

DIGITAL TOURISM STRATEGY IN INDONESIA

Iti Octavia Jayabaya, Herijanto Beki, R. Widya Setiabudi Sumadinata, Ida Widianingsih

^{1,2,4} Department of Public Administration, Faculty of Social and Political Sciences, Universitas Padjadjaran,
Bandung, Indonesia

³ Department of International Relations, Faculty of Social and Political Sciences, Universitas Padjadjaran,
Bandung, Indonesia

Email: iti.banten@gmail.com

ABSTRACT

The COVID-19 pandemic has become a nightmare for all industrial sectors, especially Indonesian tourism. Fortunately, technological developments are a breath of fresh air for the tourism sector and the creative economy to be able to survive and thrive amid a pandemic. The main key for tourism and creative economy actors to survive during a pandemic is to have good adaptability, innovation, and collaboration. The three capabilities have started to be implemented in Indonesia through digital tourism. Digital tourism is one of the effective strategies for promoting various destinations and the potential of Indonesian tourism through various platforms. This means that digital tourism is not only introducing but also spreading the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia. The digital tourism trend will certainly be a big leap for the tourism sector and the creative economy in Indonesia. This is because digital tourism indirectly makes people more literate and adapts to technological developments. Of course, it's not difficult, because people's lifestyles tend to be fast and in direct contact with the internet. Interestingly, it turns out that current technological developments have made the tourism industry and the creative economy one of the sectors that have experienced rapid digitization in recent years. In other words, implementing a digital tourism strategy is the right choice to attract foreign tourists, and help restore Indonesia's tourism and creative economy after the COVID-19 pandemic. This article aims to find out how to implement digital tourism strategies in Indonesia.

Keywords: *Digital Transformation, Strategy of Tourism, Digital Tourism Strategy*

INTRODUCTION

The Industrial Revolution 4.0 shows industrial progress globally. This is marked by the efforts of each country to increase competitiveness in their respective countries to face the global market. Industry 4.0 applies the principles of interoperability, virtualization, decentralization, real-time capabilities, service-oriented, and modular, which aims to increase product value (Almeida-Santana et al., 2020; Saura et al., 2020). The benefits of industry 4.0 include the speed of product development, increased productivity, improved customer service, and increased income, which have a direct impact on a country (Arenas et al., 2019). And also considered more profitable for business people in terms of efficient operational costs. It is believed that this revolution will

benefit business players because it can cut production and distribution costs, especially if the actors can create an effective, efficient and sustainable collaboration ecosystem for all industrial sectors. All industrial sectors are affected by the industrial revolution 4.0, including the tourism sector.

The tourism sector is one of the industries with the most profitable economic growth globally. Backed by a report from the World Travel and Tourism Council (WTTC), the tourism industry accounts for 10.4% of the world's GDP, making it one of the largest economic sectors in the world. The management of each country's tourism sector, from planning and implementation to supervision, is crucial, including the marketing of tourism products, which are currently shifting to digital marketing. Along with the emergence of the industrial revolution 4.0, digital marketing is also experiencing rapid development, namely marketing 4.0. Marketing 4.0 is horizontal, inclusive, and socially focused on humanity in the digital era. It combines online and offline interactions, in addition to integrating style and substance, which means that brands put forward good branding and relevant content.

With the advent of the spread and rapid development of technology, and then computer networks, a new era has begun. Computer-imposed work processes take significantly less time than traditional methods before; storing, organizing and retrieving data becomes simpler. With a computer network, a globalized flow of information can be realized. In 2000 Hoffman stated that the internet is the most important innovation since print media developed (Hoffman, 2000; Shrestha et al., 2021). Innovations in the digital economy, such as open source systems, platform technologies, very fast and efficient search engines, smartphones and other devices based on wired and wireless network infrastructure have dramatically changed the image of many industries (Sziva and Nemeslaki, 2016; Yekimov et al., 2022). As a result of digitization, tourism has also entered a new era: the era of digital tourism.

