

# The Role of Information Technology in Developing the Creative Economic Tourism Sector

(Case from Cirebon Tourism Object)

Arie Indra Gunawan\*

Business Administration Department  
Politeknik Negeri Bandung  
Bandung, Indonesia  
\*arie.indra@polban.ac.id

Rochanda Wiradinata

Economic Education Department  
Universitas Swadaya Gunung Jati  
Cirebon, Indonesia  
rochandawiradinata@gmail.com

**Abstract**—The purpose of tourism development into the tourism industry by the government is to strengthen the economic sector with the hope of opening employment opportunities and creating jobs, this is in line with the goals developed in the creative economy, therefore one of the sub-sectors in the creative economy is the tourism sector. Economic Impact is expected to collaborate with the tourism industry with creative economic activities. The research objective is to know the description of information technology and to know the impact on the development of creative economy tourism in the city of Cirebon. This study uses a quantitative approach with a simple random sampling technique with a sample of 100 respondents in the Kasepuhan Palace Cirebon and Cirebon Sunyaragi Cave. Data analysis techniques used are descriptive statistics and inferential statistics. The results of this study indicate that there is a role for information technology in the development of creative economy-based tourism in the city of Cirebon. The role of information technology in the development of creative economy-based tourism in Cirebon is 59.6% and the remaining 40.4% is influenced by other factors and conditions.

**Keywords:** *tourism, creative economy, information technology, Cirebon*

## I. INTRODUCTION

The tourism sector is the center of attention in the development of the government. This is in accordance with the plan of developing creative industries in Indonesia until 2025. The objectives of tourism development are to solve poverty problems. Cultural poverty alleviation strategy is conducted by carrying out activity programs through the functionalization of social institutions and the local culture, government, private sector, and the poor community in synergy [1]. Governments at all levels have assumed greater responsibility for, and involvement in, tourism destination planning and development [2].

Development by the government making tourism as one of the creative economy sectors, it is expected to have economic influence as a result of the development of this industry. The existence of the tourism industry should contribute to society because of the link between tourism and local communities. The empowerment of local culture as a force in the

development of tourism is one of the emerging trends in tourism management [3].

At present tourism is one of Indonesia's mainstay industries because of its several positive characteristics and has many elements for the potential of tourism development, from the social and cultural side. Tourism destinations are areas or geographical areas that are in one or more administrative areas in which there are elements that are interrelated and complement to the realization of tourism activities. The purpose of developing tourism destinations this year is to develop tourism destinations that are competitive and can contribute significantly to the national economy and community welfare. The target to be achieved by the Government is to increase the length of stay and expenditure of tourists by creating an internationally competitive destination for the realization of the management capacity of tourism destinations and the realization of diversification of tourism destinations in Indonesia. To increase the length of stay tourists can be created by providing experience from the characteristic of tourist attraction. The study was stated that the relationships among experience and tourism destination development, we clarify the significant relationship between experiential marketing approaches and the development of a particular destination characterized by both tangible and intangible heritage while also considering the unique implications of emergent, tourism networks [4].

One way to provide experience from attractions is to collaborate with the creative economy. But in its journey the development of a tourism-based creative economy still has problems. These problems are summarized as follows:

TABLE I. PROBLEMS IN THE DEVELOPMENT OF THE CREATIVE ECONOMY IN THE TOURISM SECTOR [5]

Aspect	Problem
Industry	Promotion of creative economy and local tourism has not been maximized
Technology	There is still no effective use of technological equipment to manage tourism activities
Resources	Human resources to manage local tourism are not yet maximally creative
Financial	Local government support for the development of creative economy and local tourism has not been maximized
Natural environment	Natural disasters and changing seasonal cycles

The problems found in the creative economy of the tourism sector can be overcome through the active role of the local government. The government as the main stakeholder must play a role in the development of the tourism sector. The development of tourism in all forms of coordinated activities with the aim of increasing the number of tourists and improving service facilities and pre-facilities, in the form of goods or services and facilities [6]. The result of the 2013 Hwansuk and Muray study stated "that three major components of sustainable tourism, namely long-term planning, full community participation and environmental sustainability within tourism, are critically related to support for tourism and to the positive and negative impacts of tourism [7]. Tourism development which is one of the subs the creative economy sector can be done in various ways, one of which is to utilize the development of information technology.

