

# Online Promotion Policy Model of Tourists Visiting Pinge Tourism Village, Tabanan, Bali

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**Abstract**—One of the tourism villages in Bali which is classified as successful and often as a reference for the development of other tourism villages is Pinge tourism village (which will later be called Pinge only). As a village, Pinge has culture, both traditional, artistic, culinary and natural life. To support the success of this tourism village a promotion is needed to bring tourists in. One of the current effective promotional media is online promotion. The problem is what is the characteristics of online promotional media that have been referred to by tourists who came to Pinge. The purpose of the study was find out the characteristics of online promotional media which used by tourists to come the tourism village of Pinge and then to develop a model of online promotion policy for tourism village. The research method used is Miles Huberman's qualitative interactive method by interviews with Pinge stakeholders which include tourists, villagers, and village officials. After interviews, data is collected and summarized. The results of this study turned out to be found that only a small portion of the visiting tourists came due to online promotions, especially Google search, while the majority of promotions that caused tourists came to Pinge were due to travel agents, and partly by guides.

**Keywords**—online promotion media, tourism village, travel agent, Pinge

## I. INTRODUCTION

### A. Background

Tourism increasingly plays an important role in Indonesia and especially in Bali. This phenomenon makes Indonesia is targeting tourism sector to be the biggest foreign exchange income source in 2019 [1]. Even the 2019 target has nearly been reached in 2018 [2].

The above was conveyed by President Joko Widodo at the 50th Anniversary of the Indonesian Hotel and Restaurant Association Gala Dinner, on 11 February 2019, at the Puri Agung Hotel Grand Sahid Jaya Ballroom, Central Jakarta [3]. The president also said that Indonesia was the sixth most beautiful country in the world.

Bali is one of the islands in the Republic of Indonesia and has been famous throughout the world as the most beautiful island in the world. As proof, Bali often gets an award as the most beautiful island in the world, for example CN Traveler has designated Bali as the most beautiful island in the world

for [3] while Travel and Leisure Magazine sets Bali as the second most beautiful island in the world [4]. And also TravelAdvisor which is the biggest travel and tourism destination reviews [5], in 2018, named Bali the best tourist destination in the world [6]. This is what makes Bali tourism has more value than other regions. Bali has become a tourist destination for domestic and foreign tourists. Therefore tourism is one of the leading sectors in addition to the agricultural sector and small and medium industries. Thus it means that the economy in Bali is very dependent on tourism.

Bali tourism has its own uniqueness, which is the unique Balinese culture with a superior value compared to other tourist destinations in Indonesia and even in the world. The Bali Provincial Government and the Ministry of Tourism have sought to preserve Balinese culture by encouraging the development of community-based tourism (CBT). Community empowerment is an important part of the development of the concept of community based tourism (CBT) therefore culture can be maintained and the existence of tourism can be enjoyed by the surrounding community. Local people can be involved and feel the direct impact of tourism they can improve their standard of living. The long-term success of cultural tourism will greatly depend on the level of acceptance and support of the local community. Sustainable tourism implies that tourism development is responsive to tourist interest and there is direct involvement of local communities while emphasizing efforts to protect the environment and managing long-term orientation and fulfilling economic, social and aesthetic aspects. the integrity and preservation of ecology, biodiversity, culture and living systems can be preserved. Thus this also means supporting sustainable tourism and green tourism. All the necessary attention related to CBT which is very closely related to tourism villages as above is also discussed by [7].

One intensive tourist destination involving CBT is a tourism village. In 2017 three ministries agreed to support the Tourism Village Development program, namely the Ministry of Tourism, Ministry of Development of Disadvantaged Regions and Transmigration, and the Ministry of Cooperatives and SMEs (Small to Medium Enterprises [8].

The tourism village has been proclaimed by the Indonesian government to be one of the concepts of

sustainable community-based tourism because it involves all the communities around it.

