

The Implementation of Website-Based Promotion Design in Improving Tourism Marketing Information in Banggai Kepulauan

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ABSTRACT

This research intends to design a website-based tourism promotion model in Banggai Kepulauan District as well as information on other supporting facilities. This research was qualitative, with descriptive method. The data used primary data by conducting interviews with key research informants. Data collection techniques were done through observation, interviews, and questionnaires. The research was conducted at Government of Banggai Kepulauan District and private institutions. The results of the research show that the existence of a tourism website design in Banggai Kepulauan District can provide information for tourists or users in terms of tourist information, culinary, travel agents, transportation, culture and history, lodging and souvenirs typical of the region. This is also evidenced by the responses of stakeholders in the use of the website through the distribution of questionnaires.

Keywords: *Tourism, Promotion, Banggai Kepulauan District*

1. INTRODUCTION

Tourism is seen as a series of efforts in realizing integration in the use of tourism resources that integrates all forms of tourism development aspects, both directly and indirectly related to tourism [6]. Another thing is that tourism is seen as a great potential to be developed, besides that this tourism potential can also have other positive impacts, for example the increasing number of tourists will create jobs in the area.

Tourism is one of the engines of the world economy which is proven to be able to contribute to the prosperity of a country [5]. When tourism is planned properly, it should be able to provide benefits to the community at a destination. The success of tourism can be seen from government revenues from the tourism sector which can encourage other sectors to develop. Furthermore, states that the tourism industry continues to develop along with the development of transportation and information technology, which is marked by the continued increase in the number of tourist destinations in Indonesia and other countries [5].

Currently, the tourism industry is in very tight competition, considering that the management of

destinations must be able to have uniqueness and attractiveness to attract tourists. The tourism industry in principle is a service industry that combines various elements offered by a tourist destination. According to [5], tourism marketing is very different from product marketing in general, the difference lies in the production process, and the elements that make up the product.

The process and elements that make up the production are by developing a technological system. According to [1], current technological developments have developed very rapidly and brought enormous changes because with this technology information can be obtained quickly, accurately and not limited by time and place. One of the sectors that is developing in the development of technology is in the field of tourism which contributes to the distribution of information on more interactive tourist objects, especially through internet technology.

One of the areas that has tourism potential is Banggai Kepulauan District in Central Sulawesi Province. This area has the unique beauty of the maritime area, both white sand beaches and underwater attractions. As an

archipelago, Banggai Kepulauan has 121 islands which are divided into 5 medium islands and 116 small islands. Geographically, Banggai Kepulauan is bordered by Tomini Bay in the north, Tolo Bay in the south, Peling Strait in the west, and the Maluku Sea in the east.

Banggai Kepulauan has tourism potential that can be used as recommendations for local and foreign tourists. The tours include the Luk Panenteng bath, North Bulagi, the beauty of the Paisupok lake in Luk Panenteng Village or the white sand stretching along the coast of Tebeabul, North Tinangkung, plus the arrangement of stones in the form of a symbol of love found on Teduang Beach, Amblang. In addition to the potential for marine tourism, as well as various exotic tours and mountains, such as Lake Tendetung, South Totikum which experience ups and downs every season. Seeing the tourism potential, promotion is important to increase tourist visits in Banggai Kepulauan through internet-based media (Website).

According to [3], website-based tourism information systems have been widely used, this can be a way out for the government to solve tourism development problems and the problem is that there is insufficient information for tourists. With the availability of various aspects of tourism information such as tourist attractions, travel agents, hotels/inns and others, which can be accessed 24 hours a day, it will help tourists to make decisions about travel plans. By utilizing E-Tourism can encourage promotion and provide complete information for tourists.

Along with the increasingly rapid development of technology that almost touches all aspects of human life, technology has become something that is very much needed today. Technological developments can make it easier to carry out an activity, one of which is making it easier to get information [3]. One example of this technological development is the existence of a smartphone which is a manifestation of advances in mobile technology, which almost everyone uses.

