

Information on Tourism Communication through Television Program in Improving Tourists Visiting Indonesia

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Abstract: The Indonesian Government's policy in developing the tourism sector, gave ideas to film people in making documentary films. Documentary film making that presents the latest regions in various parts of Indonesia. The purpose of this study is to; 1) Analyze how the Tourism communication model is presented in the Traveling Community Documentary program on private TV and TVRI? 2) What are the main factors for local, national, and international tourists that are used as reasons for traveling to tourism in Indonesia? The method used is a mixed-method between qualitative and quantitative methods. This study uses a Qualitative Method by conducting observations and interviews, while the Quantitative method is used to obtain descriptive statistical analysis in concentrating data about the common perception of why travelers choose Traveling in Indonesian tourist areas. Primary data was taken by interviewing 20 tourists. Results show; 1) Tourism Communication Model presented in Documenter events involving the Community; program that involves the community that has a hobby of Traveling. The resulting broadcast exposes every region that is considered unique, the beauty of nature that can increase tourist visits to the region. 2) Factors that encourage visits: a) Information on the presentation of documentary shows, b) Interesting natural nature presented on TV. c. The narrator's way of expressing interest in visiting the area presented.

1. BACKGROUND

Indonesian tourism activities are supported from all walks of life, including Televisi Republik Indonesia (TVRI) by presenting programs to improve Brand Wonderful Indonesia through Tourism-themed events. Programs that are presented include Domestic Exploration, Culinary, Archipelago Cloth, and Tourism Documentary Program titled Jalan-Jalan.

According to the TVRI Supervisory Board, Arief Hidayat 2017; said TVRI was ready to support Wonderful Indonesia through various TVRI Programs. Further explained that TVRI already had many events with tourism-related themes from various regions. So TVRI can support the progress of Indonesian charm tourism. According to Arief; by having 29 regional TVRI stations in 29 cities and having transmitters and four digital channels, TVRI can be enjoyed free of charge aka "free to air" with the broadest range. The number of viewers is quite reliable. This power can help TVRI present various information, promotions, and news related to

tourism for the needs of the Indonesian people to travel to all corners of the archipelago. The program that was taken into account in research at TVRI was a tourist documentary program called the streets.

In addition to TVRI, Supporting Indonesian wonderful is done by Private TV. All national and local private TV programs offer programs that provide tourism information in Indonesia. One of the concerns in this study is the Traveling Show on NET.TV which presents an event titled Indonesia Bagus which presents the charm of Indonesian culture. This program is a documentary film using narrators taken from the community at the location — presentation of a Natural Documentary program.

One of the Good Indonesia programs that won Prizes at the KPI Award (Indonesian Broadcasting Commission in 2015 became the 2015 Asian Television Award Nominee in Singapore in the Pride Story of Tarak Fak-Fak Papua Village. The documentary shows about a small village in West Papua, where the majority of the population is Muslim, in the village of Tarak Fak-Fak, thick with Nuance of Islam and the village is known as Muslim village. The episodes of the Pride of Tarak Fak-Fak

village show how the natural beauty of the beach that serves Batu Lubang (like Goa) located on the beach Merpati Goa rocks formed naturally made tourism destinations to date.

Based on the description above, from the second presentation of the Television, the researcher wanted to analyze what the tourist community thought was always taking the time to visit new areas throughout Indonesia to visit after getting information through television shows. So for the convenience of research, the research questions are;

- 1) What is the Tourism communication model presented in the Traveling Community Documentary program on private TV and TVRI?
- 2) What factors are the reasons for tourists to choose tourism places?

The urgency of this research is to obtain information about the development of more effective tourism communications and enhance the wonderful Indonesia in the Eyes of the World.

2. LITERATURE REVIEW

Information

Based on the Book Kusriani & Andri Koniyo (2017) explained that Information is data that has been processed into a form that is meaningful to users, which is useful in making current decisions or supporting information sources. Based on this statement, it can be said that information is data that has been processed and used for decision making for someone or an organization.

