



Strategy in Promotion E-Tourism Base: Study on Bantaeng Regional Government

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Abstract

This study aims to determine the strategy of local government in promotion based on E-Tourism in Bantaeng Regency and also to find out what factors influence the local government in the formulation of E-Tourism-based promotion strategy in Bantaeng Regency. This type of research is descriptive qualitative with the type of phenomenological research. Data is collected from interviews, then analyzed based on indicators of Human Resources, Facilities and Infrastructure, and Funding. Data collection techniques carried out by observation (observation), interviews (interviews), and documentation. The results of this study indicate that the Bantaeng Regency government's strategy in implementing E-Tourism is maximized by creating a Team filled with human resources who have a special capacity or ability in IT mastery. Specifically, for the concept of E-Tourism, limiting physical funding, but for technical expertise, technical financing such as photographers and graphic design experts is required. Supporting factors for E-Tourism based promotion in Bantaeng Regency are the apparatus commitment to promoting Bantaeng tourism and collaboration with various parties.

Introduction

Smart Tourism is very closely related to digital technology, where digital technology can facilitate an organization in accessing information without limits. With technology applied in all organizations and institutions, a destination can synergize (integrated) by relying on technology and social components to complement the experience of tourists in traveling (Buhalis & Amaranggana, 2013).

The role of the government concerned as a regulator is to prepare the direction to balance development implementation by issuing regulations in the framework of effective and orderly administration of development (Stern & Holder, 1999). The government provides a basic reference which is then translated by the community as an instrument to regulate every implementation activity and community empowerment related to the tourism sector as the regulator, which has the authority on attribution and delegation, rule-making (Farida, 2007). In this case, it can be linked to the field of tourism.

The role of government One of the backbone of revenue from Regional Own Revenue (PAD) in the era of regional autonomy is the tourism sector, given that this sector has the potential to generate large revenues because of its multi-sectoral and multi-effects. With the development of the tourism sector will support income-generating from various sides ranging from entrance fees to tourism objects, hotel and restaurant taxes, tourism business licensing, as well as absorbing labor from both the formal and informal sectors. Given the strategic position of the

development of the tourism sector, its developmental planning is important to think about (Ritchie & Crouch, 2003).

Tourism development is not only the task of the government, but also tourism business players are expected to play an active role in developing destinations while implementing appropriate, efficient, and effective marketing strategies especially for potential tourist objects and attractions to be marketed (Jackson, 2006). With this strategy, less developed regions will become attractive and exciting tourism destinations.

Basically, tourism is very beneficial for a country. A developing country can utilize its tourism facilities and wealth to enlarge the country's income, especially foreign exchange income obtained by a country from foreign tourists visiting the country. In addition to supporting tourism, the need for E-Tourism is one of several applications that can be used from an Electronic media (Sebastia et al., 2009). In addition to E-Tourism, several other Electronic applications can make it easy for users to do every activity they do such as E-Banking, E-Commerce, E-Learning, and others.

In this case, there is the Law of the Republic of Indonesia No.10 of 2009 concerning Tourism from this Act local governments are expected to develop the potential of tourism in their region, with this case can provide increased PAD and affect the economy of the surrounding community. From the explanation above there is a tourism potential in Bantaeng Regency such as waterfalls, cold water baths and other beach tourism from the tourism potential. It is expected that the Bantaeng Regency government will immediately take steps to innovate policies in managing tourism in the Bantaeng Regency. besides that, the thing that becomes the benchmark in the promotion of E-TOURISM is the quality of human resources, facilities, and infrastructure that can be measured by the lack of communication tools and internet networks as well as the facilities and infrastructure needed. But with this definition of strategy is the ability to utilize resources efficiently, effectively to achieve goals. From this theory, it can be measured how local governments carry out strategies in the promotion of e-tourism. The purpose of this study is this study aims to determine the strategy of local governments in the promotion of E-Tourism based in the Bantaeng Regency and also To find out what factors influence the local government in the formulation of E-Tourism-based promotion strategies in Bantaeng Regency.