The COVID-19 pandemic has become a nightmare for all industrial sectors, especially Indonesian tourism. Fortunately, the development of technology is a breath of fresh air for the tourism sector and the creative economy to be able to survive and thrive in the midst of a pandemic (Baggio, 2020). The main key for tourism and creative economy actors to survive in the midst of a pandemic is to have good adaptability, innovation, and collaboration. These three capabilities have actually started to be implemented in Indonesia through digital tourism (Schaffer et al., 2021). Digital tourism is one of the effective strategies in promoting various destinations and Indonesia's tourism potential through various platforms. This means that digital tourism is not only introducing, but also spreading the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia.

It can be said that the digital tourism trend will certainly be a big leap for the tourism sector and the creative economy in Indonesia. This is because digital tourism indirectly makes people more literate and adapts to technological developments. Certainly not a difficult thing, because people's lifestyles tend to be fast and in direct contact with the internet (Wei, 2022). Not only that, the current tourism trend is also starting to shift towards digital. One of the proofs can be seen from the activities of tourists who start planning trips, pre-on-post journeys, almost entirely done digitally (Cassia et al., 2020). Interestingly, it turns out that current technological developments have made the tourism industry and the creative economy one of the sectors that have experienced rapid digitization in recent years. In other words, implementing a digital tourism strategy is the right choice to attract foreign tourists, and help restore Indonesia's tourism and creative economy after the COVID-19 pandemic.

LITERATURE REVIEW OR RESEARCH BACKGROUND

With respect to the conceptual definition, the most well-known concept of tourism as defined by the World Tourism Organization and the Inter-Parliamentary Union in 1989, which states "It includes all the free movement of people away from their places of residence and work, as well as service industries created to meet these needs. resulting from this movement." (WTO, 1989). However, modern changes must be considered, which also change the definition of tourism, as Michalkó stated in 2001: Tourism is an individual experience, related to a changing environment, in which services are used.

Today, in an increasingly globalized world, the continuous and rapid development of technology requires a new approach to tourism. In the past the intermediary sector (travel agents, tour operators) played a central role in the tourism industry, in today's consumers (tourists) take on the task of organizing and compiling their own travel packages (Kononova et al., 2020). Apart from seeing the sights and attractions, getting the experience is the focus. With the advent of new technologies, tourism systems and processes are also changing. Digitization first appeared in the field of information technology. The definition of digitization involves the process of transforming a work (text, image, sound) into a computer-readable encrypted form, which has been released on different media.

However, digitization is a complex concept that involves a number of processes that are built on top of each other, and consists of different steps for (almost) every organization. The evolution created by computers and digitalization is also called the "third industrial revolution", which has affected not only the technical world but almost all areas of life since the end of the 20th century. Digitization in business means the use of digital technologies that will help transform business models and create new revenue and value creation opportunities. Digitization, which means the use of modern information technology, also occurs in the tourism sector.

The Covid-19 pandemic has become a nightmare for all industrial sectors, especially Indonesian tourism. Fortunately, technological developments are a breath of fresh air for the tourism sector and the creative economy to be able to survive and thrive in the midst of a pandemic, especially in attracting local and foreign tourists. Quoted from the Kemenparekraf website, the main key for tourism and creative economy actors to survive in the midst of a pandemic is to have the ability to adapt, innovate, and collaborate well. In fact, these three capabilities have begun to be applied in Indonesia through the use of digital tourism (Abbasia et al., 2019). The use of digital tourism is one of the effective strategies in promoting various destinations and Indonesia's tourism potential through various platforms. This means that digital tourism is not only introducing, but also spreading the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia.

This is because digital tourism indirectly makes people more literate and adapts to technological developments. It's certainly not a difficult thing, because people's lifestyles tend to be fast and in direct contact with the internet. Not only that, the current tourism trend is also starting to shift towards digital. One of the proofs can be seen from the activities of tourists who start planning trips, pre-on-post journeys, almost entirely done digitally. Interestingly, it turns out that current technological developments have made the tourism industry and the creative economy one of the sectors that have experienced rapid digitization in recent years.

