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Online-Based Tourism Promotion Media Development: Study on Lombok Tengah Regency Tourism

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Abstract:

Lombok Tengah is one of a districts in Nusa Tenggara Barat that has been grown up as a destination of tourism whether for foreign and domestic tourists. It has much potential tourism to offer, such as its nature, cultural, and artificial on the tourism field. Based on the results of the preliminary survey in the field, it shows that tourism publications and promotions carried out by the government of Tourism Service in Lombok Tengah were still using conventional promotional models, such as printed media or outdoor advertisement (ballyhoo, billboard, leaflet, newspaper, radio, and television). These media require a high cost, less effective, cannot be updated at any time, and difficult to predict its effectiveness. To support the dissemination of tourism information and promotion, it is desirable to develop creative models to depress the high cost by utilizing the development of technology and information. The purpose of this research and development is to produce online tourism promotion media in the form of a website. Media developed is based on the development of the ADDIE model, namely 1) Analyze, 2) Design, 3) Develop, 4) Implementation, 5) Evaluation. The developed media have meet valid criteria through the validation process from media and materials experts. Continuing with a product trial and questionnaire assessment by internet user as the respondents which had been shown that 70% stated that online promotional media is more presentable to apply in promoting tourism. Online-based promotional media is effective to use in promotion process to increase the interest of tourist in visiting Lombok Tengah as a place of destination.

Keywords: Research and development, promotion media, tourism

1. Introduction

Tourism is everything related to the tour, including undertaking the objects, tourism value, and any other fields that in line with tourism itself (UU No. 9 of 1990: 2). Tourism is a sustainable developmental field for further in the world. Tourism has long been part of life in developed countries. In Indonesia, tourism is the one among many sectors with its great potential to increase the national economy. A various destination with various kinds of culture tightly embraces every place in Indonesia has been attracted the visitor interest, whether for the domestic or foreign visitor. This wealthy has been a diverse point to develop as the strength of tourism in Indonesia until nowadays. On the other hand, the current global era sustains the human mobilization run easier. This later impacts on the easier and swift exchange of information that occurs. A transformation that comes with a rapid of technology developments will attract the attention of various industrial sectors to utilize *Information and Communication Technology* (ICT) to refine promotional performances, including in the tourism sector.

Obliquely, technological developments had been changed the behaviour of society in tourism because of the conveniences of it. In this case, the public can easily get information regarding tourist destinations that exist through the internet and social media. These conveniences have a role as an attracting point to people in visiting particular tour destination. Besides, the internet and social media are also taking apart as introducing media to a particular destination or being a new place to visit. Bukit Merese (Merese Hill), Kuta Lombok is one of a place that well-known by people through social media that was located in Pujut, Lombok Tengah.

Lombok Tengah is one of the districts in Nusa Tenggara Barat that has long been a tourist destination. Located only 30 kilometers from Mataram (downtown of NTB province), Lombok Tengah is an important tourist attraction on the island of Lombok. Many tourism potentials are offered by the Government of Lombok Tengah in attracting tourists, especially foreign tourists, to visit Lombok Tengah by preparing various facilities that support the existing tourism potential, including 1) Natural tourist attractions, 2) Cultural tourist attractions, and 3) Artificial tourist attractions. Lombok Tengah has an area of about 1.208.39 km². When viewed from this area, of course, the packaging of the potential of tourism into tourism products is relatively easier because the distance among attractions is relatively close. Theoretically, the proximity among the tourist spot greatly affects the visit number and the length of the tourist's stay. The

closer the distance of one attraction to another will further increase the visit and length of stay of tourists. So do vice-versa.