The Ministry of Tourism has also raised tourism villages as its flagship program. Tourism Minister Arief Yahya stated “Later, when the Tourism Village is ready to sell, it will be immediately promoted through the DMP selling platform or Digital Market Place. Then the Tourism Village will be able to function double. Besides being able to serve as an accommodation with a homestay and accommodation in homes that are already aware of tourism, it can also be an attraction because it is in the atmosphere of the life of hommy villagers, rich in cultural touches and family nuances that may not be found in other countries.”

Along with the development of information and communication technology and internet technology, the development of promotional media also adjusts its application technology by utilizing existing developments.

Banjar Pinge in Baru Village, Marga Subdistrict, Tabanan Regency, Bali Province (hereinafter referred to as popular Pinge) is one of the relatively developed tourism villages. This can be seen from the success of Pinge getting the silver category at the Bali Province Tourism Tourism Village 2017. Not only the award, Pinge also managed to gain trust and was cooperated to work together with PT Taman Wisata Borobudur Temple, Prambanan, Ratu Boko, PT Patra Jasa, PT Savings Bank Country (BTN), and PT Semen Indonesia. The most recent thing is that ITDC embraces Pinge as a tourism village built by BUMN synergy. The collaboration in the development of tourism villages has begun with the signing of the MOU between the five BUMNs and the Head of Pinge Hamlet, as well as the signing of an inscription by the Minister of BUMN, Rini M. Soemarno on 11 November 2016.

Reflecting the progress and trust achieved by Pinge, the researchers wanted to know the characteristics of promotional media used by referrals by visitors. Information about these characteristics was then used to create a model for determining online promotion policies for the tourism village of Pinge. Based on the things above, the researchers raised the title of the Tourist Traveler Online Promotion Policy Model Visiting the Pinge Tourism Village, Tabanan, Bali.

#### *B. Problems Identification*

What is the model for online promotion policies of tourists visiting the tourism village of Pinge, Tabanan, Bali?

#### *C. Research Objectives*

The purpose of this study was to find out the characteristic of online promotion media of tourists visiting the tourism village of Pinge, Tabanan, Bali.

#### *D. Target of Research Findings*

The target of the research findings is to find out the model of online promotion media policies of tourists visiting the tourism village of Pinge, Tabanan, Bali therefore it can be used as a reference for tourism villages and or other tourism villages in Indonesia.

## II. LITERATURE REVIEW

The literature review is summarized from several journals and from several books quotation.

### *A. Policy*

Policy is a set of actions or attitudes proposed by one party to achieve certain goals. This comes from several meanings summarized by Suwitri [9].

### *B. Printed Media*

Printed media means all media that use printed material such as newspapers, advertisements, newsletters, leaflets, brochures, leaflets, booklets, billboards, and banners.

Although at the present time it is said to be the era of the internet, but the use of printed material is still used in certain environments such as hotels, computer stores and others. Pinge tourism village also includes those who still use printed media, for example the brochures.

### *C. Electronic Media*

Electronic promotion media is a media that uses electronic technology and uses electricity as an example of advertisements on radio, television, cinema, videotron and so on. In some instances electronic media is often integrated into online media. Examples are the presence of videos and music on several online promotional media or internet promotions. Pinge's indirect promotions are often obtained by several television stations that broadcast tourism-related programs as part of their own broadcasts.

### *D. Online Media Promotion (Internet)*

Media promotion with the internet is a tendency for promotional media in the present and future. The internet is the latest media that is rising in popularity. Judging from the terms or components of words that form online promotional media phrases, the main difference in online promotional media rather than other promotions is the “media”, which is using internet media. Swastha [10] states that on online promotions, marketers do not look directly at the buyer and are one-way as they are in print media.

In later times, online promotional media developed into several segments, including electronic mail, the world wide web, social media and others, each with a grouping again, for example social media including Facebook, Instagram and so on.

In the business world, promotion is an unavoidable thing to do. Promotion carried out in the current era is not only limited to advertisements that physically use billboard or poster media, newspapers, or even word of mouth promotions. But in today's technological developments, online media promotion has become a special strategy carried out by business people to promote the products or services they sell. The promotion of tourism products is no exception. In other parts of the world such as in China, online promotions have been successfully implemented by Baidu to promote tourism-related products [11].