METHODOLOGY

This paper uses the literature study method in its research. Literature study is conducting research by studying

and reading literature that has to do with the problems that are the object of research. Literature study is the first step in the data collection method. Literature study is a data collection method that is directed at searching for data and information through documents, both written documents, photographs, pictures, and electronic documents that can support the writing process. Research results will also be more credible if they are supported by existing photographs or academic and artistic writings (Sugiyono, 2005:83). Literature study is So it can be said that literature study can affect the credibility of the research results.

RESULTS AND DISCUSSION

In order to support the application of digital tourism in Indonesia, the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) has begun to make various preparations carefully. For example, in internet and wifi services, Kemenparekraf/Baparekraf have collaborated with the Ministry of Communication and Information (Kemkominfo) in developing telecommunications and information technology (ICT) infrastructure, especially in 5 Super Priority Destinations (DSP) and tourist villages in Indonesia. It is hoped that signal coverage can be more adequate in all regions, to remote areas. Not only to support digital tourism, but also to improve internet services while optimizing the development of digital nomad tourism trends in Indonesia.

In addition, the recovery of the tourism sector and the creative economy must also be accompanied by implementing the right strategy for the accommodation sector in Indonesia in order to survive. One way is to adapt by offering WFH (Work from Hotel) facilities, for professional workers who need refreshing in the midst of their busy work. Furthermore, the hotel industry has provided many staycations tour packages at hotels. This is because the pandemic has made a staycation an alternative to a safe holiday trend, because it does not require tourists to visit crowded places. This must also be supported by factors of safety and comfort while staying. Therefore, every hotel must be equipped with a CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) certificate, so that every tourist can stay safely and comfortably.

Indonesia is known as a country with various potentials, ranging from nature, culture and history, to culinary. Therefore, the tourism sector is a priority development program that the government continues to promote. In recent years, Indonesian tourism has also contributed significantly to the Gross Domestic Product (GDP). In addition, tourism is a sector that is successful in reducing unemployment through opening up business and job opportunities. The United Nations World Tourism Organization (UNWTO) also explained that in the last five years, the growth of the tourism sector as one of the largest and fastest economic sectors was able to exceed world trade and was able to show its resilience to the weakening and uncertainty of the global economy.

Meanwhile, the development of technology, information, and communication that continues to increase makes the number of internet users increase every year. The survey report published by the Indonesian Internet Service Providers Association (APJII) based on research throughout 2017, stated that there are 143 million Indonesians who have been connected to the internet. This APJII survey also explains that the average Indonesian spends 8 hours and 51 minutes on the internet every day, of which 40% of users buy goods and services online. It must be admitted, that the emergence of the internet and digitization has brought many positive impacts for humans. Digitization in the tourism sector is also able to provide many benefits to many industries. From the service provider's perspective, the presence of the internet has made a tremendous

contribution to saving operational costs and time usage. For example, to advertise and promote to the European market. For this reason, in order to target a potential market, especially in areas with extraordinary tourism potential, it is necessary to build good, mature, and not perfunctory marketing facilities and concepts.

Information Via Smartphone

Social media platforms have a strong enough role to promote Indonesian tourist destinations. Therefore, making Instagramable tourist spots one of the strategies to promote tourist attractions for free in order to increase tourists. Because everything is digital, of course it must be accompanied by easy access for tourists to go to tourist locations (Dredge et al., 2018). Starting from ordering travel tickets, choosing transportation, determining accommodation, to finding information about the destination tourist destination can all be done via a smartphone. Not only that, nowadays everything is required to be fast, easy, and safe, including the matter of payment. Therefore, many tourism and creative economy sectors have switched to a cashless environment payment system, or digital payments using QRIS (Quick Response Code Indonesian Standard). Interestingly, until mid-July 2021, 8 million merchants have been integrated with QRIS services. Of course, the number of merchants will continue to increase, making it easier for all tourists to make cashless transactions. So, with the rapid development of technology in the tourism sector and the creative economy, we continue to strive to move quickly to keep up with these developments. So that it can create new tourism trends after the COVID-19 pandemic.