Methods

This study, using a qualitative approach, is a research that aims to understand phenomena about what is experienced by research subjects, for example; behavior, perception, motivation, actions, etc., holistically (intact) and by means of descriptions in the form of words and language in a special natural context using various natural methods. (Moleong, 2012). This type of research is phenomenology in which the researcher will describe the experiences carried out and experienced by informants relating to the local government's strategy in promoting E-Tourism based in Bantaeng Regency. Data is collected from observations, interviews, and documentation. The informants are people who are directly related to the Bantaeng District Tourism Office. Where is meant here is the informant who is expected to provide data objectively, neutral and accountable. The informants of this researcher based on the above title namely the Bantaeng Regency tourism office.

Results and Discussion

Local Government Strategy in Promotion Based on E-Tourism in Bantaeng Regency

Strategy is the process of determining the plans of the top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a way or effort on how to achieve these goals. Strategy is the process of preparing future steps intended to build the vision and mission of the organization, setting strategic goals and designing strategies to achieve goals,

namely e-tourism based promotion which is explored in this research through indicators of Human Resources, Facilities and Infrastructure, and Funding. For more details, can be described as follows:

Human resources

Based on the interview results above it can be seen that IT mastery is an important thing for HR to have given that the information that is widely accepted by the public is digital information with the use of E-Tourism very dependent on HR capabilities.

Based on the results of the interview above, it can be seen that the strategy used in marketing E-Tourism is to create a Team that is filled by HR who have the special capacity or ability in IT mastery. Some employees work as graphic design, some work to promote through social media and promotion on Videotron.

From the results of research on E-Tourism from the HR aspect, it can be seen that IT mastery is an important thing for HR to have given that the information that is widely accepted by the public is digital information by utilizing the use of E-Tourism highly dependent on HR capabilities. In addition, the application of E-Tourism is maximized by creating a Team that is filled by HR who have special capacity or ability in IT mastery. There are employees who work as graphic design, there are those who work to promote through social media and promotion on Videotron this can help promote tourism in Bantaeng that is relevant to the times.

Infrastructure

Based on the above interview results it can be seen that the readiness of E-Tourism infrastructure has not been realized. This can be seen from the expectations expressed by informants who show that facilities such as rooms that are equipped with tourism potential in the form of poster images, and a kind of LCD walking image are only limited to plans.

Based on the results of the interview above it can be seen that the local government of Bantaeng Regency has created a Blogspot for tourism promotion supported by the use of email, WA and Facebook. Then based on search results on the internet it was found that there is <http://disbudparbantaeng.blogspot.co.id> which displays tourist attractions in the form of images and videos. Besides that, there is a brief description of the tourism objects in Bantaeng Regency besides visitors can also find lodging places through the Blogspot and also the local cultural history of Bantaeng district.

In this infrastructure indicator, it can be concluded that the readiness of the E-Tourism infrastructure has not been realized. This can be seen from the expectations expressed by informants who show that facilities such as rooms that are equipped with tourism potential in the form of poster images, and a kind of LCD running image are only limited to the plan . Supporting facilities for E-Tourism is a Blogspot for tourism promotion that is supported by the use of email, WA and Facebook. Blogspot owned by the Bantaeng Regency government displays tourist attractions in the form of pictures and videos as well as historical and cultural descriptions.

Funding

Berdasarkan hasil wawancara dapat diketahui bahwa pendanaan berupa fisik tidak ada namun untuk keahlian teknis diperlukan biaya seperti fotografer dan ahli desain grafis. Konsep E-Tourism dengan memaksimalkan media elektronik sebagai alat untuk promosi lebih efisien karena mengurangi biaya produksi alat-alat fisik seperti brosur dan spanduk.

Dari hasil penelitian mengenai aspek pendanaan dapat diperoleh penjelasan bahwa dukungan pendanaan diberikan oleh bupati Bantaeng untuk promosi wisata. Khusus untuk E-Tourism membatasi pendanaan fisik namun untuk keahlian teknis diperlukan biaya seperti fotografer dan ahli desain grafis. Konsep E-Tourism dengan memaksimalkan media elektronik sebagai

alat untuk promosi lebih efisien karena mengurangi biaya produksi alat-alat fisik disamping itu hal ini lebih efektif karena kecenderungan saat ini orang lebih memilih melihat informasi melalui media elektronik dari pada media cetak.

Factors that Influence the Formulation of the E-Tourism Strategy in Bantaeng Regency

E-tourism is a concept of utilizing information and communication technology to improve the effectiveness of tourism. In addition to the local government's strategy in promoting E-tourism based on three aspects, namely HR, Infrastructure and Funding, the supporting and inhibiting factors of the E-Tourism strategy in Bantaeng Regency can be explained as follows:

Supporting factors

Based on the results of the interview above it can be seen that one of the supporting factors in the E-Tourism strategy is the commitment of the apparatus to promote Bantaeng tourism which is not limited to the Sulawesi region but throughout Indonesia and even overseas promotion which is a future mission for Bantaeng tourism to become more famous.

