Tourism Journalism as A Regional Tourism Promotion Media

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378

TOURISM JOURNALISM AS A REGIONAL TOURISM PROMOTION MEDIA

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ABSTRACT

The emergence of a community of travel bloggers in society illustrates the development of tourism journalism in Indonesia. They are described as having a role in promoting tourism in the area. In this research, we want to know the role of tourism journalism as a medium for regional tourism promotion using a qualitative descriptive method. Researchers conducted interviews with two travel bloggers as well as observations on their respective blogs and social media. The results of this study indicate that travel news information conveyed through blogs has developed tourism marketing communications among residents. Blog promotion media illustrates the convenience for ordinary people to participate in promoting regional tourism.

1. Introduction

The Indonesian tourism industry today is experiencing rapid growth. Since the emergence of tourist travel broadcasts on national television, many regional tourist locations have become increasingly known to the public. Of course, this is an advantage for tourist areas which will indirectly increase the economic potential of the local area. What's more, the phenomenon of the increasing number of people traveling. The need for sightseeing entertainment seems to be something that must be fulfilled by several groups.

Apart from television, the phenomenon of tourism promotion through online media is also an effective medium. The existence of social media has become a daily routine that is accessed by Indonesian people. Currently, Indonesia is ranked fourth in social media users. Total internet users in Indonesia reached 63 million people, 95% of whom use the internet to access social media (https://kominfo.go.id/index.php/content/detail/3415/Kominfo+%3A+Pengguna+Internet+di+Indonesia+63+Juta+Orang/0/berita_satker).

Social media have succeeded in constructing their constructs in the world. Through social media, many people in the world build their networks based on their individual needs. This has led to the emergence of many service providers in the field of social media. The rapid

development of communication technology is one of the causes of the emergence of globalization. The culture of various nations can easily enter another world. It's not only popular culture that comes from the West to the East, but it could also be the other way around. In the past, American culture was one of the references to world cultural trends. But today, the development of communication technology has contributed to the popularization of Eastern world cultures such as Japanese culture or Korean culture which is growing rapidly. The "Korean Wave" is infecting various parts of the world through messages presented through various social media such as Youtube, Facebook, Twitter, Instagram, Blogs, and so on.

Social networking through social media has mushroomed in such a way. Through this media, it can expand the network of friends because it is easy to access. Likewise, communicating with each other and social relations also becomes easy. The increasing number of social media makes it easier to obtain information and social networks, both individually and in groups, have become inevitable social commodities. Included in this case is related to efforts to promote a product.

One of the things that are becoming a trend today is tourism promotion through social networks. The more developed the tourism market, the more opportunities arise to enter the tourism industry. The world of tourism today enters a concept that defines itself as a modern business product. All tourism products are designed as business products, starting from destinations, creative economy, transportation, hotels, recreational venues, and artistic attractions in attractive, amazing, challenging, and impressive tour packages.

In modern tourism management, all matters relating to tourism must be mapped based on the type of business that can be managed properly, so that management is interconnected with many things. In connection with this, the role of communication is very important in the field of tourism. One of them is through social media blogs. Blogs are believed to be able to provide insight into information that is quite broad about a tourist attraction. Its role is expected not only to be able to market tourism but in all components and elements of tourism. Personal communication, mass communication, and persuasive communication are elements that must also be fulfilled in every message content on the blog page.

Blogs as a personal web that is easily accessible by various groups both in creating content and for consuming messages are believed to have become one of the main media for various tourism entrepreneurs for promotion. Blog content that is more specific and detailed compared to other social media is an advantage. When compared to other social media such as Facebook, Instagram, or Twitter which are limited, of course, blogs are an alternative as a promotional effort. The use of blogs in the world of tourism is generally not controlled by tourism service providers directly. But they use the services of tourism bloggers for promotion. Of course, this is very interesting in tourism promotion efforts.

Bloggers are invited to work together to write about tourist destinations on their blog pages. This is like advertisements on television, radio, or print media that use models in the products offered. The breadth of access that blogs reach certainly makes the target market wider and easier with low costs. Bloggers are also believed to be able to provide more free information. This is at least like an effort to report from the community about the advantages

of an interesting area to visit. Presentation of the information uploaded through the blogger's page is a form of citizen journalism. Citizen journalism itself has several elements, namely it must come from ordinary citizens, not from professional journalists, the message content is related to facts, has the sensitivity to facts or events that occur, has information technology equipment, has high curiosity, can write or report, and his enthusiasm, share information with others, have a personal blog or social blog and are familiar with the online world, publish the results of their coverage in online media, not expecting compensation for what they write.