In the tourism village of Pinge potential online promotional media is being carried out by using several

communication media such as the internet including social media groups, email, weblogs and messenger.

#### E. Media Promotion by the Travel Agent and Guide

Promotions can also be done by travel agents or by guides. So travel agents also have a role in increasing tourist visits. Apart from the age of online or the internet age, where are generally tires promotion moves to online media, but some members of the public are still happier to use travel agent services to arrange or determine tourist destinations [12].

Apart from the existence of a freelance guide, the guide is usually part of a travel agent and can also have a very important role in conducting promotions. So, both as a freelance and as a travel agent employee, a guide can do a very effective promotion [13].

### III. RESEARCH OBJECTIVES AND BENEFITS

#### A. Objectives

The purpose of this study is to find out the character of online promotions that cause tourists to visit the tourism village of Pinge, Tabanan, Bali. The information obtained is then processed and used to make a model for tourism villages in determining online promotion policies.

Besides that, with the online promotion policy model for Pinge tourism village, the model is expected to be used for other tourism villages with the necessary modifications according to the local situation and conditions.

#### B. Benefits

The benefits of this study are expected to reach several aspects, namely aspects of academic policy and applied benefits.

#### C. Academic

The academic sectors may also benefit the figure or the results of this research as an enrichment to other theory about the tourism villages.

#### D. Application

The target of the applied benefits is to tourism villages. With the existence of this policy model, it is hoped that it can be applied to several tourism villages with certain modifications needed.

The existence of this policy model can be used as a reference by tourism village managers who want to implement online promotions to increase the tourist visits to the tourism village.

### IV. RESEARCH METHODS

The research method used is descriptive qualitative. In this study the researchers used all possible stakeholders as the source of information. Besides using tourists as the main source of information, informants also came from village officials, village tourism managers and residents.

The data analysis technique used is the qualitative data analysis of the interactive model of Matthew B. Miles and A.

Michael Huberman. The concept of interactive data analysis in this method is that the activity in the qualitative data analysis is carried out interactively and takes place continuously until complete, until the data is saturated when the results will not change and increase again. This concept is through the stages of data collection, data reduction, data presentation and conclusion drawing.

The focus of research in this paper is tourists visiting the tourism village of Pinge. The data collection technique in this study was interviews with the sampling time range 01 April - 21 June 2019 at the research location Pinge tourism village. Based on the results of the research, and after analyzing the online promotion media variables that caused tourists to visit Pinge, it is expected that conclusions or characteristics of online promotional media can be drawn to contribute to tourist arrivals such as websites, fan pages, social media, news portals, e-mail, events, exhibitions, etc. This characteristic description is then used by materials to make a model for the use of policies by tourism villages in utilizing online promotional media.

#### A. Location and Characteristics of The Research Area

Pinge was selected as an object in this research because of its frequent status as a reference for other developing tourism village. On the other hand one reason to be taken into account is amount of its visitor which considerably relatively high [14], although it is not to be compared with a settled high profile market share such as international chain hotels.

The research location is in Banjar Pinge, Baru Village, Marga District, Tabanan Regency, Bali Province 82181. The location on Google Maps can be found with the link <https://goo.gl/maps/HXC686Mdbhq>. Although Pinge is a banjar, the wider community knows it better as the tourism village of Pinge.

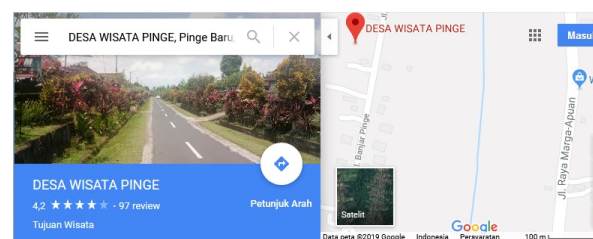


Fig.1. Location of Pinge on Google Maps.