According to (Kotler, 2000: 119), promotion is a part and a process of marketing strategy as a way to communicate with the market, using promotional mix compositions. Besides, (Rambat, Lupiyoadi, 2006: 120) explains that Promotion is one of the variables in the marketing mix which is very important to be carried out by companies in marketing service products. Promotional activities function not only as a means of communication between companies and consumers but also as a tool to influence consumers in the activities of buying or using services according to their wants and needs. According to (Widhiarso and Sukadi, 2013). Promotion through a website has advantages such as information that can be widely distributed, easily accessed, and not limited to time and region. The functions of the website include functions of communication, the functions of information, function of entertainment. Promotional media in the form of websites will also make it easier for visitors to find information about the products or services offered by a company. Also, the website is not only accessible by using a computer or laptop but also can be accessed via mobile phone or other mobile phones (Syahrizal, 2013).

In the tourism promotion carried out by the regional government of Lombok Tengah to increase the number of tourist visits, they still use conventional media such as making outdoor advertisements (billboards, billboards, brochures, leaflets, advertisements in print, radio, and television). Those media have a high cost, are less effective, cannot be updated at any time, and are difficult to predict its effectiveness. Furthermore, the response, interests, and motives of tourist visits to a tourist spot are not directly known. Therefore, a breakthrough is needed to promote tourism potential (especially tourist sites that have not been widely exposed) by utilizing the development of the internet and social media to improve broader information.

One of the things that can be done to increase interest in visiting tourism places is by researching on the promotion of media models. The results of this development research are a product. A product in development research results from processes or steps that follow a particular and relevant model. There are several types of development method models available, including ADDIE model, Borg & Gall model, plump model, etc. and the method that will be used in this study is the ADDIE model, which is *Analyze, Design, Development, Implementation, and Evaluation*. The general objective of this development research is to produce an *online-based promotional media* which is a *website* that can be used by the Tourism Office of Central Lombok as a promotional media or tourism information that can be accessed easily, flexibly, up-to-date and more efficient.

2. Literature Review

2.1. Tourism

The understanding of tourism according to (AJ Burkat in Damanik, 2006), is the movement of people temporarily and in a short period to destinations outside the place where they used to live and work and also their activities while staying in a destination.

2.2. Website

(Yuhefizar, 2008: 159) explained that, "The *World Wide Web (WWW)* is a method for displaying information on the internet, whether in the form of text, sound or video images which is interactive and has the advantage of linking one document with another document (hypertext) which can be accessed through the browser". It should be known that the WWW is not the internet and vice versa. So it can be said that the definition of a *website* is a collection of pages which is used to display text information, still or motion images, animations, sounds, and or a combination of all of them, both static and dynamic which form a series of interrelated buildings, each of which is connected to a network of pages (Hidayat, Rahmat, 2010).

2.3. Media Promotion

Information is a crucial thing that taking a role as a decision making. Information that spread out rapidly will help the marketers to win the competition. The progress on the digital telephone network, interactive cable television, personal computers, online service, and the internet, make the information faster and easier to get, (Paul, 1996:27). The internet is the most informative resource used by companies. It is because the internet is capable of span all the region, potential and faster in conveying many kinds of information universally, qualified, and almost no longer to take any cost (Adelaar, 2000; Talha et al). Based on Kotler (1991) as quoted by (Eid and Trueman, 2002:56), the promotion has various ways of an organization to communicate the supremacy of their product and to persuade consumer to buy their product. Using advertisement through the internet and the develop a smart promotion selling has become good attention but another promotion media would like to change (Peattie, 1997:148).

3. Methodology

This research is research and development using the ADDIE method which results in a product of online media promotion that is a website of information. ADDIE model was expanded by Dick and Carry (1996) to design a learning system. Based on (Reyzal, Ibrahim, 2011) ADDIE development model is a learning design model based on an effective and efficient approach to the system and also the process of interactive evaluation of each phase could bring learning development to the further phase. The result of a phase is the beginning of the next phase. This model consists of 5 phases, 1) Analysis, 2) Design, 3) Develop, 4) Implementation, 5) Evaluation. Generally, the application of research design-based

uses systematized method but flexible that aims to increase the promotional and competitive power of the company by using the website, as for the plot of mind of this study as follows.

