Information media on historical tourism: probing into public perspectives in Jember regency

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Abstract. This study delves into historical tourism information media in Jember from the public perspective. The study deploys descriptive quantitative approach. Research instrument operative in the study was questionnaire to garner data germane to public perspectives on historical tourism information media in Jember regency. The study was conducted by involving people who lived in Jember, with a total of 40 people. Data collected were put under analysis using SPSS, mainly with the aid of descriptive statistics. Based on the analysis and discussion, the historical tourism information media in Jember has provided satisfactory information. However, it also requires further improvement and development for improving the quality of information media. Information media can portray an outstanding branding image for Jember. The media can lend itself to showcasing Jember as a tobacco city and a Pandhalungan city. This is a huge potential for the development of historical tourism information.

1. Introduction
Tourism has now become one of the potential income sectors in almost every region. Tourism activities always involve various components of society, ranging from micro businesses to middle-level enterprises. This poses bearing impact on the economic development in the community [1]. Commonly, tourism activities include (1) actions to see something related to tourist attraction; (2) doing activities at tourism such as taking pictures, enjoying leisure, relaxing, and enjoying food; and (3) shopping at tourist sites [2]. Technology is needed in the form of tourism, social and education in this era [13]; [14]; [15]; [16].

The number of tourists’ arrivals and their length of visit are influential factors that lead to the increased number of transactions at tourist destinations. One effort needed to escalate the number of tourist visits in an area or tourist attraction is the promotion and dissemination of information, possibly taking various forms of media. This will provide information to potential tourists and further attract them to pay a visit. The ease and flexibility of accessing information related to tourism objects also shoulder some roles in driving tourist visits [3].

The integration of technology for providing information and promoting tourism objects to tourists is one way to optimize their visits. There are several technologies that can be used for this objective, such as websites, personal blogs, Facebook, Twitter, Instagram, internet forums and other social media. The internet is growing rapidly among its users. This results in high-rate delivery of information. Dissemination of information about tourism is also often put at play by managers of tourism sites to attract visitors [2]. Several websites and social media platforms are also used for spreading tourism information at ease.

Employing social media is the easiest means to share information concerning tourism. Through social media, information seems lighter and more interesting. This is caused by the density of information conveyed to the public. People have more interest and desire when there is information about certain attractions delivered on social media and another platform [17]; [18]; [19]; [20]; [21]; [22]. Printed media such as newspapers, magazines, and also television as well as radio have been
abandoned by today's society [4]. The emergence of social media has changed one-way communication into multidimensional communication [5]. The use of Word of Mouth (WOM) for sharing information is considered quite effective because WOM includes personal assessments obtained through first-hand experience [6].

Jember is one region famous for its diverse tourism potentials. One of the tourist attractions that have gained its traction at world level is Jember Fashion Carnival (JFC). This has become a very unique and worldwide fashion carnival. Information on Jember Fashion Carnival (JFC) is promoted on the official website of the Jember government. Some people also use social networks to introduce Jember attractions. The use of the internet to promote tourism objects has been really popular because the internet offers broad coverage. The right use of Internet coupled with finely conceptualized information model will deliver a product to the intended destination effectively. Tourism is a commodity that needs to be promoted as it is by nature similar to other sale objects.

To this point, the researchers aimed at filling the void in current study germane to the use of information media in tourism sector. Particularly, the study delves into the people's perspective on historical tourism information media in Jember. This will shed lights on media design, such as what media is interesting to the community. The development of credible information media is expected to increase the number of tourist visitors, especially historical tourism in Jember.

2. Methods

This research employed descriptive quantitative approach. Quantitative research is a method for testing certain theories by examining the relationships between variables [7]. In quantitative research, theory sets the initial explanation of the relationship between variables under investigation. The research sample used in this study was the Jember district community. Respondents were recruited by random sampling, involving 40 respondents. The data demonstrated that 17 men and 23 women were involved in the study.

| Sex    | Frequency | Percentage | Valid Percentage |
|--------|-----------|------------|------------------|
| Male   | 17        | 42.5 %     | 42.5             |
| Female | 23        | 57.5 %     | 57.5             |
| Total  | 40        | 100 %      | 100              |

This research applied the theory of Terence A. Shimp which explains that information media is crucial in giving information, persuading, reminding, and adding value [8]. The information provided can be in the form of product details or information related to the object. Through the information provided, visitors get offers for certain attractions with various advantages. The research instrument used in the study was a questionnaire. The following is a lattice of information media instruments using Terence A. Shimp's theory.

