

Social Media and Online Application Effectiveness in Increasing Domestic and International Tourists Interest in Visiting Indonesia's Marine Tourism

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Abstract

This research examines the use of Social Media as ICTs and Online Applications in the interest of domestic and foreign tourist to visit marine tourism in Indonesia, the 2019 pandemic had a major impact on the tourism sector, especially marine tourism. The Ministry of Tourism and Creative Economy shows that the decline in foreign tourists has had a direct impact on the occupancy of hotels in Indonesia. In 2020 January-February, occupancy is still at 49.17% and 49.22%. In March it became 32.24%, and worsened in April, which was 12.67%. Post-pandemic, BPS data has seen a significant increase in the number of visitors visiting tourist attractions in Indonesia, the use of social media and online applications has encouraged foreign and domestic tourists. In this study, the Mixmethod research method was used to examine the use of social media and Online application effectiveness for tourists' interest in visiting marine tourism in Indonesia.

Keywords: Information & Communication Technologies (ICTs), Online Application, Social Media, Tourism.

A. INTRODUCTION

Development Information Technology is currently increasing, especially the use of social media and the development of online applications that make it easier for users to find extensive information, especially in the tourism sector. With social media, users can easily and updated search for tourist destinations that they will visit by using keywords or hashtags in their searches, and online applications are very helpful for tourists, both domestic and foreign, who can use online applications to find the nearest accommodation from the tours they will visit. Up to this point, we are in an era where modern technology, encompassing fiber technology and interconnected network systems, is being integrated into every economic endeavor, spanning from production to consumption.

The convenience provided in supporting all human activities, the delivery of information becomes more accessible and faster, and technology services such as gadgets can be reached by everyone in remote areas (Murthy, 2018). The advantage of the industrial revolution 4.0 is the development of the digital era towards a new era; in all aspects, it makes a paradigm of social thinking in society, and lots of information from all aspects easily reaches all levels of society. This is proven by the increasing use of social media in cyberspace.

The development of information and communication in social media and online applications has resulted in an increase in tourism interest from foreign and domestic tourists to marine tourism in Indonesia as a research question whether Information & Communication Technologies (ICTs) through online applications and social media, can increase the number of foreign and domestic tourists to visit on Indonesian marine tourism?.

B. LITERATURE REVIEWS

1. Tourism Concept

James J. Spillane asserts that for tourists to experience satisfaction during their journey, a tourist site or destination should encompass five essential components. Then tourist objects must include:

2. Attractions

Based on its definition, attractions have the ability to draw in tourists who are interested in experiencing them. Tourists are motivated to visit a location in order to fulfill certain needs or desires.

3. Accessibility

The ability or ease of walking to a certain place. Facilities typically align with attractions in a given area since they need to be in proximity to the market. Facilities generally aid rather than actively promote growth and often emerge concurrently with or after the development of attractions.

5. Infrastructure

Establishing attractions and amenities is not a straightforward task without essential infrastructure. Infrastructure encompasses all the built structures both below and above the surface within a particular region or regions..

6. Transportation

Transportation makes it easier for tourism visitors to reach the tourist attractions they want to visit; supporters in the form of modes of transport are crucial in facilitating visitors or tourists

7. Hospitality

Security assurances are of paramount importance, particularly for foreign tourists, who find themselves in an unfamiliar environment.

8. Technology Acceptance Model (TAM)

This Technology Acceptance Model (TAM) was developed by Ajzen & Fishben (1980). This theory is the result of a study in 1980 (Fran, 2016). This theory elucidates that individuals' actions are influenced by two factors: their beliefs about behavior and their beliefs about social norms. These factors encourage and motivate

us to continue evaluating results. This theory was later developed by Davis (1989) to define usability (perceived ease of use) as the level at which a person believes that using a particular system can reduce the effort required to complete a particular task. Define as the meaning of 'easy' means 'freedom from hardships and great effort'. Furthermore 'Perceived ease of use' is characterized as the extent to which individuals perceive a specific system to be user-friendly.

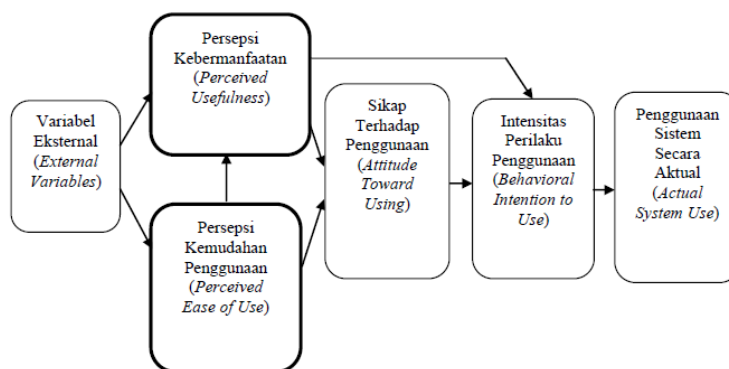


Figure 1. Form of TAM theory

Source: Davis (1989)

9. Social Media

The term "social media" consists of the words "media" and "social", "Media" refers to a communication channel, while "social" refers to the collective actions of individuals that contribute to society as a social reality (Ranteallo & Andilolo, 2017). This statement emphasizes that in fact, the reality that media and all types of software are inherently "social" in nature, meaning they emerge as outcomes of social processes (Fuchs, 2014).