Based on the results of the interview above, it can be seen that there are collaborations between various parties in terms of E-Tourism based promotion, namely collaboration with the Department of Industry and Trade, lodging entrepreneurs and the community that helps promote through online media.

Based on the results of the study it can be concluded that the commitment of the apparatus to promote Bantaeng tourism and collaboration with various parties such as the Department of Industry and Trade, lodging entrepreneurs and community communities who help promote through online media is a supporting factor in E-Tourism based promotion in Bantaeng Regency.

Obstacle factor

Based on the results of interviews it can be seen that multimedia space is needed to maximize tourism promotion in the Bantaeng Regency Tourism Office, especially the availability of data on Bantaeng Regency tourism. The absence of this multimedia room makes the E-Tourism promotion team does not have a special room to develop E-Tourism based promotions. In addition, another inhibiting factor is the lack of apparatus capacity in mastering E-Tourism.

Based on the results of the interview above, it can be seen that the lack of IT appraisal by the apparatus is an inhibiting factor in the promotion of E-Tourism-based tourism. Besides, it also requires an extensive marketing network to promote tourism objects in Bantaeng Regency. From the results of this study, it can be concluded that the absence of this multimedia space makes the E-Tourism promotion team not have a special room for creativity in developing E-Tourism-based promotions besides other inhibiting factors, namely the lack of IT management by apparatuses and the promotion of promotional networks.

Overall, it can be obtained that the supporting factors of E-Tourism based promotion in Bantaeng Regency are the apparatus commitment to promoting Bantaeng tourism and collaboration with various parties such as the Department of Industry and Trade, lodging entrepreneurs and community communities that help promote through online media is a supporting factor in promotion based on E-Tourism in Bantaeng Regency. These supporting factors make the E-Tourism strategy workable. This can be seen from the government blog of the Bantaeng District Tourism Office which can be played out with various social media.

While there is no multimedia room, the lack of IT appraisal by the apparatuses and promotion of the promotional network is an inhibiting factor in the Bantaeng Regency E-Tourism strategy. Therefore, it is necessary to follow up from the local government to facilitate the multimedia space as a place for socialization and meetings of the Bantaeng Regency E-Tourism Team and also IT mastery training is an important thing to do by Bantaeng District Government in

developing E-Tourism. E-Tourism is an Electronic Application that is engaged in the Tourism Sector and E-Tourism functions as an application that can make it easier for users to visit Tourism Sites in a Country. In E-Tourism there are usually a number of features available in it, such as features for booking hotels at a tourist site, features a list of ticket prices for various Tourism places, and various kinds of information related to Tourism.

The benefits of information technology in the field of tourism are usually used as promotions to introduce attractions through the web and the making of applications and the design of geographic information systems (Buhalis & Law, 2008; Morrison, 2013). The use of information technology is used to optimize the introduction of attractions in the Province and District as a promotional media that reaches domestic and foreign tourists to recognize and visit tourist objects in Bantaeng Regency. Cultural barriers experienced by local people in capturing tourism business opportunities, as well as superior cultural potential in a group of people

certain localities, need to be identified, understood and dealt with all cultural sensitivity appropriately and wisely. By understanding the various cultural potentials and barriers that exist in the local community, the tourism potential in less developed areas can be maximized. Moreover, tourism is the mainstay of the region and tourism management is a way of regional introduction (Darmawati et al., 2012).

Conclusion

The strategy of the government through E-Tourism can be maximized by creating a team filled with human resources who have special capacity or ability in IT mastery. While the readiness of E-Tourism infrastructure has not been realized, it is only supported by Blogspot facilities for tourism promotion and the use of email, WhatsApp, and Facebook. Blogspot owned by the Bantaeng Regency government displays tourist attractions in the form of images and videos as well as historical and cultural descriptions. The supporting factors of E-Tourism promotion in Bantaeng Regency are the apparatus commitment to promoting Bantaeng tourism and collaboration with various parties, then there is no multimedia space, lack of IT management by the apparatus and promotion network promotion is an inhibiting factor.

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