| Indicators | Sub-indicators                          | Item number |
|------------|----------------------------------------|-------------|
| Informing  | Delivering information on new product  | 1, 3 & 6    |
|            | Informing price changes to market      | 4 & 5       |
|            | Explaining how a product works         | 2 & 7       |
|            | Informing services provided by a firm  | 8 & 10      |
|            | Mitigating fear and anxiety among buyers | 9 & 11     |
| Persuading | Making decision on certain product     | 14 & 15     |
|            | Influencing decision making to opt for different product | 12 & 17   |
Information framed properly will result in a high number of visitors at certain tourist areas. This also has an impact on the high demand for tourism products. Advertising services have also been developed to promote tourism products, particularly attracting consumers' decisions to buy tourism products. The product quality, characterized by elegant, trendy, stylish and superior attributes as well as the benefits it offers is an asset to attract visitors [8].

The data collected were processed using descriptive statistics with the aid of SPSS. The data from questionnaire, particularly mean score, was calculated using the formula below

\[
\text{Mean} = \frac{x_1 + x_2 + x_3 + \ldots + x_n}{n}
\]

Let:
- \( n \) = the number of data
- \( x_i \) = Data of i-order

The resultant means were put into five different categories. The following formula was operative to determine the range of resultant means.

\[
R = R_{\text{max}} - R_{\text{min}}
\]

Let:
- \( R_{\text{max}} \) = the highest range
- \( R_{\text{min}} \) = the lowest range

3. Results and Discussion

3.1 The Popularity of Information Media

The use of information media has become a public necessity. This need is manifest in the acquisition of new information, communication media together with colleagues and other fulfillments that can be accommodated by several applications available on social media. The present study deployed questionnaire to gain data regarding the types of popular media information used by the public to obtain information about historical tourism, wherein 40 respondents were randomly selected through random sampling.

Based on the data, 34 respondents (85%) opted for internet, 3 respondents (7%) preferred books, 2 respondents (5%) relied on brochures, and 1 respondent (3%) made use of other forms of media. These findings demonstrate that people tend to choose the internet to obtain essential information, particularly including historical tourism. This notion is supported by research conducted by Hootsuite (2018) which states that there are 150 million internet users in Indonesia who generally use it for obtaining information [9].
What is more, the respondents tend to use the internet as a medium to get information about historical tourism. Respondents switch from books and brochures to internet for better flexibility. Visitors will get information in the form of brochures and books when they have visited certain tourist destinations. It is highly likely that they get these printed media from the managers of tourist destinations. Information media accessed from the internet is prevalent because it allows information to be accessed from anywhere and at anytime. Information about tourism attractions will rally more enthusiasm among tourists. This certainly shows the superiority of the internet compared to books or brochures.

![Figure 1. Type of Information Media](image)

### 3.2. Public Perspectives on Information Media Regarding Historical Tourism in Jember

According to Law No. 10 of 2009, article 1, number 3, tourism is defined as a variety of activities devoted to tourists and supported by various facilities and services provided by community, entrepreneurs, state government, and local government [10]. Tourism in article 1, point 4, is concerned with all tourism activities and are multidimensional as well as multidisciplinary in nature. This is because tourism emerges as an embodiment of both individual and national needs, which is at the same time driven by the interactions between tourists and the local community, fellow tourists, the state government, regional government, and entrepreneurs.

Tourism sector has experienced major changes in recent years. This is largely due to the adoption of new technology. As emphasized by previous studies, tourism is an industry with intensive use of information and communication technology. Management, marketing and ordering systems as well as information and communication systems have fundamentally adopted the use of technology at large extent. Tourism management methods have changed drastically, and tourist behavior and expectations have also continued to evolve according to the demands of the times [11].

Local governments actually have programs aimed to escalate the tourism sector. Tourism management in Jember regency still needs to be maximized. Jember still needs help in determining the right information model to widely publicize its tourism potential to public. Information that is now widely circulating in the media are not yet integrative. Each tourism attraction in Jember tends to compete against one another. Integrated information management will be a more effective way for Jember local government to manage tourism information and gain the utmost of communication concerning tourism.