10. Information & Communication Technologies (ICTs)

ICTs according to UNESCO are technological devices and resources for sending, storing, creating, sharing or exchanging information which includes the internet, computers, broadcasting technology both live and recorded, and telephones. ICTs according to Bethapudi (2013) have a big role in tourism development and are the biggest contributor to tourism expansion. ICTs have also changed the tourism industry by developing interactivity between tourism suppliers and tourism consumers through restructuring tourism distribution, tourism promotion and competition (Zhou & Sotiriadis, 2021). Kumar and Kumar state that the role of ICT in social media had greatly influences tourism interest, besides that ICT has additional indicators for ICT development in exploring tourism demand in a region (2019). The advantages of ICT also provide the benefit of supporting inexpensive direct access to customers and enabling wider distribution channels, which were previously impossible to reach (Adeola & Evans, 2019).

C. METHOD

1. Research Approach

This study uses mixed methods because it uses two models of data analysis using quantitative and qualitative approaches. The view of this study is to analyze behavior in several predictable situations. Data collection uses a sequential transformative model with the following scheme:

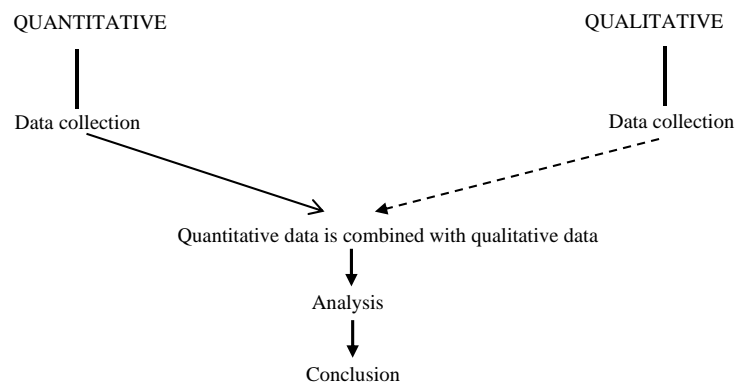


Figure 2. Sequential Transformative Model

2. Participants

The data used in this study is data from interviews, literature, documentation, and questionnaires using informants. This research considers conditions and situations that make it impossible for researchers to visit research sites. The research subjects are foreign and domestic tourists, while the research object is marine tourism in all provinces in Indonesia.

3. RESULTS AND DISCUSSION

1. Respondent's Description

This research was conducted on tourists who had visited marine tourism in 38 provinces in Indonesia. Respondents were taken by purposive sampling. Based on the results of the study, 200 respondents' answers were collected, consisting of 50 foreign tourist respondents and 150 domestic tourist respondents.

2. Social Media

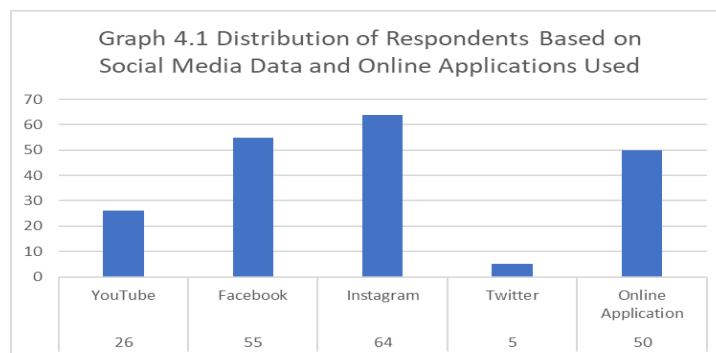


Figure 2. Sequential Transformative Model

Social media data that is actively used to find out marine tourism shows that 26 tourist respondents use social media Youtube (13%), 55 tourist respondents use Facebook social media (27.5%), 64 tourists respondents (32%) used Instagram social media, five tourist respondents (2.5%) used Twitter social media, 50 tourist respondents (25%) used online applications. The results of the distribution of respondents show that the high use of social media and online applications is dominated by users of Instagram, Facebook, online applications, and followed by other social media.

D. CONCLUSION

This research proves that the use of Information & Communication Technologies (ICTs) can increase visitors, both domestic and foreign tourists, with more and more tourists learning about marine tourism through social media and online applications, in welcoming the 5.0 maritime tourism community, especially those in Indonesia, need to improve in line with the theory of James J. Spillane, that tourism needs to increase Attractions, Accessibility, Infrastructure, Transportation, Hospitality and the ability to run technology systems.

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