Recent developments indicate that some of the services provided by travel agencies, accommodation establishments, and leisure companies will increasingly be undertaken personally by customers using IT [8].

Information and communication technology (ICT) has made significant progress. The need for information is very high and technology is also a link to convey information quickly and widely. Communication technology is hardware equipment in an organizational structure that contains social values, which allows each individual to collect, process, and exchange information with other individuals [9]. Communication technology Basically, it is a form of thinking from media communication as an effort to meet information needs quickly, clearly, and beyond the limits of space and time.

Cirebon is one of the regions in Indonesia that has a value of tourist destinations in terms of Social, Culture, Religion, and Culinary. This potential is used by stakeholders to improve tourism development based on the creative economy. Various tourist locations are pumped to develop various infrastructure and marketing sectors. One of the media and ways of development is to use information and communication technology. By collaborating communication information technology into the tourism sector, it is increasingly emphasized that the tourism sector is entering the creative economy industry. Future of e-Tourism will be focused on consumer-centric technologies to ensure that the new sophisticated and experienced consumers are served. Therefore, agile strategies are required at both strategic and tactical management levels to develop the 'info- structure' for

tourism organizations to manage their internal functions, their relationships with partners and their interactions with all stakeholders including consumers. Only those organizations that appreciate the opportunities which ICTs bring and manage their resources successfully will be able to enhance their innovation and competitiveness in the future [10].

Based on this description, research was carried out with the theme "The Role of Information Communication Technology on the Development of Creative Economy-Based Tourism in the City of Cirebon."

## II. RESEARCH METHODS

The method used in this study is a survey method because data collection is carried out with a questionnaire or questionnaire that is used to explain a population that is too large to be observed directly. This type of research is a quantitative survey, which is a technique that collects or informs the meaning of data that has been collected using a relatively small sample so that the population can relate to institutional people, institutions, organizations, social units [11]. The research design was designed to follow a descriptive procedure because it focused on a systematic explanation of the facts obtained when the research was conducted [12]. Descriptive research aims to make an explanation of a social or natural phenomenon systematically, factually, and accurately.

The population in this study are all managers and visitors of tourism objects in the city of Cirebon. Tourist objects are limited to tourism objects that have used media communication information technology.

TABLE II. NUMBER OF TOURIST ATTRACTIONS IN THE CITY OF CIREBON IN 2017

No.	Object	Visitors
1	Kasepuhan Palace	14.651
2	Sunyaragi Cave	13.549
3	Cirebon Waterland	14.700
Total		42.900

This study uses several data collection techniques, namely: Questionnaire, Literature study, and Observation. Descriptive statistics are used to analyze data by describing the collected data. While inferential statistics are used to analyze sample data and the results are applied to the population. Data analysis techniques are as follows: Simple Linear Regression Analysis. This simple regression states the causal relationship between two variables and estimates the value of the dependent variable (Y) based on the value of the independent variable (X)." Determinant Coefficient (R Square), to measure the extent of the ability of the model in explaining the effect of independent variables on the dependent variable.

## III. RESULTS AND DISCUSSION

ICT is used by the Tourism Sector in the city of Cirebon in the last 3 years. And proved to be able to address the number of tourist visits, this answer to what is stated in the theory of travel accommodations and tourist visits will increase [8].

Tourism in the city of Cirebon does this so that tourist destinations are always the center of public attention. Information communication technology in tourism activities has been carried out in Kasepuhan Palace, Sunyaragi Cave, and Cirebon Water land (formerly Ade Irma Park). This information technology media provides a role in the development of the tourism sector in the city of Cirebon. This is evidenced by the results of research that most people get information from social media. The use of ICT attractions through social media Instagram using @kasepuhanpalace, @goa\_sunyaragi, and @cirebon\_waterlandofficialaccounts. This account always provides information about creative economic activities on social media such as the presence of entertainment or performing arts in tourism. The description of the use of ICT in the tourism sector in the city of Cirebon is in good category because social media presents information that is actually interesting and sustainable. This is done in order to create sustainable tourism that can maximize the benefits and create a few negative impacts of tourism [7].