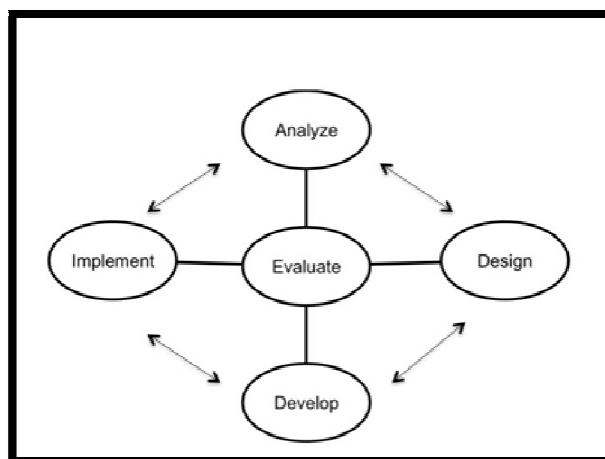


Figure 1: ADDIE Method Flow Chart

Based on the diagram plot that depicts the procedures of research and development, it coming up explanation into several phases as below:

Analysis, this phase is to strengthen and to define phenomenon and also the problem happened during the promotion, especially in online promotion using website in which due to the development of globalization era, the internet has become a necessity that taking a role as a crucial part in daily life (2) *Design*, there is two-stage at this point. First, the researcher decided on the model of promotion media and the development of the design. Then the researcher makes an online media-based, is a product website that correlates between ideal condition dan the discover in the previous field. Second, the researcher forming a media promotion model that consists of: (a) Form the conceptual model; (b) form the model of media promotion prototype; and (c) validation, that media promotion could help the government of Tourism Service in Lombok Tengah to introduce the tourism easily for wider circle and might utilize the inexpensive media promotion, rapidly, flow with the globalization era. (3) *Development*, in this phase, the website is the product of developed online media promotion-based to promote tourism online. The phases are conduct by: (a) Collecting the primary data that the researcher attains in the field as like information around tourism in Lombok Tengah such as kinds of tourism, their profile history, and central information about the related tourism. (b) Select the suit layout design and deciding which server to use. (c) *upload* the information that the researcher has been collected and photos as the media with their concrete information to the promotion developed. (4) *Implementation*, this phase is the use of a website developed to the wider scale that is online mode domain and subdomain. And the other purpose is to test the effectiveness of using the website in promoting tourism. (5) *Evaluation*, this is the last phase where the researcher analyses the response by using questionnaire validation by the media and materials experts. And then after the researcher improves some point comes from the experts, the product website is ready to use by the government of Tourism Service in Lombok Tengah as the media promotion. By the description above, the details will appear as below:

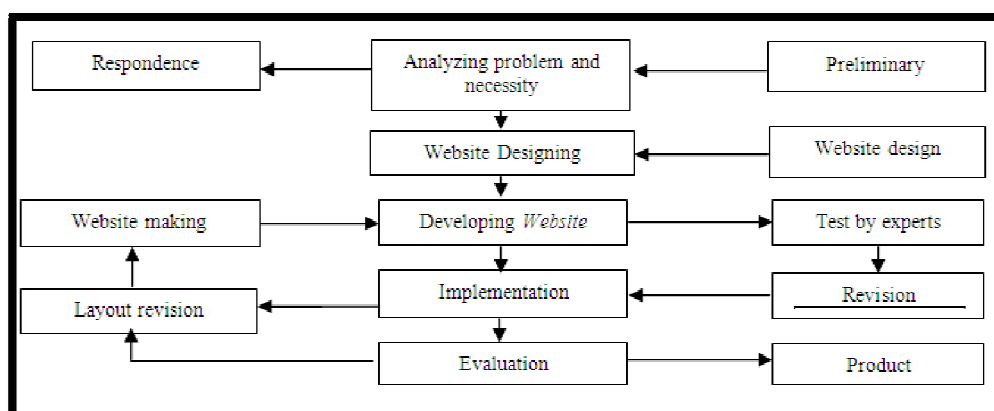


Figure 2: Flow Chart of Website Development Procedures

4. Finding and Discussion

The finding of this developing research is a product website using the address domain www.wisatalombok.org through research and development approach. Research and Development of education not only focus on materials but also containing procedure and process (Brog and Gall. 1983: 772). The main aim of this research and development as what (Gay, 1990:10) had been caught, that it is not to test the hypothesis but to find out the outcome or product of education effectively and school may get the benefit. This is fundamental because this research leading to test the model through