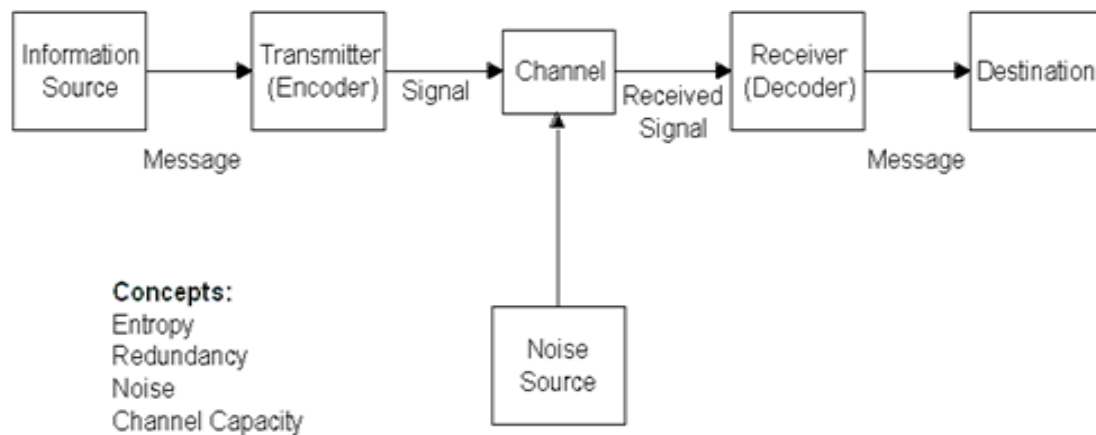
Information is data that has been given meaning through context. For example, documents in the form of spreadsheets (such as from Microsoft Excel) are often used to create information from the data in it. Information is the result of processing data so that it becomes an essential form for recipients and has uses as a basis for decision making that can be felt directly as a result at that time or indirectly in the

future (Sutanta, 2011). Information is data that has been summarized or manipulated in other forms for decision-making purposes (William, 2007). While according to (Fajri, 2014) information can be interpreted as data that has been processed and converted into meaningful contexts so that it has meaning and value for recipients and is commonly used for decision making. (<https://id.wikipedia.org/wiki/Informasi>.)

Quality information has three characters, namely; 1) Accurate: Information must be free from errors, unbiased or misleading, accurate also means that information must be able to explain and reflect on the intent. 2) Just in time; the information that comes to the recipient may not be late. In decision making, information that is already using is no longer valuable. If information arrives too late, so that decision making is too late to be done, it can have fatal consequences for the recipient of the information. Recipients of information, in this case, can be in the form of individuals or groups or a company for decision making connected with information. 3) Relevant; The information submitted must have relevance to the problem to be discussed with the information specified. The information must be beneficial to the wearer, besides having the character of information value and also showing quality. The value of information is determined by two things, namely the benefits and costs of getting information

Wiryanto (2004) explains that Shannon and Weaver (1949) revealed that information is the energy that is patterned, which affects individuals in decision making from the possibility of choices of data presentations in the information.

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Picture 1: Shannon and Weaver models

Source: Shannon and Weaver, the Mathematical Theory of Communication Urbana: University of Illinois Press, 1949

Data will have information value if it is meant for someone who interprets it. Someone's ability to give meaning to data will determine ownership of information. The interpretation of the data or stimulus received by the brain will determine the quality of information. The quality of information is very much determined by various elements used to process each stimulus that enters a person through the five senses. Then proceed to the process to be processed based on knowledge, experience, tastes, and morality, then the information produced will be more qualified — information as the amount of uncertainty measured by reducing the number of alternatives. Information is closely related to uncertainty situations. An increasingly uncertain situation provides much alternative information that can be used to reduce uncertainty.

Based on the description above, what is meant by the information in this study is a data that is presented containing value 1) accurate, 2) Timely, 3) Relevant, where the three elements can be used as an excuse for decision making for someone, group or organization.

Tourism Communication

According to Ruben and Stewart 2006; Communication is a process in which someone or several people, groups, organizations, and communities create, and use the information to connect with the environment and other people. In general, communication is carried out verbally or verbally both parties can understand that. If there is no verbal language that can be understood by both, communication can still be done by using gestures

or showing individual attitudes, such as smiling, shaking his head, and lifting a shoulder. This way is called the language of nonverbal communication.

Etymologically, the word tourism comes from Sanskrit, which consists of the words *Pari* and *Wisata*. *Pari* means all, all, and full. Travel means to travel. So tourism can be interpreted as a full trip, which is to depart from a place to go and stop in a place or several places and return to the original origin.