Although there have been studies on the adoption of information and communication technology in the tourism industry, mobile / e-tourism research trends are still unclear because of the short development time and emerging nature of technology [13]. The development sector using ICT needs to get this to anticipate. Every strategy needed to develop tourism collectively to achieve profits by building a favorable environment and mobilizing strategic resources [14]. The way is to do collaboration and innovation. The development of the tourism sector in the city of Cirebon leads to the creative economy industry. This is because attractions in the city of Cirebon such as the Kasepuhan Palace, Sunyaragi Cave, and Cirebon Waters undertake various arrangements to create a higher attraction. And empowering local culture as a strength in tourism development is one of the emerging trends in tourism management [3]. This arrangement is based on creative values to create value for visitors to attractions. In general, tourist attractions in the city of Cirebon include:

- Culture, sites and archaeology, historic monuments.
- Traditions include national festivals, arts, crafts, music.
- The visitor's experience is felt due to landmark facilities, natural scenery such as extraordinary panoramas and experiences.

Based on the research it is known that communication information technology has a role in the development of creative economy-based tourism in the city of Cirebon (because the value of  $t_{count} > t_{table}$  is  $10.234 > 1.66$  or a significance value of  $0.000 < 0.05$ ).

TABLE III. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773a	.598	.594	6.25773
Predictors: (Constant), ICT				

The number R of 0.773 shows that the correlation between information technology communication and the development of creative economy-based tourism is very strong. The

magnitude of the adjusted R square figure is 0.598. This figure shows the magnitude of the role of communication information technology towards the development of tourism based on creative economy is 59.8%. The remaining 40.2% is influenced by other factors.

TABLE IV. COEFFICIENTS<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.860	3.770		2.881	.005
	ICT	2.536	.210	.773	12.080	.000
a. Dependent Variable: Development of Tourism Based on Creative Economy						

The regression equation of the above results is:  $Y = 10.860 + 2.536X$ . Based on the results of the calculation shows that the tcount on the communication information technology variable is 12.080 while the t table is 1.66 with a significance level of 0.000. Because the value of  $t_{count} > t_{table}$  is  $12.080 > 1.66$  and the significance value is  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means that the information technology communication hypothesis gives a role to the development of creative economy-based tourism in the city of Cirebon can be accepted and proven.

Communication information technology if used better such as by increasing the use of social media roles and functions as the dissemination of information about tourism in the city of Cirebon this will increase the development of tourism in the city of Cirebon. This is like the theory which states that communication information technology (ICT) facilitates and accelerates interpersonal interaction and communication between regions and between continents, thus supporting tourism activities.

The results of this study social media can be used as a way to develop tourism. The proper use of social media includes persuasive processes and emotional closeness so as to increase the followers' trust in the information given. One of the simple innovations that can be done to improve promotion is by conducting interactive promotions through the phenomenon of delivering messages on social media.

IV. CONCLUSIONS

Based on the description stated in the results of the study, the researcher draws the following conclusions:

- Information technology in the tourism sector in Cirebon has done quite well because every tourist attraction utilizes social media online networking to reach out and attract the attention of visitors.
- The development of creative economy-based tourism in Cirebon leads to better development, based on the observations and responses of tourists it is known that each tourist object is found to be a condition of very significant changes that support accessibility and attractiveness caused by improved facilities.

- Information technology has a significant influence on the development of creative economy-based tourism in Cirebon.