Generasi Pesona Indonesia (GenPI)

Digital tourism is one of the effective strategies to promote the superior potential of an area through a technology-based platform targeting the millennial generation. One form of digital tourism in developing tourism in Indonesia is to join the *Generasi Pesona Indonesia (GenPI)*. The behavior of tourists who come to Indonesia to look, book and pay has been done digitally. This lifestyle changes the strategy from conventional to go digital. Fifty percent of Indonesia's inbound tourism is the millennial generation, therefore the millennial generation is the main target of Indonesian tourism (Dewantara et al., 2022). Currently, the Ministry of Tourism uses 70% of the budget for promotions in digital media. The millennial generation must dominate the market, both the current market and the future market. In addition, the millennial generation must also be open minded with digital because the key is the more digital, the more global, so they are demanded to be more interactive, mobile, and personal. The movement of tourist visits in Indonesia is also helped because the millennial generation is very active in surfing and sharing in cyberspace.

On the other hand, the millennial generation is also used to being connected digitally. That way, going digital can be a new breakthrough in marketing tourist destinations in the region, especially to target the millennial generation market which has a large number. However, in the field, there are still many tourist destinations that feel and are considered not ready, especially related to the internet network. *Generasi Pesona Indonesia (GenPI)* has a commitment to continue to contribute in building and developing the tourism sector. As a forum for creative and creative activists and people who want to be involved in it, GenPI is present in every effort to build and awaken the local potential of the archipelago. The expansion that has been carried out in 34 provinces so far proves that GenPI is one of the forums for a movement that continues to grow. Moreover, this forum also continues to strive and encourage the development of the Digital Tourism Movement for national tourism.

Google My Business (GMB) Optimalization

Promoting online does not kill conventional marketing, but instead reinforces each other. Although direct promotion (word of mouth) is still considered the most effective and successful, of course we all agree that every tourist destination manager needs to add a marketing platform to make it more optimal. Through the previous explanation, it can be concluded that the internet or the use of digital media must continue to be optimized to support the marketing of tourist destinations. By utilizing the internet, it is hoped that it can increase the interest of potential tourists to come to destinations that are not yet well known. Google My Business or Google My Business is a free application provided by Google to manage the existence of a tourist attraction/our business service. Google My Business can also be used to improve the relationship between hosts and potential travelers online. The benefits of using Google My Business include the following:

1. Make tourist objects more famous and easily accessible to potential tourists;
2. Make it easier for tourists to find and go to tourist attraction locations, because Google My Business will list visiting hours, products sold, phone numbers, and tourist attraction locations;
3. Make it easy for tourists to assess and provide an assessment or input on the attractions that we manage. In this case, Google My Business can also be a digital guestbook;
4. Make it easier for tourist destination managers to analyze travel trends;
5. Increase sales and tourist visits.

Optimizing Content on Websites and Social Media

The website must not only be responsive and quickly accessible, but must have literacy and informative, rich, and strong stories. In some cases in the field, many destinations and tourist objects have developed websites. The problem is, small things like information and content are still often overlooked. In fact, the website is often the main reference for tourists before making a decision. To be able to develop a website, it is important to determine who will later be involved as contributors to keep the website alive. Many things can be told and written through the website (Del Chiappa & Baggio, 2015). For example, regarding natural beauty, the unique architecture of a building or homestay, cultural attractions, folklore or history, local wisdom in destinations, as well as typical culinary delights that can only be found in destinations. In this digital era, information content is very important. In addition to the physical form of the destination or tourist attraction being promoted, it is also necessary to develop how to convey the information because everyone prefers a strong story. For this reason, strengthen the narrative through in-depth storytelling or storytelling. Storytelling is a form of communication that emphasizes stories and is very effective in promoting tourist destinations. The goals that can be achieved through storytelling are to convey identity, appreciate a person or group, energize change, share learning, and increase two-way interaction (engagement).

Indonesia is one of the countries with the largest tourist visits in the world. Although it is still below Thailand in terms of regional tourism revenue, it is quite recognized that the regional tourism potential in this country can still be improved. However, if the government is indifferent to the regional tourism marketing strategy, this can result in a decrease in state revenue from the tourism sector. It should be noted that tourist visits, both local and foreign tourists, are the "life" for the sustainability of tourism in Indonesia. Tourists are one of the country's foreign exchange sources which are targeted to continue to increase every year. As of

2017 income from Indonesia's tourism potential continues to increase and until now it has become the largest contributor to foreign exchange after oil. Even so, the government feels that revenue from the tourism sector has not been able to meet the set targets. So that the regional tourism promotion strategy still has to be boosted so that it can optimally increase tourist visits. One marketing strategy that is considered effective is through digital media.