The term Tourism was first known after the National Conference on Tourism II in Tretes East Java in 1958. It was initiated by Prof. Priyono who was endorsed by President Soekarno. After being legalized, *Istlah Dwean Tourism Indonesia* was changed to the Indonesian Tourism Council (DEPARI).

There are several kinds of definitions of Tourism, some of which are proposed by Prof. Salah Wahab (2003) explains Tourism is one type of new industry that can accelerate economic growth and provide employment, increase income, living standards and stimulate other productive sectors later, as a complex sector. Tourism also realizes classical industries such as the handicrafts and souvenirs industry, lodging, and transportation.

UNWTO defines tourism as Tourism Compliance activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure and other purposes not related to the exercise of remunerated activities from within the Place Visited.

Based on the definition above, the activities to Tourism can be classified into two, namely;

1. Domestic Tourism; Tourism activities carried out by someone but the place visited is still in the country he lives in.
2. International Tourism; Tourism activities carried out by someone with a completed place are outside the country where he lives.

There are several types of Tourism that are well known, among others;

1) Cultural Tourism; namely travel carried out based on the desire to expand one's outlook on life by way of visiting other places or going abroad, learning about the existence of the people, customs and art of the region.

2) Health Tourism, which is the journey of a tourist to change the situation and environment in a day-to-day place where he lives for the sake of resting for him in the physical and spiritual sense.

3) Sports Tourism, namely tourists - tourists who travel to exercise or intentionally intend to take an active part in sports in a place or country.

4) Commercial Tourism, which includes trips to commercial exhibitions and pecans, such as industry fairs, trade shows, e

5) Industrial Tourism, namely travels carried out by a group of students or students, or ordinary people to a complex or industrial area, with the intent and purpose of conducting a review or research.

6) Nature Reserve Tourism is a type of tourism that is usually held by agents or travel agencies that specialize in businesses by arranging tours to places or areas of nature reserves, protected parks, mountainous forests and so on whose preservation is protected by law.

7) Honeymoon Tourism is an implementation of trips for newlyweds who are on their honeymoon with unique and individual facilities for the enjoyment of travel.

8) Marine tourism is tourism that is much associated with lakes, beaches, or the sea.

Based on the description above, Tourism Communication is a process of delivering messages from someone, institution, organization to the relevant people about information about a place that tcis used as a destination for travel in general in the context of tourism.

Television Program

Television programs as the most crucial factor in supporting a radio and television broadcasting financially are programs that bring audiences to know a broadcast. Various types of television

programs can be divided into several types, namely (Morris, 2011: 217):

1) Hard News (Hard News): Hard news is all-important and exciting information that must be immediately presented by broadcast media because its nature must be immediately displayed so that can be known to the audience as soon as possible. In this case, hard news can be divided into several forms:

a. Straight News means "direct" news (Straight News). It means a short story (not detailed) by presenting only the most crucial information that covers 5W + 1H (who, what, where, when, why, and how) to an event that was reported. This type of news is very time related (deadline) because the information is very fast stale if it is too late to be delivered to the audience.

b. Feature: A news program that displays light news such as information about the right places to eat or places of interest such as this is called a feature. Therefore. The feature is soft news but exciting. Understanding "interesting" here is information that is funny, unique, strange, raises the admiration, and so on. Not too tied to the delivery time, but because the duration is short (less than five minutes) and it becomes part of the news program, the feature falls into the hard news category. If features related to important events or related to time must be immediately broadcast in a news program called news feature.

c. Infotainment: News that provides information about the lives of people who are known to the public (celebrity), and the arena most of them work in the entertainment industry, such as film/soap opera players, singers, etc. Infotainment is one form of hard news because it contains information that must be aired immediately. Regular news programs sometimes display news about celebrity life which is usually presented in the final segment of a news program.