The results of this study have the implication that the development of tourism in Cirebon needs to pay attention to the general picture such as local potential including culture and history, improved access and tourism facilities [15], and optimization of ICT in the development and delivery of information to the public who will become tourists later. Specifically, in the context of ICT, there are several things that become a reference, namely:

- Optimization of Cirebon tourism information communication technology needs to be improved, although many social media provide interesting information about tourism, its effectiveness is not yet known in terms of reaching more specific prospective visitors.
- It needs to be increased again regarding the diversity and completeness of the information presented in the use of information technology, this needs to be considered because Information through social media needs to be constantly updated and developed as well as the amount of information distortion in information circulating on the internet.
- Tourism in Cirebon is heading towards the development of the creative economy. Because it starts integrating economic needs and creative activities undertaken to add economic value through building a favorable environment and mobilizing resources.
- In the tourism sector, there are many significant changes such as changing facial appearance to be more modern and adding facilities that attract attention. To further enhance the economic sector, it is necessary to encourage the achievement of an increase in the economic sector, namely: an increase in the number of visitors from within and outside the country and an increase in visitor services.

## REFERENCES

- [1] M.K. Adhi, "The Strategy of Cultural Poverty alleviation on Empowering Local Genius," *International Journal of Science and Research*, vol. 5, pp. 11, 2016.
- [2] L. Ruhanen, "Local government: facilitator or inhibitor of sustainable tourism development?," *Journal of Sustainable Tourism*, vol. 21, no.1 pp. 80-98, 2013.
- [3] M.S. Sultan, "Pengembangan Ekonomi Kreatif Berbasis Wisata Budaya," *Jurnal Ekonomi Bisnis dan Kewirausahaan*, vol. 6, no. 1, pp. 1-17, 2017.
- [4] M. Barbini and M. Presutti, "Transforming a peripheral area in an emerging tourism destination," *Tourism Geographies*, vol. 16, no. 2, pp. 190-206, 2014.
- [5] M. Rakib, "Strategi Pengembangan Ekonomi Kreatif Berbasis Kearifan Lokal sebagai Penunjang Daya Tarik Wisata," *Jurnal Kepariwisata*, vol. 1, no. 2, pp. 54-69, 2017..
- [6] H.S. Nugraha, "Potensi UMKM Berbasis Ekonomi Kreatif dan Pariwisata sebagai Sektor Unggulan Daerah Dialektika Publik," *Jurnal Administrasi Negara Universitas Putera Batam*, vol. 2, no. 1, pp. 30-43, 2017.
- [7] H.C. Choi and I. Murray, "Resident attitudes toward sustainable community tourism," *Journal of Sustainable Tourism*, vol. 18, no. 4, pp. 575-594, 2010.
- [8] M. Rimmington and M. Kozak, "Developments in Information Technology: Implications for the Tourism Industry and Tourism Marketing," *Anatolia*, vol. 8, no. 3, pp. 59-80, 1997
- [9] D. Deni, *Pendidikan Teknologi Informasi Komunikasi*, Bandung: PT Remaja Rosdakarya, 2012.
- [10] D. Buhalis and P. O'Connor, "Information Communication Technology Revolutionizing Tourism," *Tourism Recreation Research*, vol. 30, no. 3, pp. 7-16, 2005.
- [11] S. Nana, *Metode Penelitian Pendidikan*, Bandung: PT Remaja Rosdakarya, 2015.
- [12] A. Sanusi, *Metodologi Penelitian Bisnis*, Jakarta: Salemba Empat, 2011.
- [13] S. Liang, M. Schuckert, R. Law and L.Masiero, "The relevance of mobile tourism and information technology: an analysis of recent trends and future research directions," *Journal of Travel & Tourism Marketing*, vol. 34, no. 6, pp. 732-748, 2017.
- [14] M.N.H. Mazumder, M.A. Sultana, and A. Al-Mamun, "Regional Tourism Development in Southeast Asia," *Transnational Corporations Review*, vol. 5, no. 2, pp. 60-76, 2013.
- [15] D. Dean, D. Suhartanto, and L. Kusdibyoy, "Predicting Destination Image in Creative Tourism: A Comparative between Tourists and Residents," *IJABR*, vol. 1, no. 1, 2019.