Partnership

It should be understood together, the tourism sector can never stand and run alone. Tourism is in dire need of collaboration between and across sectors so that the sustainability of its business continues. For that, maximize the network you have by involving potential partners such as the photographer community, travel bloggers, travel vloggers, instagrammers, as well as partners with the B2B (Business to Business) concept. For example, such as online ticketing services, digital transactions (e-money), as well as marketplace cooperation models. In facing the industrial era 4.0, tourism HR skills must continue to be improved, especially those that touch the digital realm. If possible, this digital-based capacity building can be translated into a digital marketing certification program for tourist destinations. To support the acceleration of digital promotion programs, Eticon Tourism as a tourism planning and development consultant is actively involved in providing training and assistance to tourism destination managers in several regions, especially on the theme of digital marketing of tourist destinations. The mentoring method is carried out through a participatory approach, where activity participants will be invited to be more active to carry out digital promotion practices directly.

Digital Tourism Movement

The Digital Tourism Movement is one of the effective and efficient strategies that can be used in promoting tourism and creative economy products (Ekraf) through technology-based or digital platforms. Through this movement, the creative economy sector will have a wider space to carry out various innovations. In addition, all information related to tourism and creative economy can be packaged more attractively and disseminated massively through existing digital platforms. The birth of various digital platforms has grown into an opportunity that can be optimized for its role in encouraging the progress of the national tourism sector. Moreover, according to Mastercard data, Indonesia is one of the countries that have the opportunity to become a country with a strong digital economy by looking at the current potential. Indonesia can maximize the tourism sector through the Digital Tourism Movement to boost the growth of the national digital economy. By utilizing various digital platforms ranging from digital startups, e-commerce activities, financial technology, On Demand Services (ODS) to logistics.

The Digital Tourism Movement is also a creative movement as an effort to develop the tourism sector. Moreover, the government is currently working on innovation, adaptation and collaboration programs that are synergized with the three flagship programs of the Minister of Tourism and Creative Economy — Differentiation, Incubation and Axillary. — for the recovery and development of this sector in the midst of a pandemic. Innovation, adaptation and collaboration at this time are very important things to be done by the government and creative tourism actors. Efforts to answer the challenges of the creative world can only be done by innovating. The reason is, in this way, the tourism sector will continue to provide updates to its consumers - the community. In addition, the ability to adapt must be trained so that turmoil that comes at any

time such as COVID-19 can be handled properly. Then what also needs to be done is to build connectivity through collaboration with various parties so that the development of the tourism and creative economy sector can run well and dynamically with the ongoing developments. This is in line with the concept of Digital Tourism which encourages innovation, adaptation and collaboration in the tourism sector by utilizing IT developments.

CONCLUSION

The presence and progress in technological developments have attracted a lot of interest as well as ways to travel. The big influence of technological developments in tourism can be seen in the emergence of social media as a means of promoting a tourist attraction. The presence of social media such as: Facebook, Instagram, Tik Tok, and Youtube has an important role to attract the interest of millennials. Millennials are more likely to trust reviews and what travelers share on social media. The presence of social media in the world of tourism is also able to make it easier for tourists to get complete information both related to lodging, entrance prices for a tourist attraction, transportation, as well as culinary and attractions that can be enjoyed. The presence of digital promotions has attracted many tourist visits, both from foreign and domestic. Promoting online does not kill conventional marketing. But they are mutually reinforcing. Although direct promotion (word of mouth) is still considered the most effective and successful, of course the community agrees that every tourist destination manager needs to add a marketing platform to make it more optimal. The internet or the use of digital media must continue to be optimized to support the marketing of tourist destinations. By utilizing digitalization, it is hoped that it can increase the interest of potential tourists to come to destinations spread throughout Indonesia.