The problem of developing and promoting tourism marketing information, both at the national and regional levels in the Banggai Kepulauan, is very important, so it requires a means of promoting tourism marketing through website media in every tourist spot to promote it. Website as a promotional medium or commonly called online marketing is one of direct marketing, the advantage of online marketing is that the access to information is easy and there are no restrictions on promotional materials that are carried out at relatively low costs. With optimal tourism promotion through this website, all the potential of a tourist destination can be known by the wider community and can boost the development of the tourism sector in an area.

The problem of tourism development in Banggai Kepulauan lies in promotional activities, the absence of accurate information and ignorance of visitors and tourists or potential tourists about tourism information and the location of tourist objects in Banggai Kepulauan

is a problem because it is less visited by tourists. So far, the delivery of information through social media such as Instagram, Facebook, and billboards has not been optimal and there are still various weaknesses of the system, because it is limited to the scope of certain areas, therefore with the promotion of tourism through the media, this website is expected to further expand the information and promotion.

With the construction of this Banggai Kepulauan tourism promotion website which displays tourism marketing information in the form of tourist objects with various kinds of rides, cultural tourism, customs, culinary, lodging information services, sea crossing transportation information services, traveler services, and services that support travel tourism and tourism activities, convenience is obtained and it will increase the number of visitors and tourists or potential tourists who will visit for tours so that they can contribute to increasing income and global tourist attraction. Based on the foregoing, the research entitled the Implementation of Website-Based Promotion Design in Improving Tourism Marketing Information in Banggai Kepulauan, becomes important to be carried out.

2. METHOD

From the background of this research, the type of research used by the researcher was qualitative research with descriptive method, namely research conducted on the condition of the object experienced and not natural, the resulting data was descriptive and inductive data analysis. Data collection techniques used observation, interviews, and questionnaires.

Website design techniques were the requirements analysis, system design, database design, menu structure design, and implementation and testing.

3. FINDINGS AND DISCUSSIONS

3.1 Marketing Mix of Banggai Kepulauan District Tourism Services

Through the literature review that has been stated about the components contained in tourism products, there are four aspects (4A) that must be considered in offering tourism products as a totality of products [5], namely:

1) Tourist attractions (Attractions), the availability of attractions in tourist destinations to attract tourists to come again one day. In general, the Banggai Kepulauan tourism object has its own charm that can be enjoyed by tourists, but not all attractions have attractions, there are only a few attractions that have attractions, one of which is Lake Paisupok tourism object with attractions enjoying the lake from the boat, the availability of diving or diving with very complete infrastructure and tourist attraction which is Paisumatano Bathing in Kautu Village with banana boat rides every Saturday and Sunday.

2) Transportation (Accessibility), the availability of transportation means transportation of sea crossings such as ferries, wooden boats and also fast boats with the aim of going from Luwuk City to the capital city of Banggai Kepulauan, Salakan Islands so that domestic and foreign tourists can easily reach their goals to tourist attractions.

3) Facilities (Amenities), the availability of main and supporting facilities at a destination in the form of accommodation, restaurants or food stalls, souvenir centers, and other supporting facilities related to tourist activities. Tourism facilities and infrastructure in Banggai Kepulauan District have met the needs of tourists, one of which is Lake Paisupok tourism with facilities such as food stalls, parking lots, swimming equipment, homestays, and Paisumatano Baths, Kautu Village, which is very close to the District capital. The infrastructure is very good, but there are also some tours that are not complete in the sense that they are still very natural and have not been managed by the surrounding community.

4) Institutional (Ancillary), as for the institutional understanding here is the existence of a tourist travel organizer so that tourism activities can take place, this aspect can be in the form of tour guides, travel agencies, ticket reservations, and the availability of information about destinations, but based on the results of research surveys, it is still not yet available as well as tour guides, there are only tourist attractions managers, while travel agencies are still not available, ticket reservations are still manual only when they are at tourist locations and finally the availability of information about destinations is still not optimal because it is only word of mouth.

