the Culture and Tourism Office of West Java in the field of Tourism Marketing have a significant role in the business development of the tourism sector.

To promote tourism, the office requires communication tools like websites. The website is one manifestation of communication activities, which is mass communication. In the process of delivering information, several important aspects determine the success of the process of delivering the message, including information sources, namely the party that makes and delivers the message. Messages are the idea of symbolic codes, with channels as the messenger medium and the recipients of messages targeted for communication.

Technological developments have a great influence on changes in communication systems and information systems that make the communication and delivery process of information become faster, easier, cheaper and in a wider range. The development of internet technology allows us to be able to send and receive information from various parts of the world through access to the website. As part of the development of advanced communication and information technology, globalisation is increasingly widespread, involving all aspects of human life. The world has become a global village.

The utilisation of internet technology in Indonesia is developing at a relatively simple level. Nevertheless, it cannot be denied that in the last two years, the number of enthusiasts and internet users in Indonesia has continued to increase. Currently, more and more offices of government agencies and private companies already have connections to the internet network. Some of them have even published their agencies in the form of an official website on the World Wide Web (Anwaret al, 2018).

In promoting the existing tourism of West Java, one of the technological advances used in promoting West Java province's tourism is the website.

Through the official website of the Department of Tourism and Culture of West Java, the government can make local and international community's better know the potential of West Java tourism. It is not widely known, so people can easily access information about tourism in Western Java.

In 2010, there was a change in the interface, regarding the content, web domain and database. This is because, referring to the provisions of the Department of Communications and Information of West Java, the government's website must have a go.id domain. They then changed the website domain of the Department of Culture and Tourism of West Java to www.disparbud.jabarprov.go.id. APBD Jawa Barat manages the funding. The website is managed, other than by the staff of the Marketing Sector of Data Analysis and Information Division, by is each admin per sector, including the Secretariat and UPTD, the Department of Culture and Tourism of West Java. However, this did not work effectively, so starting from 2011 up until now, the website management has only been done by the Marketing Sector staff of the Section on Analysis, Data and Information. The target visitors of the West Java Tourism and Culture Website are all levels of society, both foreign and domestic, that require information about West Java Tourism.

As of September 8th, 2010, until now (29/7/2018), there have been 3,215,022 visits to 5,861,502 pages on the official website of the West Java Tourism and Culture Office. There have been 381 website visitors each day (http://www.disparbud.jabarprov.go.id.)

At this time, the website of the Department of Tourism and Culture of West Java is one effective medium to promote tourism in West Java, but the development and management of the website is not without the constraints that cause deficiencies in the feasibility of accessing the information on the website.

The information contained in the website of the Department of Tourism and Culture of the West Java Province is not known by the community because of the lack of information and socialisation provided to the public in relation to knowing the function of the website. The lack of information related to promoting the web to the public is also influential, so there are still people who are less aware of the tours available in the West Java Province. This relates to the type of information presented on the website.

Aside from the lack of information and socialisation given to the public regarding the existence of the website, there are also some

shortcomings in the feasibility of the information contained in the content of the website. The need for information will have to be based on eligibility. The feasibility of information is considered in relation to its significance, its magnitude, its timelessness, its proximity, its prominence, and the fact that it can touch the feelings of the reader (human interest). Tourism information displayed on the Department of Tourism and Culture of the West Java website is not complete and detailed enough to meet the needs of the public.

The Department of Tourism and Culture of West Java website's content is considered to be complete enough, but the deficiency is in the information presented. The tourism content is still considered to be less complete and detailed, so the lack of socialisation means that the effectiveness of the site has not been felt maximally and thoroughly.

In the aspect of completeness or magnitude, information about the object of the tour is still considered to be incomplete, even there are some attractions, such as information on the ticket prices, access to entry, information about the facilities.

Shortcomings have also been found in the timeless aspect. The actuality of the news displayed on the Department of Tourism and Culture of West Java website lies in the lack of diverse news displayed. The website manager rarely updates information and information about the tourism object should also be about the development of the world of tourism. There is some information that has remained unchanged, but there is still a lot of information that can be extracted.

A lack of socialisation is one of the constraints or barriers because not all people know about the website itself. The website manager is also considered to be less able to attract the public to visit the website because the information presented still seems stiff.

However, there has been considerable progress made compared to before, with the inclusion of links to art and cultural centres such as Saung Angklung Udjo, Taman Bunga Nusantara, and other tourism websites all over Indonesia.

Similarly, on the website, some of the data can be downloaded. But again, the data is out of date. For example, the tourist data is still based on that in 2017, and this has been running as it is for more than half a year.

Regarding the presentation for foreign tourists, it seems that the Department of Tourism and Culture of West Java website is less interesting, because there is no choice of foreign languages.

Regarding connections with social media, the Department of Tourism and Culture of West Java's website only focuses on Facebook and Twitter. Meanwhile, most people are already shifting to Instagram, where people can interact with fellow Instagram users including mutually uploading photos and videos. Therefore, it is proposed that to meet the latest public trends, Instagram should be used as another social media platform.

4 CONCLUSIONS

In conclusion, the socialisation of tourism in West Java Province through http://www.disparbud.jabarprov.go.id has not been successful enough to be in the public awareness. Although not yet successful, most of the art and culture communities of West Java Province welcome the policies that support the ease of tourism information access. This can be seen from their enthusiasm when entering the link to the website at (http://www.disparbud.jabarprov.go.id.). West Java Province has witnessed a variety of tourism advances, which can lead to changes in social, cultural, and even technological aspects. Tourism policies in West Java province have led to business interactions, political interactions and cultural interaction. The economic, social, cultural, and technological, tourism policies could also add a sense of community, art and tourism.

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