REFERENCES

1. Abbasian Fereidouni, M., & Kawa, A. (2019, April). Dark side of digital transformation in tourism. In Asian Conference on Intelligent Information and Database Systems (pp. 510-518). Springer, Cham.
2. Almeida-Santana, A., David-Negre, T., & Moreno-Gil, S. (2020). New digital tourism ecosystem: understanding the relationship between information sources and sharing economy platforms. *International Journal of Tourism Cities*, 6(2), 335-345.
3. Arenas, A. E., Goh, J. M., & Urueña, A. (2019). How does IT affect design centricity approaches: Evidence from Spain's smart tourism ecosystem. *International Journal of Information Management*, 45, 149-162.
4. Baggio, R. (2020). Digital ecosystems, complexity, and tourism networks. *Handbook of e-tourism*, 1-20.
5. Budiyono D, Nurisjah S, Adrianto L. *Planning of the Lalong Coastal Tourism Area, Luwuk City, Central Sulawesi*. *Journal of Indonesian Landscape*. 2013; 21-27.
6. Cassia, F., Castellani, P., Rossato, C., & Baccarani, C. (2020). Finding a way towards high-quality, accessible tourism: The role of digital ecosystems. *The TQM Journal*.
7. Del Chiappa, G., & Baggio, R. (2015). Knowledge transfer in smart tourism destinations: Analyzing the effects of a network structure. *Journal of Destination Marketing & Management*, 4(3), 145-150.
8. Dewantara, M. H., Gardiner, S., & Jin, X. (2022). Travel vlog ecosystem in tourism digital marketing evolution: a narrative literature review. *Current Issues in Tourism*, 1-15.
9. Dredge, D., Phi, G., Mahadevan, R., Meehan, E., & Popescu, E. S. (2018). Digitalisation in Tourism. depth analysis of challenges and opportunities, 6.
10. Fernalika, Zahra, Maesaroh. *Strategy for Increasing Tourism in the Department of Culture and Tourism of the City of Semarang in 2010-2015*. *Indonesian Journal of Public Policy and Management Review*. 2015;62017:403-415.
11. Kononova, O., Prokudin, D., & Tupikina, E. (2020). From e-Tourism to Digital Tourism. Terminologically Review. In SSI (pp. 164-177).
12. Kurniawati Dewi, Arifin Nugraha. *Marketing Strategies Through Social Media and Student Purchase Interest*. *Jurnal Simbolika: Research and Learning in Communication Study*. 2015;1(2):193- 199.
13. Pitana IG, Pitanatri PD. *Digital Marketing In Tourism: The More Global, The More Personal*. Conference: International Tourism Conference: Promoting Cultural And Heritage Tourism: Udayana University Bali (Pp. 116-125). Bali: International Tourism Conference: Promoting Cultural And Heritage; 2016.
14. Qurniawati, Rina Sari. *Theoretical Review: Marketing Of Social Media*. *Among Makarti*. 2018;11(21):17-27.
15. Saura, J. R., Reyes-Menendez, A., & Palos-Sanchez, P. R. (2020). The digital tourism business: A systematic review of essential digital marketing strategies and trends. *Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries*, 1-22.
16. Schaffer, N., Engert, M., Sommer, G., Shokoui, J., & Kremer, H. (2021). The Digitized Ecosystem of Tourism in Europe: Current Trends and Implications. In *Information and Communication Technologies in Tourism 2021* (pp. 352-364). Springer, Cham.

17. Shrestha, D., Wenan, T., Gaudel, B., Rajkarnikar, N., & Jeong, S. R. (2021). Digital Tourism Business Ecosystem: Artifacts, Taxonomy and Implementation Aspects. *International Journal of Innovative Research in Computer Science & Technology (IJIRCST)*.
18. Wei, D. (2022). Gemiverse: The blockchain-based professional certification and tourism platform with its own ecosystem in the metaverse. *International Journal of Geoheritage and Parks*, 10(2), 322-336.
19. Yekimov, S., Sobirov, B., Turdibekov, K., Aimova, M., & Goncharenko, M. (2022). Using the Digital Ecosystem in Tourism Clusters in Green Tourism. In *International conference Ecosystems without borders* (pp. 105-111). Springer, Cham.