Application of Web-based Travel Attractions as a Marketing Strategy

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Abstract. The purpose of this study is to see how web-based travel attraction in social media for improving number of tourism and building economic progress from an area. The method used in this study is collecting the data form by interviewing and internet searches. The results of this study is that social media can developed travel agents, as well as facilities for social media services in this field. Especially if you use social media, because you don’t have to pay for promotions, tourists also will be provided about the information as well choosing the place according to their needs. Besides, tourism promotion on social media influence the increasing of tourists to visit an area as a tourism actors in the city. So, the tourist will be more understand tourism objects and products offered. Therefore, online media can provide information, and is very important for service providers.

1. Introduction

The tourism in Indonesia has a high potential in various regions but it has not exposed yet. However, with the rapid growth of the technology is very helpful to promote new tourist attractions. Computer and internet also have become an integral part of modern society. According to Internet World Stats in 2014, it is estimated that there are about 2 billion (34.3% of the world's population) of an internet users in the world. From 2000 to 2012, the number of internet users worldwide increased by 566.4% and the usage of an internet in all areas of life has become more common than that time. The use of the internet for commercial purposes is also greatly increased. In 2014, global internet usage was 22.8 hours per month with a strong growth rate in terms of internet usage such as cellular internet usage; in particular, through social networks, online searches, online videos and online shopping [1]. In the recent years, many businesses rely heavily on computers and the Internet and it is operate daily. However, despite the growth of the internet and the high rate of e-commerce adoption in America and Europe, in most cases, the adoption of e-commerce by small and medium-sized companies associated with the tourism and hospitality industry in developing countries are still low. Small-and-medium businesses in developing countries still have difficulties in combining the internet and e-commerce into their businesses. These difficulties are mainly related to the structure of the SME and its environmental environment [2]. Most hotel businesses throughout the small-and-medium world, owned by local entrepreneurs are run by their families, local members in the community [3]. Thus, for the small and medium business will provide stable employment opportunities and support local economic integration in peripheral areas, even during recession periods, regardless their small or medium business, these organizations are very important [4]. Internet helps to provide information about
services and make an instant confirmation to respond the question such as room availability as well as make direct connections between members of the hotel industry and the customer [5]. Small businesses are usually lacking about the technical knowledge, the amount of internet users are amount to 71,190,000 with a penetration of 28% in 2014 and 51,096 for Facebook users in December 2012 (Internet Worldstats, 2014) thus, internet users in Indonesia will have a 20 percent growth from year to year in 2016 leads to 102.8 million (Tech In Asia, 2014). In terms of e-commerce transactions in Indonesia, the e-commerce market will double in 2013 to US $ 8 billion compared to the 2012 figure as cellular and online buyers grow in numbers [6].

In this digital era, promotional trends have developed by utilizing technology. Specifically, this trend has led to the use of social media as a promotional medium now. Promotion through social media considered to be more effective because it does not require large costs and has a wider range compared to conventional promotions, so it can reach both domestic and foreign markets in a short time. Other than that, corporate using social media can embrace various market segments because the age range of social media users is not only limited to adolescence, so market segments become more dynamic. Social media marketing (marketing through social media) is one form of marketing strategy by utilizing social media in the marketing efforts of a product / brand and service to the community that participates in social media [7]. According to Marchiori the interactive nature of social media is its ability to establish communication between individuals, companies in the community of sellers with their customers, and Contact Customer Participation fill content and value value is a potential for companies to provide better service for customers and meet their needs. To achieve tourism goals, the typical message conveyed through information technology media supports forming trust in the information provided [8]. And According to Gunelius by using social media for marketing is a form of direct or indirect marketing to build awareness, and actions for something brand, business, person, or other body and carried out using tools from the social web, such as blogging, microblogging, social networking, social bookmarking, and content [9].

Travel agents are a general category and are currently undergoing changes in the tourism market due to the use of e-commerce. The ability of small tourism companies to successfully realize the offer of value added and usability services for customers [10]. Electronic commercial business (e-commerce) is currently growing the world due to consumer behaviour. In recent resetting results of the forester about online retail reports, e-commerce experienced 28 percent year-on-year growth in 2012. Combined with the fact that digital consumers spend US 1.46 billion. Consumers want a multichannel shopping experience that allows them to shop and complete the media transactions they want. To maximize the impact of shopping preferences, retail online businesses see online trends and then implement them in harmony with e-commerce systems as market demands. Tourism and hospitality companies can benefit from the use of ICT. This technology helps tourism and hospitality companies to reduce costs, improve operational efficiency, and improve service quality and customer experience [11, 12]. Tourist attractions are important elements for successful tourism development goals, to, Whatever stage of tourism development is achieved, and attractions can be used to strengthen, consolidate, and help promote tourism products [13].