Marketing is a series of activities in which tourism and other organizations transfer value between themselves and customers [8]. Marketing communication is a carried out by buyers and sellers. This aids in making decisions in the field of marketing. Besides, marketing communication can also direct the exchange process, so that it is carried out properly to ensure that all parties feel satisfied. The following table explains the results of data analysis.
Table 3. Public Perspectives on Information Media in Jember Regency

| N     | Minimum | Maximum | Mean | Std. Deviation | Interpretation |
|-------|---------|---------|------|----------------|----------------|
| Informing | 40      | 2.55    | 4.45 | 3.98           | 0.34214 Medium |
| Persuading | 40      | 1.88    | 4.75 | 3.71           | 0.54831 Low    |
| Reminding | 40      | 2.50    | 4.75 | 3.70           | 0.56156 Low    |
| Adding value | 40      | 2.67    | 5.00 | 4.32           | 0.48179 High   |

Rmax – Rmin : 3 = (4.32-3.70) + 3 = 0.206
1. Mean + Range = 3.700 + 0.206 = 3.910
2. Mean + Range = 3.910 + 0.206 = 4.112
3. Mean + Range = 4.113 + 0.206 = 4.320

Table 4. Interpretation of Means

| No | Mean   | Interpretation |
|----|--------|----------------|
| 1  | 0 - 3.910 | Low           |
| 2  | 3.911 - 4.112 | Medium       |
| 3  | 4.113 - 4.320 | High        |

Figure 2. Research Data

The abovementioned data shows that the highest score is on the informing indicator. Obviously, historical tourism information media already has the nature of informing history in Jember regency. Historical tourism information in Jember regency can be accessed easily from Jember government’s web page (http://www.jemberkab.go.id/-category/sejarah). The web page contains several historical heritage sites unfamiliar to respondents. This information can be valuable by providing information to consumers. Through the web, the public can access more information in the form of goods, prices,
details of objects or other information. The value evoked by information is called information value. Without that information, people are reluctant to know much about an item [8]. Communities engage in communication due to several reasons, namely (1) seeking pleasure; (2) seeking help; (3) providing assistance or instructions; (4) providing information; and (5) expressing ideas and opinions.

Persuading is the second highest indicator. The range of means associated with this indicator demonstrates that information is sufficiently powerful in influencing respondents. This can be interpreted that the historical tourism information media in Jember still needs to be improved in persuading people to visit historical attractions. Advertising is not only meant to convey information but also entice buyers by stating that the product superior to other products. Convincing ads are better placed in such media as television or magazines [8]. Such delivery of information can be aimed at informing a specified target market of tourism offers. The information needs to be developed to increase consumer demand. Interesting and detailed information about an item is one of the attractions to buy the product. Some people will not buy goods or services before they know the products and associated benefits in detail.

Reminding has been found at a total value of 14.82 and mean of 3.70. This shows that the historical tourism information media is sufficiently effective to create long-lasting memories on the part of customers, compared to other tourism objects. The sub-indicators in this facet show that information and dissemination need to be maximized in order to reach wider impacts. Advertising is always laden with initiatives to create and deliver the best information. The information presented can also make an impression on the public, before they make rational and economic purchases [8].

The weakness of the historical tourism information media is the added value of the historical and cultural sites in Jember. This value addition is substantial to be increased for escalating Jember’s popularity in tourism world. This is called adding value. Effective media will be able to make the site look more elegant and attractive. Media information, in addition to serving as a messenger, can also be used for promoting historic and cultural sites in Jember regency. Information media will be highly beneficial if development is made underway. Advertising is a tool to open two-way communication between sellers or buyers, making their desires satisfied in an efficient and effective way. Communication holds an important role to ensure a satisfying exchange [8].

According to Terence A. Shimp, information media holds the function of providing information by displaying valuable information and offering benefits from the product showcased in the media [8]. Historical tourism information media in Jember regency has a function to be a historical tourism information media. The public can get to know the history and culture in Jember and is expected to increase the number of visitors. Media strategies will complement each other to build advertising networks with several other media. This constitutes an essential for decision making for tourism, which can be promoted to the public through regular and irregular information [12].

4. Conclusions
Jember has fairly outstanding tourism potential. Its tourism sector is divided into nature tourism, marine tourism, agro tourism, historical and cultural tourism, education and special interest tourism, artificial tourism, and shopping tourism. Information media play a key role in driving innovation in many ways. This role is very important because tourism information media helps community to be knowledgeable. This will increase public interest in visiting Jember regency, so tourism industry sector, such as hotels and restaurants, can grow at exponential rate. Another concern is the purpose of developing information media, which is to provide branding image to Jember regency itself. Historical tourism is not only about historical sites but also the culture contained therein. Jember has a branding as a tobacco city. In addition, Pandhalungan city, an image Jember famous for, denotes a potential in tourism information media content in Jember regency.

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