developing a media promotion product and tried to attain benefits as like a positive vibe and could gain more visitor so that it effects to the increasing of interest of the tourists.

The assessment that the expert validator had been done, the acquires pieces of advice, suggestions, and comments are used to be the improvement to the developed product. The result of the authenticity recavitation test of this product is more than 70%. Based on the authenticity recavitation data product has shown that the criteria are valid so the media promotion is ready to use, but with the requirement is must be done within the suggestions, comments, and advice from the expert of test validation. And a suggestion from media expert is (a) need to discuss more for further with the related government to enhance more content and cooperation to related about the news to gain more information to put on the product website. (b) updating the data should be sustainable to optimize the search engine works in the google. While advice and suggestions from the material expert, to increase the website existence and to encourage the tourism sector in Lombok Tengah, the website content must have a scheduled upgrade.

The trial of the product is applied as a medium to see the practicality and effectiveness of promotional media when used. The subject of this field trial is general internet users using the questionnaire. From the results of filling in the online validation questionnaire it was found that the website, in general, had received positive responses from internet users where more than 70% thought that the website was good if it was used as an online-based promotional media and field trials were implemented as a means of seeing the practicality and effectiveness of promotional media when used. The results of this study are in accordance with previous research by (Aufa, 2014), "The Effectiveness of Website as a Marketing Communication Media of Tegalwaru Business Tourism Kampoeng, Ciampea, Bogor, West Java" indicates that the Tegalwaru Kampoeng Wisata Bisnis website has a fairly good design, available information is translated completely, and the elements of the message are clear enough so that visitors are aware of the existence of the Tegalwaru Business Tourism Kampoeng, and seek further information to make purchases and visits.

The effectiveness of website has an affair with the content the website, as an alike level of comprehensiveness and the clarity of information, website design, and typography. To examine the media promotion website's effectiveness of this tourism sector, the researcher used to use a descriptive and quantitative method. To evaluate the effectiveness of a website, it could be assessed from the website layout itself, the more popular the website, the more website layout design has to use to enhance the user convenience. So that the website performance is also could be seen by its loading page, page size, HTML error and broken link (Sreedharet all, 2010). Besides, the website's effectiveness might be also seen by visitor statistics of the website itself. The more effective the website, the more visitor may access the website itself.

To know the effectiveness of a website, the researcher did some experiments test to check the effectiveness:

The frequency of the website visitor. This analysis is conduct for six weeks after the website is validated by the expert. The rating will seem in phases if the website visitor is increasing or not. The experiment is conducted from the first week, May 29th until July 10th, 2019.

The Statistic of the Visitors	Number of the Website Visitors	
	Domestic	Overseas
First Week	5	0
Second week	11	2
Third week	15	4
Fourth week	28	6
Fifth week	67	10
Sixth week	47	13
Total	208	

Table 1: Website Visitor Statistic

We can see the increasing number of visitors week by week. In the first week, there were only five visits because it was the initial process of starting an online website and had some content published only. The second and third weeks are not too different. The number of visitors is not too significant but began to have several visits overseas. The Significant increase of the visitor occurred in the fifth week, one of the factors was that there was some new content published and probably the content is appropriate with the information that the visitors needed while in the sixth week is relatively normal since there was no update for the content but the number of the visitors from overseas is increased.