3.2 Website-Based Promotion Design Results

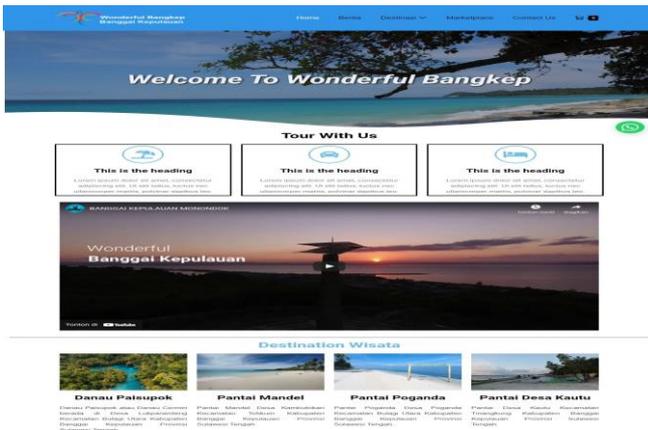


Figure 1: Main view of the website



Figure 2 : Main View of Destination Page

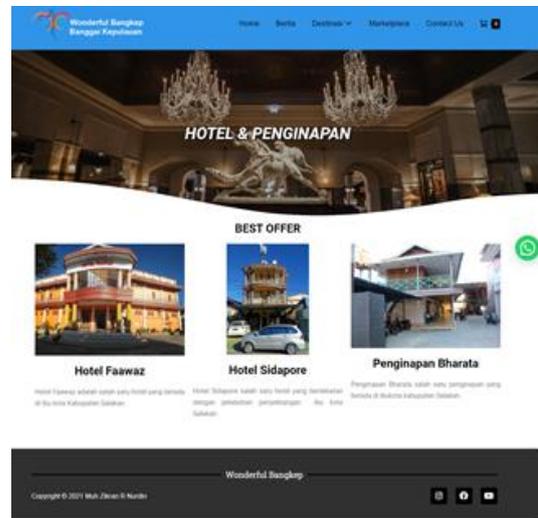


Figure 3: View of Hotel and Lodging Page

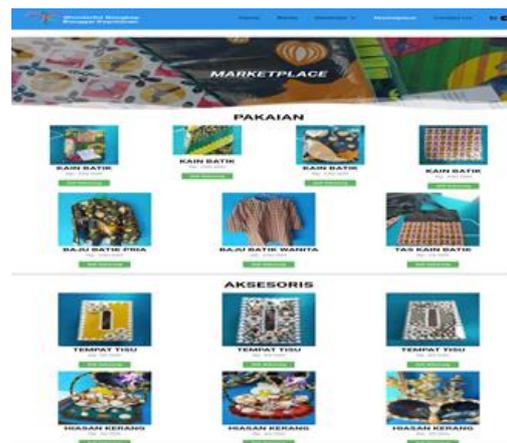


Figure 4: View of Marketplace Page

4. DISCUSSIONS

4.1 Needs analysis

This needs analysis is used as the basis for implementing website-based promotional designs in increasing tourism marketing information in Banggai Kepulauan District. The analysis stage of this research focuses on data sources or research informants such as government, tourists, lodging service users, tourist attractions managers, and other related data sources.

4.1.1 Local Government

The implementation of a website-based promotional design can help the government not only utilize various media or only install billboards in various tourist attractions but with an online-based website that can be very easily accessed by all tourists as users, this is very helpful also in terms of tourism development in Banggai Kepulauan District. The construction of a tourism website that displays tourism information in the form of tourist objects with various kinds of rides, culture in the form of handicrafts, customs, culinary, lodging information services, tourist facilities services that support tourist trips and other tourism activities.

4.1.2 Travelers/Tourists

Analysis of tourist information needs such as tourist locations, transportation information, lodging services, tourist facilities and infrastructure, travel agents, and typical souvenir centers that tourists want as users. The problem of tourists lays in the absence of tourist information or tourism supporters in the Banggai Kepulauan. Therefore, the implementation of a tourism promotion design through a website that displays a variety of information that has been built has been able to meet the needs of its users in presenting information as a promotional medium.