Based on the marketing above, the researcher is interested in conducting research related to tourism journalism as a medium for regional tourism promotion. The research carried out is expected to be able to find data related to how bloggers can to promote regional tourism potential through content on the personal media of their respective blogs. Of course, this is also related to the elements of citizen journalism carried out by several some many tourism bloggers.

2.Method

Based on the problems that have been described, this type of research is descriptive qualitative. Qualitative methods are used because the studies in research are dynamic and full of meaning. In addition, researchers are trying to describe citizen journalism presented in messages on social media blogs as a medium for regional tourism promotion.

Descriptive research collects data based on the supporting factors of the research object to be analyzed based on their role (Sugiyono, 2015: 292).

Researchers will conduct interviews with two informants who have blogs with tourism content. These two bloggers, come from 2 different areas. The selection of the two bloggers was based on the relatively high number of blog citations for each and invitations to cover several some many tourist sites in various regions in Indonesia. Following are the profiles of the two informants in this research:

1. Name   : Inayati Nur
   Blog   : www.cewealpukat.com
2. Name   : Haryadi Yansyah
   Blog   : www.omnduut.com

The time of this research was conducted in August - September 2022. Meanwhile, the primary data in this study were the results of interviews with two informants and observations on the informants' blogs and social media. While secondary data comes from literature, information, and documents collected during the research.

This study uses the qualitative data analysis technique modeled by Miles and Huberman which suggests that the data in qualitative analysis takes place continuously until it is complete or the data is saturated. The technique uses data reduction by summarizing research results that focus on things that are considered important. Presentation of data by compiling detail to provide a complete picture of the research. As well as conclusions/verification by giving meaning to the data that has been analyzed.

3.Results and Discussion

The rise of the phenomenon of tourist shows on television media has succeeded in increasing tourist visits in several some many regions in Indonesia. The location of tourist visits is increasing, not only in locations that are already commonly visited. Along with the increasing use of social media in the last 10 years, it has also played a strong role in tourism promotion, as explained in the background of the problem.

The increasing emergence of travel bloggers is recognized as having a significant role in promoting regional tourism in Indonesia. Like the blog site omnduut.com owned by Haryadi Yansyah. He admits that the majority of his blog site contains his travels in regions in Indonesia and abroad.
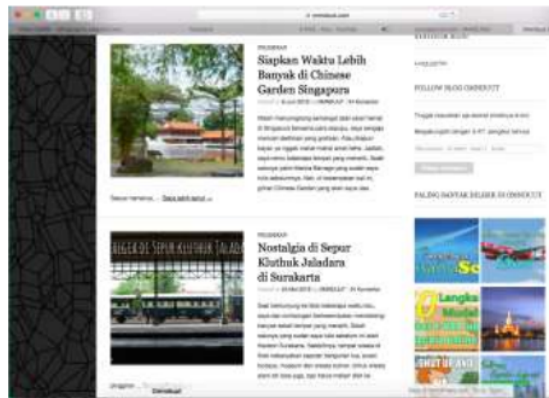

Figure 1. (omnduut.com Blog Site)

With the main content about his travel stories, Haryadi admitted that this had an impact on increasing the number of visits to his blog. He often gets comments from readers. The responses he received varied, such as asking about public facilities at tourist sites, and asking to add more detailed stories or photographic documentation during visits that had not been featured in his writings.

As for the writing of the report on the tour visit, it is made in a language that is very light and easy to understand. Not infrequently in his writings are inserted with light humor. According to him, this is the unique identity of his writing. He hopes that by presenting this distinctive identity, readers can recognize his writing style well. So that it becomes one of the things that loyal readers are waiting for to visit the omnduut.com blog site.

In his writing entitled "Way Kambas, Aku Datang!" he inserted a discussion about "Dedek Emesh di Kolam Pemandian".

Serius! Ada beberapa dedek emesh yang duduk di salah satu pondok yang berada di pinggir kolam pemandian gajah. Sama Bang Endri —guide kami selama di Lampung Timur, diajak ngobrol sih lumayan, banyak juga yang diobrolin. Aku? Nggahlah, dedek emeshnya bukan Maudy Ayunda soalnya hahaha.