The Average frequency of page views test is the page that appears in the browser every visitor clicks on a particular link. For example, if you click <http://wisatalombok.org> and showed a page, so it counts as a 1-page view, etc. Thus, if you click 5 pages, it will be counts as 5-page views. Increasing the page views of websites is one of the important goals for every website owner. From a user experience point of view, page views are the quality indicators of a website. Page view can also be seen as a basis for converting ordinary visitors who might be visitors in future. Traffic analysis results show the total number of website view pages reaches 379. Unlike the visitor who has a unique address, namely IP address, so if one IP address has visited the website and as many as any other visits, it will still count one visit while the page view will still be counted even though the IP address is the same. It can be said that the more often visitors open the page, the more loyal visitors to the website.

Website performance test. The loading speed of a website is crucial because the faster content can be shown, the faster information will get by the user. It will make visitors satisfied and keen on the website. So that visitors will feel satisfied and like the website. inversely proportional to a website that has a long loading time, no need to back again, even to wait for the content to appear, the visitor is reluctant and immediately closes the website. One study entitled "Why Web

Performance Matters: Is Your Site Driving Customers Away?". What Gomes did, interviewed 1,500 customers about how the speed of the website affected their shopping experience. As a result, increasing website loading from 2 to 10 seconds will increase the page abandonment ratio by 38%. And more than 75% of customers prefer to leave a slow website, instead of waiting until the website is loaded. It can be concluded that the slower the website loading page performance, the more likely the website visitors are not interested in visiting the website. To find out the website's performance several ways can be done, one of which is using Google's Page Speed Insight. The following are the results of the performance test for the website www.wisatalombok.org.

Website performance test results start from (1) First contentful paint is the point when the browser renders the first bit of content from a DOM, which may be a text, image, SVG, or even other elements, with 1.1 seconds (2). First Meaningful paint measures when the main content of the page is visible, it takes 1.3 seconds. (3) The speed index shows how quickly the contents of the page are clear, with a time of 2.8 seconds (4) Time to interactive is the amount of time needed for the page to be fully interactive, with a processing time of 4.3 seconds. With these results, it can be concluded that the performance of the website is fairly good, from the average time needed to access below 4.5 seconds. Many things that affect how fast or slow the loading page performance of a website include:

- Hosting, choosing the type of hosting affects the speed of loading a website
- The image on the website is also a factor that can affect the speed of the loading page of the website, where the too large the size of images might slowdown the page speed or loading page of the website.
- Widgets used on websites can also affect the speed page of the website
- Too many advertisements, although it can generate profits for website owners, the use of excessive advertising can even have a negative impact on the website. Too many advertisements can interfere with the convenience of visitors when exploring or browsing pages/pages of websites. Besides, the page speed website can also slow down due to the excessive number of advertisements.

5. Conclusion

This research and development produce a website as the product of tourism media promotion. The media developed based on the ADDIE model development. The developed media have meet valid criteria through the validation process of media experts and materials expert. Continuing with a product testing and questionnaire answered by internet users as respondents had shown that online promotional media is more presentable to apply in promoting tourism. Media promotion website-based is more effective and efficient to use in the process of promoting tourism to increase the interest of tourists in visiting Lombok Tengah as a place of destination.

The advantages of the developed media promotion website-based are 1) the media is available to access online it will be more flexible, easy to use, practical and effective. 2) The media might be access by computer/laptop and mobile device that have a supporting software as like a web browser. 3) The layout design is understandable and user-friendly. 4) Developed media has a complete content and menu. 5) Has a website visit plug-in statistical analysis in realtime to analyze the development of the website. 6) Server information and the comment box are available to give any suggestion or to asking something. 6) It does not waste a lot of time to access the website/loading page.

Besides the advantages, media promotion website-based is also having its disadvantages. First, the bandwidth capacity is not too large which there will be a limitation in collecting more data or content. Second, the use of media is only taking a role as the portal information which unavailable to make a transaction, such as a hotel booking or to rent traveling service.

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