

# Tourism Communication 4.0 in Purwakarta Regency

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**Abstract**—The current digital era or known as the 4.0 era, makes it easy for humans to communicate and interact indirectly in meeting their needs, one of them through browsing in the digital world. The digital world presents a variety of human needs about information, including tourism information. Tourism information opportunities in digital media are utilized by the Purwakarta Regency Government through the Sampurasun Pariwisata Purwakarta application, it displays information about tourism attractions in several destinations in Purwakarta, the application combines modern and traditional elements. This research uses a qualitative method approach with descriptive research type. The results showed that the application of Sampurasun Pariwisata Purwakarta become a tourism communication strategy in the industrial era 4.0 that utilizes technology and values of local wisdom in optimally developing the potential of regional tourism. The existence of a technology-based local cultural identity, Purwakarta is expected to become a region that has strong characteristics because the lack of a regional cultural identity is very vulnerable to elimination.

**Keywords:** *digital era, local wisdom, tourism communication strategy*

## I. INTRODUCTION

Indonesia is an archipelago that consists of numerous tribes, cultures, and customs that have high cultural, historical and religious values. Cultural values in Indonesia own unique characteristics in various regions. Indonesian society faced a culture plurality that affects individuals in communicating and interacting with others based on culture and religious beliefs [1]. The changing times have an impact on the original cultural values of Indonesian society that began to be displaced by foreign cultures, it is because humans evolve and invent various innovations in all fields, including culture. Communication is a social life and an aspect of the creation of a culture [2]. Indonesian society began to leave its traditional cultural characteristics and took modern culture as a lifestyle and behavior that was considered more modern and freer.

Advances in technology, transportation, and communication have facilitated cultural exchange and disintegrated traditional cultural values. Technology has an impact on changing cultural identity [3,4]. The phenomenon does not influence the extinction of a local culture. Technological developments make it easier for humans in social activities to interact globally in various fields, including cultural expansion [5], and the use of using ICT has different functions and for different applications [6]. The development of Information & Communication Technology (ICT) has

provided important changes in tourist behavior, especially in finding information about tourism destinations [7]. Efforts to overcome the negative influence of foreign culture on local cultural values, the community, and the government seeks to preserve local culture through various activities in protecting cultural elements, both through political and legal approaches. One example of this is the efforts of the Acehnese people and government to preserve the Saman Dance, by registering it as an intangible cultural heritage at UNESCO.

In strengthening cultural identity, values held by local people can be social capital and need to be maintained significantly, it is intended that traditional values can be used by the community to behave and communicate at the national, regional and international levels. The culture existence such as in West Java has cultural arts diversity and philosophies, folk games, and traditional foods that influenced by Sundanese and Cirebon cultures. Both cultures have strong adherents, especially related to the use of regional languages in West Java which are dominated by Sundanese for the Priangan region and Javanese or Cirebon for the northern coastal region of east West Java. However, other cultures influence culture in West Java, including Betawi culture that affects areas directly adjacent to Jakarta, such as Bogor, Depok, and Bekasi [8].

One of the areas located in the western part of West Java is Purwakarta Regency. Purwakarta prioritizes cultural development and makes it famous. Purwakarta government has a strategy in developing his culture using the development pattern in the community by leading his forgotten regional identity, it is perceived from the vision of Purwakarta regency that makes culture the foundation of development. Area development must be adjusted to the local cultural characteristics and customs, achieving local culture as an area identity can be inaugurated through culture association of the area [9]. Purwakarta Regency reintroduces Sundanese culture among the Sundanese people themselves through the emergence of regional identity to strengthen their cultural characteristics. The lack of a regional cultural identity is very vulnerable to elimination [10]. The Purwakarta government attempts to introduce Sundanese culture through buildings architecture, courtyards and pedestrians, and other buildings such as the puppet museum, gateway, and statues. Infrastructure development in Purwakarta has Sundanese cultural value, it provides an experience for tourists with the environment of the Sunda Kingdom, especially in the regent's office.

One type of building architecture typical of Sundanese culture is Julang Ngapak, the architecture is applied in government offices, schools, and gates. Also, statues with the theme of wayang, heroes, spreaders of Islam, jasmine fences, traditional weapons, and construction are based on other local wisdom such as water pots and jugs. Following the concept of local wisdom, the preservation of Sundanese culture is a positive thing for cultural sustainability. The existence of these efforts will keep the Sundanese spirit awake. This is a real effort made by the Purwakarta government during the Regent Dedi Mulyadi in preserving Sundanese culture to become a noble culture respected by the communities of West Java and international [11-13].

Various works of infrastructure development with the theme of Sundanese culture have become a part of communication and tourism promotion in Purwakarta to increase tourist visits. Promotion of tourism destinations in Purwakarta is inseparable from the role of digital media in the lifestyles of the current industrial era 4.0 society. Mobile applications provided by the government and the private sector related to tourism communication in Purwakarta are packaged in digital media as an effort to achieve the number of tourist visits. Implementation of Mobile applications is needed to meet the needs of tourists before visiting a destination and can increase the competitiveness of the destination [14-17]. Purwakarta already has a diversity of tourist attractions in complementing information needs for tourists, one of which is the Sampurasun Pariwisata Purwakarta application launched by the Purwakarta Government.

Based on this background, the research aims to find out and explain tourism communication in the industrial era 4.0 conducted by the Purwakarta district government to preserve the values of local wisdom through tourism and culture.