2). Soft News; Soft news is all-important and exciting information that is delivered in-depth but not immediately aired. Programs that fall into the soft news category are:

a. Current Affair; The program that presents information related to important news that appears before but is made in full and in-depth, is entirely bound by time. The limit is that as long as the issues discussed are still getting the attention of the public, a current affair can be presented. For example, a program that presents stories about people's lives after being struck by a devastating natural disaster, such as an earthquake or tsunami. b. Magazine; Given the name of the magazine because the topic or

theme presented is similar to the topics or themes contained in a magazine. The magazine is a program that displays light but in-depth information, in other words, a magazine is a feature with a longer duration, aired on a separate program separate from a news program.

c. Documentary; Documentary is an information program aimed at learning and education but is presented with interest. For example, telling about a place, life or history of a character, life or history of society (such as tribes) or animal life in grasslands, etc. A documentary program is sometimes made like making a film, so it is often called a documentary. d. Talk Show; Talk shows or talk programs are programs that show one or several people to discuss a particular topic guided by a host. Those invited were people who were experienced directly with the events or topics discussed, or they were experts in the issues being discussed.

Based on the description above, then the television program intended is a program, television in the News soft category, which is related to the Documentary program television programs aimed at learning and education but is presented with interest. In this study related to tourist travel information.

3. RESEARCH METHODS

This study uses qualitative methods with observation and interview techniques. To get the data interviewed 20 tourists. Sampling for interviews was conducted by purposive sampling with criteria; 1) who have watched documentary films presented on TVRI and NET.TV. 2) have done tourism in the territory of Indonesia. The research was conducted in the West Jakarta area by getting informants who were met with appropriate criteria around the West Jakarta area. Then analyze with descriptive statistics to focus data on the reasons for Travelling to the territory of Indonesia.

4. RESULTS AND DISCUSSION

Characteristics of 20 Tourists

This research was asked for information from 20 tourists in the West Jakarta area. Tourist characteristics are gender, religion, culture. The characteristics are in the following Table 1;

Table 1. Characteristics of tourists based on demographic data

Variable	F	%	Mean	Median	Mode	St.deviasi	Variance	Range
Gender								
Man	9	45%	1,55	2,00	2	0,510	0,261	1
Women	11	55%						
Total	20	100%						
Culture								
Jawa	5	25%	2,75	2,50	1	1,446	2,892	1
Minang	5	25%						
Batak	3	15%						
Melayu	4	20%						
Sunda	3	15%						
Total	20	100%						
Religion								
Islam	6	30%	2,80	2,50	1	1,642	2.695	5
Katolik	4	20%						
Protestan	3	15%						
Hindu	3	15%						
Budha	3	15%						
Konghuchu	1	5%						
Total	20	100%						

Based on Table 1 above, it can be explained that out of 20 tourists interviewed, 9 (45%) people were male, and 11 (55%) people were women. Culture is based on the origin of tourists from 5 regions of Indonesia, namely, Java 5 (25%) people, Minang 5

(25%) people, Batak 3 (15%) people, Malay 4 (20%) people, Sundanese 3 (15%) people.

The religion adopted by the tourists in this study was Islam 6 (30%) people, Catholics 4 (20%) people, Protestants 3 (15%) people, Hindus 3 (15%)

people, Buddhists 3 (15%), and Konghuchu 1 (5%) people. while the lowest tourist age is 17 years and the highest is 50 years.

In addition to the above characteristics of the tourists who were used as respondents, there were

characteristics that became the sample requirements, namely 1) having watched documentaries on TVRI & Net.TV. 2). Ever joined Tourism to all corners of Indonesia. more clearly presented in the following Table 2;

Table 2: The characteristics of tourists are sampled

Variabel	F	%	Mean	Median	Mode	St.deviasi	variance	range
Watch TVRI and Net.TV								
Ever	10	50%	2.300	2,000	2	0,657	0,432	2
Always	10	50%						
Total	20	100%						
Tourism Across Indonesia								
Ever	15	75%	2,450	2,500	3	0,648	0,366	2
Always	5	25%						
Total	20	100%						

Based on Table 2 above, it can be explained that of the 20 tourists 10 (50%) people never watched TVRI and Net, TV, 10 (% 0%) people always watched TVRI and Net.TV. while Tourism Activities to all corners of Indonesia 15 (75%) have carried out activities in remote areas of Indonesia. and the category always does 5 (25%) people.