This paper describes how the atmosphere is described in the tourist location as a whole. From the observations of researchers, this section gets quite a lot of reader responses. They commented that there were interesting and entertaining reviews, not just discussing elephant captivity.

Haryadi also admitted, thanks to the main theme of the blog which is about travel stories. He has received invitations to travel to several some many regions in Indonesia. Invitations come from the local government or marketing invitations from travel agents. He also happily accepted the invitation with the consequence of having to write about his visit experience on the omnduut.com blog.

This is one of the efforts to promote regional tourism by inviting several some many influencers on social media. Haryadi admitted that he had received invitations from the City Governments of Ternate, Solo, Yogyakarta, Bandar Lampung, and many other areas. According to him, this is an effective and efficient way to promote regional tourism.

Apart from the blog he uses, Haryadi also uses several some many other social media to promote his writing and photography works such as Facebook, Instagram, and Twitter, and he even follows several some many travel blogger communities. The number of social media users is also useful for promotional media to increase the number of visits to the omnduut.com blog.

Not much different from Haryadi, the cewealpukat.com blog owned by Inayati Nur also has the same vision. With the main content regarding travel stories, according to Inayati, it makes it easier for her to take a story's point of view. Inayati has a vision for readers so they can feel the atmosphere of a tourist location according to the storyline she wrote.

One of Inayati's works has even become a trending topic in society. This was because his writing was recommended by one of the national online news sites. So the visits to his blog at that time increased very much. Inayati never thought that her writing would become a source of reference for national online news sites.

Figure 2: Inayati's writings are used as reference sources for national online news sites

The article entitled "Food Junction, Tempat Nongkrong Baru di Surabaya Barat" was written at the opening of the newest culinary location in Surabaya City. As a blogger, at that time he received a special invitation from the Surabaya City Government to cover the opening activities. So he has an earlier chance to visit Food Junction than the general public.

Based on the observations of researchers on the cewealpukat.com blog, Inayati has also received special invitations several times from several some many travel agent agencies or the local government. He also admits that he has a specific strategy for taking the point of view of the story to be reviewed. According to him, if the tourist location had been visited

frequently, he would have taken a different story. However, if the tourist location is still very unfamiliar to the public, then he will tell detailed information.

As experienced by Haryadi, Inayati also often receives responses from her readers. He even once received an e-mail from a reader asking in more detail how to get to the tourist location.

Related to the development of the tourism industry in Indonesia, the development of communication technology, especially social media, according to Inayati herself, has a strong influence on promoting tourism. The number of emerging social media become effective media. Because it is easy for people to access information by using the keywords they want to search for.

"Jurnalisme wisata menurut saya bisa dari media manapun, blog, twitter, bahkan instagram. Banyak dari jurnalisme warga memberikan berita tentang wisata di media daring mereka, menurut saya itu sangat menarik dan bagus, apalagi yang meningkatkan wisata diketahui banyak orang karena keberadaan tagar (#) hal tersebut sangat membantu." Inayati

This is one of the reasons for Inayati to uses common words that are popular in the community in each of her writings. Because he wants to make it easier for readers to find information using these words. According to him, bloggers can spearhead tourism. Many people find out about tourism through a search engine on Google. This is what made him continue to write works on tourist visits to several soma many areas.

The uploads of tourist visit posts by the two bloggers above illustrate today's tourism marketing communications which actively use online media. The ease of accessing online media has changed people's behavior in accessing the information they need. Visual documentation support has also been able to describe the atmosphere of the tourist location very well. Even tourist destination brands can be described from various authors' points of view.

The travel blogger community that Inayati and Haryadi participated in also showed how the phenomenon of travel journalism is in Indonesia. The existence of this community informs that citizen journalism, especially those with the theme of tourism journalism, is something new. They try to inform the public regarding tourist sites in the area. This cannot be separated from the emergence of several some many tourism programs on television that have contributed to changing people's lifestyles today.

4.Conclusion

Based on the findings of this research data, it is known that there has been a change in accessing messages through communication media in society. The active use of online media has made the social media phenomenon quite a significant role. In addition, travel which has become one of people's lifestyles has also changed the consumption of messages in communication media.

The emergence of the travel blogger community shows that the phenomenon of citizen journalism has developed rapidly in society. Travel news information conveyed through blogs has developed tourism marketing communications among residents. Blog promotion media illustrates the convenience for ordinary people to participate in promoting regional tourism.

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