4.1.3 Hotel and Lodging Services Provider

Analysis of information needs for hotel and lodging service providers in Banggai Kepulauan District is still very limited, especially in direct marketing promotions in almost all lodging service places, there is no promotion in the form of online or direct marketing. This is because the promotion is carried out only by word of mouth so that the delivery of information is still very limited for visitors from outside the area. Therefore, the researcher concludes that by conducting this research on the implementation of promotional designs through this website, which provides hospitality and lodging services, it indirectly helps in terms of tourism activities, especially hotel and lodging service providers.

4.1.4 Tourist Attraction Management

The management of tourist destinations in Banggai Kepulauan District is not all there, the rest is just left alone, but there are several tours that have been managed by Bumdes such as the Paisupok Mirror Lake tour. The management is already very good so it doesn't depend on the government. The facilities are very adequate, such as parking lots, entrance ticket counters, changing rooms,

bathrooms, and places to rent diving attributes, boats, and much more. With the implementation of a website-based design that displays facilities and infrastructure, it will indirectly provide convenience for the manager of tourist attractions.

4.1.5 Stakeholder Responses in Using the Website

The stakeholders in this research are the website users of foreign and domestic tourists as well as the local government of Banggai Kepulauan District. The results of the distribution of the questionnaire are as follows:

Table 1 : The results of the distribution

No	Statement	Strongly Agree	Agree	Less Agree	Disagree	Strongly Disagree
		5	4	3	2	1
1	The implementation of a website-based tourism marketing promotion design can help tourists find information about tourism in the Banggai Islands online.	25 (83,3%)	5 (16,7%)	0 (-)	0 (-)	0 (-)
2	Information on hotel or lodging services on the website can help tourists find a place to rest as they wish.	4 (13,3%)	26 (86,7%)	0 (-)	0 (-)	0 (-)
3	Transportation information or travel agents on the website can help and make it easier for tourists to reach tourist destinations.	7 (23,3%)	22 (73,3%)	1 (3,3)	0 (-)	0 (-)
4	The Maps/Maps feature on the website can make it easier for tourists to find out the tourist location and the distance to be traveled.	9 (30%)	19 (63,3%)	2 (6,7%)	0 (-)	0 (-)
5	The marketplace or online marketing feature on the website can	7 (23,3%)	22 (73,35)	1 (3,3%)	0 (-)	0 (-)

help tourists buy various souvenirs and souvenirs that are typical of Banggai Kepulauan.						there are several things that must be considered to be reviewed in future development, including the following:
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there are several things that must be considered to be reviewed in future development, including the following:

5.2.1 It is hoped that the website-based promotion design in increasing tourism marketing information in the Banggai Kepulauan that has been built is expected to be a motivation for local governments in efforts to develop tourist destinations and add facilities and infrastructure that are still lacking.

5.2.2 In terms of tourism promotion through the media website and the information presented may not be completely perfect, therefore in the future there will always be updates or new information updates and additions.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of the research, it can be concluded that:

5.1.1 With the implementation of a website-based promotional design in increasing information on tourism facilities and infrastructure in the Banggai Kepulauan, it is very effective, especially for tourists outside the region, this is because the information available is quite complete, provides information for users or tourists to tourist destinations, provides accessibility of information from and to tourist attractions. The existence of this website-based tourist attraction promotion facility has indirectly provided convenience both for the Local Government, Tourism Managers in it (Inn/Hotel, Culinary, Transportation/Travel, Tourist Map and other information) and overall has provided convenience for Tourists outside the Banggai Kepulauan area.

5.1.2 Based on stakeholder responses to the existence of a website to support tourism marketing promotion in the Banggai Kepulauan and tourism service businesses, they responded that the implementation of a website-based tourism marketing promotion design can help tourists find information about tourism in Banggai Kepulauan online very easily in presenting the information.

5.2 Suggestions

In the research that has been done, of course there are many advantages and disadvantages. Therefore,

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