Factors that Influence Respondents to Conduct Tourism Activities

Tourism trips carried out related to the documentary film Traveling on TV, the tourists explained the reasons, presented Table 3 as follows:

Table 3. Factors that influence respondents choose to do tourism activities

Variabel	F	%	Mean	Median	Mode	St.deviasi	variance	range
Awareness								
Do not recognize			2.10	2,00	2	0,852	0,726	3
Know	10	50%						
Very know	5	25%						
Total	5	25%						
	20	100%						
Tingkat Pengetahuan								
Do not recognize			4,500	2,00	2	9,344	87,316	2
Know	3	15%						
Very know	5	25%						
Total	12	60%						
	20	100%						
Perencanaan Perjalanan Pariwisata								
Planned	3	15%	2.200	2,00	2	0,696	0,484	2
Spontaneity	10	50%						
Unplanned	7	35%						
Total	20	100%						
Narrator								
Not good	6	30%	2,20	2,00	2	0,696	0,484	2
Nice	10	50%						
Very good	7	35%						
Total	20	100%						

Based on Table 3 above, it can be explained that the reason for tourists to take a tourist trip is 1). There is awareness of the need to go on vacation so that you take a tour. In table 3, it can be seen that from 20 respondents 10 (50%) said that they did not know when to do tourism activities. 5 (25%) states that they know exactly when they will travel on Tourism. 5 (25%) people realize and really know when tourism will take place.

Based on Table 3 above, it can be explained about the level of knowledge of respondents after watching and getting information through television shows that 3 (15%) respondents stated that they did not know the information broadcast on television, 5 (25%) respondents said that they knew information from television and 12 (60%) respondents stated that they knew very well, about information that was displayed in documentary films.

Tourism Travel Planning stated by respondents, namely 3 (15%) respondents stated that tourism travel was planned in a planned manner. 10 (50%) respondents stated that tourism travel was spontaneously related to activities connected with their work. 7 (35%) stated that tourism travel activities were carried out unplanned, related to activities connected with religious holidays.

The narrator, who explains information on television is one of the factors that encourages respondents to carry out tourism travel activities throughout Indonesia. It is known that 3 (15%) respondents stated that the narrator who delivered it was not good, 10 (50%) stated that he was right, and 7 (35%) stated that the narrator was good. So 85% of respondents said they were excellent and very good. And the Narrator is a driving factor for tourism travel.

The Tourism Communication Model Presented on TVRI and TV Net.TV

The Tourism Communication Model in Documentary Shows is produced by creating an Idea Search Team, which involves communities in the area that will be promoted, and expose the uniqueness that exists in the region. This model is carried out by both televisions, both TVRI and NET. TV. Tourism Communication which is presented in shows, among others, displays the natural beauty that is in the region that is promoted and increases information about the social and cultural values in the region. Also by involving the community of residents who carry out routine activities that provide uniqueness values, which raises further curiosity about the condition of the region. The

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The factors that encourage tourists to make visits related to television shows are;

1) Information on the presentation of documentary shows; Documentary shows about travel to remote areas in Indonesia, being an exciting dish for tourists according to his assessment is because it is presented in detailed travel information that presents in full the steps and how to deal with the obstacles that occur. Other than that, the presentation displayed is as it is without being edited and seems to be directly on location, and seemed to participate in the activities carried out by the event's Host. This model was carried out equally by the two television sets observed.

2) Interesting Natural Nature presented on television; The presentation about the beach which was explored depicting the beautiful beachside is so exciting. Shows that present the conditions of the mountains once conveyed with beautiful images. Integration between the environment and human activities around it, and other activities.

3) The way the Narrator expresses interest in visiting the area; The narrator chooses words that are characteristic of the atmosphere of the tourist area by thoroughly describing it, using words understood by listeners and viewers. The narrator also explains the related story with tourist areas. And explain the history that is made into something trusted by the locals.

5. CONCLUSION

The research conclusions are;

1) Awareness Level, from respondents to tourism communication information, 50% said they knew and were very aware of the information submitted on the show. Likewise, with the Assessment to Narrator, 85% of respondents stated well and very good.

2) Tourism Communication Model presented in Documenter events involving the Community; program that involves the community that has a hobby of Traveling. The resulting broadcast exposes every region that is considered unique, the beauty of nature that can increase tourist visits to the region.

3) Factors that encourage visits: a. Information on the presentation of documentary shows, b) Interesting natural nature presented on TV. c. The narrator's way of expressing interest in visiting the area presented.

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