Pinge is one of the banjar in Baru Village which has been determined by the government of Tabanan district as a tourism village. Located at an altitude of 500 meters above sea level, Pinge has cool air and is 145 ha wide and consists of 160 Family Heads or 810 inhabitants. A picture and a map of Pinge is shown in the Fig. 1.

With enchanting natural charm and cultural riches such as carving crafts, musical instruments, local culinary and dance, Pinge has great potential to become a leading tourist destination in Central Bali in the future. Tourism village can raise significant income. But we have to be keep an eye of the dormant tourism village [15].

### B. Population

The population was tourists visiting the Pinge tourism village during the period of data collection.

The first category of the tourists came to Pinge usually tourists who are on a trip to Jatiluwih. But not all of these tourists stop and interact in Pinge. Most of them just look at the atmosphere of Pinge which is relatively clean and beautiful.

The second category are tourists which stopped, stay and interacted in Pinge. Common interactions are trekking, cycling, cooking class and farming.

In addition, village officials, village tourism managers and residents are also important informants in completing the information needed to complete this research.

## V. RESULTS AND DISCUSSION

The common activity of tourists in general are having a look to the village community daily life, stay in the village and some of them are involved in the daily life activities.

### A. Characteristics of Tourists

Most of the tourists who come to Pinge are foreign tourists. If we look from the gender, both women and men are very balanced because they generally come in pairs. While in terms of age, generally adults or older. There are no teenager tourist who came by themselves. Information is obtained from the manager of the tourism village. The number of visits is 800 people in average according to the tourism village manager.

Tourists visiting Pinge can be classified by tourists who only come passing by to look around and some come to interact with local people's lives. It usually can be seen from the origin of tourists whether foreign tourists or domestic tourists. Meanwhile, if seen specifically on foreign tourists, it can also be classified from the country of origin. There is a specific country of origin of foreign tourists visiting Pinge. The french and german usually like to stay and involve in the residents activities.

Some tourists in groups sometimes order a performance at the banjar hall to be performed by residents. The event at the banjar hall can be in the form of eating together (metegak), dance attractions and more. Sometimes there are also performances of farmers plowing fields. Those activities are very CBT oriented. CBT may increases the social capital and empower the local community [16].

### B. Domestic Travelers

Pinge visitors are not only pure tourists, but periodically there are groups of students. There are groups of government teams who consistently and periodically conduct events in Pinge. Events carried out by students are usually related to research and field work practices. Students activities (elementary, middle and high school) are usually introduction of culture and farewell ceremonies. Unlike common farewell events which are usually celebration parties in a relatively short time, farewell events in Pinge are usually more inclined towards the cultural knowledge and

experiences that are instilled in students for a relatively long time ie more than 2 days.

Several government offices and state-owned companies also often conduct outbound activities in Pinge. Outbound activities usually take 2 days or more. Therefore the stay of guests in this case causes a very positive interaction in terms of culture and economy of the population. In this case the concept of community based tourism (CBT) is applied.

### C. Foreign or International Travelers

Most of the foreign tourists who came to interact are from France, Germany, Switzerland and Russia. During the research period the research team found no tourists from countries other than the above countries ie. Australia, China and Japan. It is contrary though because China is the biggest tourist contributors to Bali island.

### D. Rational Visits

The research team got very interesting findings, whereas currently in the internet era where most of promotions dissemination is dominated through online or via the internet, but in terms of visits to Pinge tourism village, the majority of them are influenced by travel agents (47%), some by guides (25%) and only a small percentage (28%) online promotions.

The 28% influence of online promotion to tourists visit consists of 19% because of Google, 3% comes from portal of detiktravel, 3% from Kompas travel and 3% from Instagram.

The lesson that can be learned here is that there are still opportunities in the online promotion activities because the portion (28%) is considered low, and also we can learn very clearly that the role of travel agents and guides is still very important in bringing tourists to a tourism village, especially in Pinge case. One of a success factor in CBT in this case tourism village is keeping the commercial viability [17] existence.