**II. METHODS**

Data obtained in this study will be analyzed using qualitative analysis forms. Menurut Denzim and Lincoln stating that the qualitative approach is a study that uses a natural setting, intends to interpret the phenomena that occur and is carried out involving various existing methods [18]. Qualitative analysis describes the results of research based on observations and field interviews which are then given an interpretation and conclusion. The qualitative data are elaborated using logical sentences and relevant to theories related to the aim of developing tourism communication. Data collection techniques carried out by observation and study of literature/documentation. The observation was obtained through observations on the Sampurasun Pariwisata Purwakarta application, while the literature study was carried out by gathering information about the use and utilization of the Sampurasun Pariwisata Purwakarta application contained in the mass media, reference books, and the internet.

**III. RESULTS AND DISCUSSION**

The Government of Purwakarta Regency continues to strive to restore the values of local wisdom Delay under the leadership of the Regent Dedi Mulyadi through the development of infrastructure and work culture. Infrastructure

development in the era of the industrial revolution 4.0, Purwakarta Regency seeks to prepare various sectors of public services so that they can be accessed through digital information services in line with the increasingly widespread internet network throughout the regions in Purwakarta Regency. In today's digital age, smartphone technology advances are rapidly increasing and can become one of the media that makes it easy to find various information. Digital information service services support the creation of a digital atmosphere in the community in Purwakarta and surrounding areas, the community can participate in utilizing advances in digital technology for positive ideas and elevate the regional economic development. The existence of digital technology, the community must be technology literate and be a solution to improve the economy of the Purwakarta district community, this has a positive impact on the promotion of infrastructure development, especially Purwakarta tourism can be transformed into a better direction, as a new tourist destination in West Java.



Source: Research Data, 2019

Fig. 1. Display of Sampurasun Purwakarta tourism application.

One of the breakthrough information services that have become the flagship development in tourism in the Purwakarta Regency is the Sampurasun Purwakarta Tourism application. The application aims to make it easier to get information and guidance for tourists during a vacation in Purwakarta. This application is integrated into an Android-based smartphone device that can be downloaded via Playstore. This application is managed by the Department of Youth, Sports, Tourism, and Culture, Purwakarta Regency and released since 15 September 2017. The contents of the Sampurasun Pariwisata Purwakarta application are to provide information on tourism destinations, hotels, culinary, communities, places of worship, events, to local transportation that can take tourists to visit tourist destinations, as well as other public information service features, such as emergency telephones that connect with offices or other institutions (Police, Hospitals and Fire Services). This application carries the tagline #ayomainkepurwakarta!, and is easily remembered by tourists visiting the Purwakarta district. Purwakarta district's tourism innovation is in line with the national tourism program based on technology promoted by the Ministry of Tourism on Go Digital Tourism. Sampurasun Tourism Purwakarta application is a technology-based tourism service to provide excellent service to the community, especially tourists.

The background of the Sampurasun Pariwisata Purwakarta application creation program was inspired by the development of the digital world and social media which were not utilized productively by the community, including the tourism sector. The community knows Purwakarta regency as an area that has no attractions, other than the Jatiluhur reservoir. However, the presence of digital media in the form of the Purwakarta Tourism Sampurasun application has given new hope for the Purwakarta district government to soaring numbers of tourist visits to the Purwakarta district area through the latest information on the application. The Sampurasun Pariwisata Purwakarta application is a guide for tourists to choose which tourist destinations to visit in Purwakarta. Also, the existence of synergy and collaboration between sectors can be a social capital in building tourism communication through various platforms following the development of industrial society's behavior 4.0. Furthermore, utilizing digital technology and social media is one way to improve tourism communication and can facilitate tourist visits to Purwakarta. The main key to the success of tourism promotion is the increasing number of people who use smartphones that are integrated with a variety of easily accessible information services, known and understood quickly. The condition was made an opportunity by the Purwakarta district government in increasing the number of tourist arrivals to tourist destinations based on local wisdom as an effort to generate regional income.

Based on the results of interviews with the head of tourism and culture in Purwakarta Regency, the Sampurasun Pariwisata Purwakarta application is part of an innovation effort to maximize communication and promotion of Purwakarta tourism and has been shown to increase significantly. This digital tourism information service system is integrated and connected to the community, includes CCTV devices, e-learning, and e-commerce (the web in Purwakarta district government). The Sampurasun Pariwisata Purwakarta

application was introduced to the public and effective starting in 2018 tourists visiting Purwakarta were spoiled by the digital application. Only by digital means, the growth of tourism can increase dramatically. Through the Sampurasun Purwakarta Tourism application, supporting all elements of society ranging from village government officials and their citizens must be able to utilize the digital information media as a useful tool as a means of communication and promotion of Purwakarta's cultural and tourism potential at rest and overseas.

The Sampurasun Pariwisata Purwakarta application as a study of cultural technology has a distance and emotional closeness with the people of West Java. The naming of the application comes from the term Sundanese, which is the main language of the Priangan community, especially the community in Purwakarta district. Sundanese language must be preserved through the use of technologically supported publications. There are not many regions in West Java that focus on developing technology in supporting their regional development, especially local wisdom in governance. Raising regional identity, Purwakarta is expected to become an area that has strong characteristics because the lack of a regional cultural identity is very vulnerable to elimination.

#### IV. CONCLUSION

Purwakarta Regency Government seeks to build its regional identity through the integration of technology and Sundanese cultural wisdom, it aims to make Purwakarta as a new tourist destination in West Java. The presence of the Sampurasun Pariwisata Purwakarta application has provided opportunities and at the same time challenges for tourism, actors to be able to smooth the ideals of the region as a favorite destination in West Java. This is following the vision and mission of Purwakarta district, make Purwakarta an area that preserves the value of local wisdom in governance, including in the development of tourism.

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