The purpose of this study is to find out how social media or promotional media and tourism potential can build the economic progress of an area besides how to involve tourists with tourism products and by itself can increase awareness. The method used in this study is collecting data in the form of interviews and internet searches. From the results of the study, it was found that social media such as Instagram or online media could be the right choice to promote media and information to social media users.

2. Method
The method used in this study was descriptive analysis, data collection through interviewing, observation, and internet searching. The results of this research showed that in the form of an explanation of tourist attraction can be packaged as attractive as possible then developed into a travel agent or travel tour business, as well as gain the benefits of social media to promote the offer services in tourism, so that it can develop tourism potential that has an impact on economic growth.
3. Results and Discussion

Social media such as Instagram or online media can be the right choice for media promotion and information to social media users, there must be an interesting and even unique side, such as providing information about tourist attractions that have included transportation and accommodation so that tourists are attracted to services offered, there are various choices of tourist attractions, with different prices and vulnerable times in each choice of places provided [14]. After provide rundown, then information during departure and equipment, so as to provide convenience to tourists. This company is called Explore Banten Travel, because indeed this travel is devoted only in the area of Banten Province, so that it can indirectly promote the area, but even though it is only in one area, there are many tourism options available, such as, Peucang Island, Tanjung Lesung, Ujung Kulon, Sangiang Island and Baduy Cultural tourism area, with prices for each different trip according to needs. This service is also included for lodging or hotel, so when we choose to do a vacation trip there is no need to be confused anymore to find a place to stay, because it has been provided with a variety of quality. In choosing a lodging, explore offers a choice, namely a villa or hotel, so that it can be adjusted to your needs. In terms of lodging both hotels and villas, exploring, Banten integrates with the community, so that not only running a business, on the other hand it helps the economy of the surrounding community to be more advanced and developing. Here is one example of tourism in the Banten area (See Figure 1).

![Image of Explore Banten Travel website]

**Figure 1.** Photo Trip and Price Schedule. This figure was taken form [https://explorebantentravel.com/trip](https://explorebantentravel.com/trip) on September 19 2018.

Regions or villages around these popular tourist objects began initially to facilitate tourism activities to attract tourists. In this case, then came the villages that provided tourism activities which were then called tourist villages. And marketing destinations pay attention to markets, targets, and accessibility also penetrate market segments, targets and ways to position tourism potential. The step to position the wrong potential that influences it is the external environment. According to Williams said that External environment is all events outside the company that have the potential to influence the company [15]. In this case the extraneous environment can consist of others. In the first view in the form of photos here tourists can see the departure schedule and the price offered. This section is in an Instagram account, it is very easy to access to choose a destination for a vacation. below this is one of the famous tourist trips of good tourist destinations and liked by the public (See Figure 2).
Figure 2. Price info. This Figure was taken from https://explorebantentravel.com/trip on September 19 2018.

In this second picture there is information and descriptions of what tourists get in each trip, and also contact is available to contact. In addition, the trip here gives an explanation of the conditions of tourism there, vacation packages provided in accordance with the choice of the trip requested. Then for further information, contact information is needed for further information (See Figure 3).

Figure 3. Online media. This figure was taken form https://explorebantentravel.com/trip on September 19 2018.
Information about the choice of tour packages provided is not only on Instagram, this is also available in online media so that it makes it easier for tourists, there are several menus in this online media, such as news, tours, events, group trips, and trip packages, this is to make it easier the tourists. In addition, the strategy of tourism entrepreneurs to make a promotion that can be used by the community to see the tourism provided (See Figure 4).

Figure 4. Rundown and include. This figure was taken form https://explorebantentravel.com/trip on September 19 2018.

In addition determine about the price and choice of tour packages. There are also rundown including anything that tourists have to bring, so the tourists will feel ease, just by paying the prices listed, the holiday becomes easier and more comfortable.

4. Conclusion

The development of communication technology makes it easier for everyone, especially in the business field. So, the business people or service providers can easily carry out their marketing, especially if they are using Instagram because they don't need to pay to do promotion, preparation of the tourist such as availability room as well as the tourists can recommend some places that they never go to the destination. We are using web as a promotion tool we need to pay. However, online media such as web will be so much
easier to provide information. In the field of promotion and marketing are not enough. It is not impossible that the tourism sector can develop their business by utilizing social media as a marketing tool.

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