### E. Accommodation Readiness

To accommodate the visit or occupancy expectation, many tourists are expected to come to stay, so the most important thing to be prepared is the accommodation of local homestays. This is a concern for the management of tourism villages and village officials.

Therefore before going online primarily by using Online Travel Agent (OTA), then the availability of available rooms must be ensured. After the room is ready, it is necessary to establish an admin staff who is ready with IT and online reservation technology literation. At present the manager yet does not have staff, therefore the manager work alone.

Regarding accommodation readiness, an independent party also needs to be appointed to supervise the standard of accommodation quality as well as the number. The toilets need to be improved. Lack of facilities such as toilets may not in favour and could unsatisfy the tourist [17]. The readiness through the quality of the accommodation may create repeating guest or loyal guest [18]. Lack of awareness in the entrepreneurship and tourism impact has made many tourism places failed [19].

This accommodation sector has significant effect to the CBT factor in Asian tourism [20] and a significant factor in the success of CBT implementation [21].

F. Development of Online and Offline Cooperation Models

Because currently in reality the role of offline promotion is greater in bringing tourists than online, therefore it is important and necessary to include and to involve travel agents and guides in this promotion. After researched, a pattern or model is created to resolve or to handle the tourists or guests, whether by forming its own promotion team or combining online and offline promotions, in this case the tourism village cooperated with travel agents. The travel agent can be conventional (offline) or online travel agent (OTA). The model is shown in Fig. 2.

To accommodate the above needs, specifically the possibility of many tourists who want to stay overnight, the most important thing to note is the readiness of the tourism village itself to manage local homestays [17] which in the end can be an income [15]. This becomes a concern for the management of tourism villages and village officials currently.

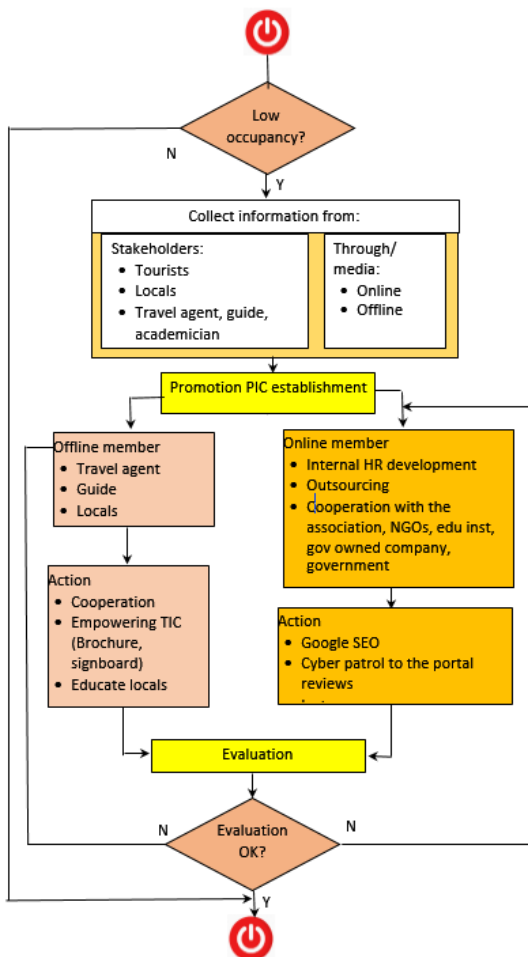


Fig. 2. Model of online promotion policy of tourist visiting Pinge.

VI. CONCLUSIONS

The conclusion that can be drawn from this study is that the characteristic portion of the online promotion media used

by the tourist is Google 19%, Detiktravel 3% from Kompas travel 3% and 3% from Instagram.

However we found interesting fact that's the biggest promotion factor that caused the arrival of tourists to the tourism village of Pinge is the travel agents and some by guides.

ACKNOWLEDGMENT

Many thank you to the Indonesian government DIPA 2019 which has sponsored this research through the Bali State Polytechnic.

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