

Development of a Web-Based Indonesian Super Priority Tourism Promotion Media Website

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ABSTRACT

Indonesia has a variety of natural attractions, which can be by Indonesians or foreigners. By 2023, Indonesia's tourism industry could contribute about US\$10 billion in national currency. The position is number four after oil, coal and palm coconut. According to data from PDPTT Indonesia has a total of 7,275 tourist villages spread across the province. With the creation of this website showed several destinations of different islands that have their own characteristics of each of its regions. Information technology provides a container of information for people who want to know more about super priority tourist destinations in Indonesia spread from the west to the east of Indonesia, as well as such destinations as borobudur temple, toba lake, likupang, mandalika, and also labuhan bajo. Super Priority Tourist Destinations are part of an Indonesian government program aimed at developing top tourist destinations in various regions, based on data on the most frequently visited destinations by tourists from both the country and abroad. Super-priority tourist destinations are made not only to increase visits to such tours, but also to improve the well-being of local communities. With the creation of this website, a wide selection of places is provided so that visitors can choose the tourist destination to visit first by seeing how the place to facilitate the travel plan. The research method used for the success of this website is the *waterfall* method, with this method developed this super priority travel website using wordpress with a periodic and sequential editing system from top to bottom.

Keywords: Tourism; Indonesia; Information Techonology; Website; Super Priority

1. INTRODUCTION

Indonesia is a country that has many tourist destinations in it, ranging from marine, mountain or other tourist destinations. Indonesia is an archipelagic country rich in natural resources, where the resources owned are potential that can be used as tourist attractions (Fandeli, 1995) [1]. Indonesian tourist destinations are one of the most popular countries both domestically and abroad. It is recorded that there are already more than 7,272 tourist villages spread across all provinces in Indonesia. Tourist destinations in Indonesia are increasingly developing, and more and more new tourist spots are developing, we can enjoy the beauty of this tourism during holidays or at certain events. Many foreign citizens have recognized the natural beauty of Indonesia, the natural beauty of Indonesia is considered very unique and diverse because it not only shows the beauty of nature, tourist destinations in Indonesia also show many artistic and cultural values that we do not usually find in other countries. The potential of tourism as a leading sector is greatly utilized by Indonesia as proof of Indonesia's seriousness in implementing strategic policies to make the tourism sector a leading sector in supporting the national economy (Muhamad Fathun, 2018) [2].

Tourism can be defined as a group of people who travel to a place for vacation purposes or other purposes such as a form of learning, work or other purposes. Tourism is often associated with education and knowledge because the tourist destinations that are visited show the values of art, culture, knowledge, and information. The tourism potential in the form of unique physical and socio-cultural aspects as a result of the evolution of the landscape needs to be managed properly. One form of management proposed is through the development of ecotourism (Nuraini and Pramono 2013) [3]. According to Spillane (1987), tourism is a journey from one place to another, temporary, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in

social, cultural, natural, and scientific dimensions [4]. There are several tourist destinations in Indonesia that have great potential so that the government categorizes these places with the name "Super Priority Tourist Destinations". They are called super priority tourist destinations because in addition to being the most frequently visited places by tourists, these places also get more priority from the government with the aim that the needs of tourists when visiting there can be met.

Super priority tourist destinations are focused by the government so that the development and ecosystem in the tourism area develop and are better maintained. Because they are called super priority tourist destinations, it is certain that these places are more in demand by various tourists who will visit, these tourist attractions include "Borobudur, Lake Toba, Likupang, Mandalika, and Labuan Bajo". The Borobudur area is one of the places on Java Island that has geological and geomorphological uniqueness, when viewed from the aspect of landscape evolution. Based on Van Bemmelen's (1949) physiographic zone division, the Borobudur area is located in the central and depression zone which has a plain height of 225-240 meters above sea level. The Borobudur area is located in the lowlands, on the south side there are mountains extending east-west along 20 km called the Menoreh Mountains. In addition, around the Borobudur area there are also several active volcanoes, including Mount Merapi, Mount Merbabu, and Mount Sumbing (Murwanto, 2015) [5]. The submission of the Mandalika Special Economic Zone as a special economic zone was submitted directly by the Indonesian Tourism Development Corporation (ITDC) in 2014 and was determined through PP No. 52 of 2014 on June 30, 2014. ITDC itself is a state-owned company known for developing and operating world-class tourism complexes such as Nusa Dua in Bali. The development of the Mandalika Special Economic Zone is a follow-up project by ITDC to make Mandalika the next world-class tourist destination (ITDC, 2017) [6]. To make it easier for tourists who want to visit these super priority tourist destinations, information sources regarding these tourist attractions must also be provided, with the aim of ensuring that visiting tourists can find out about the plans, which tourist attractions they will go to. The source of information is made so good through information technology in the form of website development.

Technology from time to time always develops and always advances, so technology is very meaningful for several existing sectors. As for technology, it is very helpful in the tourism sector, tourism from time to time is also the same as technology always developing, there are many new tourist attractions every year in various corners of Indonesia. Information Technology has many benefits to help the Indonesian tourism sector today, because with the existence of information technology, opportunities are also available for tourists and managers of these tourist attractions. Information Technology provides a place for information about existing tourist destinations. Especially in super priority tourist destinations today, there are still many people or foreigners who know what places are included in the category of super priority tourist destinations.

Tourists who will visit super priority tourist destinations will be facilitated in their visiting process if provided with an information container regarding the description of the place, accommodation in the surrounding environment, or other needs needed during a visit to the super priority destination. An information container that is very easy to use for all groups in today's technological era is *a website*.

A website is a digital platform that provides related and relevant content according to what is sought and needed. On a regular website, there are many explanations regarding the information we are looking for. A website is a collection of web pages that aim to display various information in text, image, and audio formats. These pages are related and formed in one domain that is connected to each other in a structured manner (Kinaswara, Hidayati, & Nugrahanti, 2019) [7]. A website is a collection of all web pages that function to display various information from a domain in the form of text, images and sound, which form an interrelated series and become a place to store information and present it so that it can be accessed by anyone online [8].

The website in this case is used as a place of information for visitors who will visit super priority tourist destinations, information is provided about the tourist destinations, information about the journey to the destination. In addition, the super priority tourist destination website provides a very detailed travel plan starting from the pick-up time from the lodging complete with transportation and arrival time back at the lodging. Visitors can choose which place to go to, visitors can also plan the trip so that the time used at that place is not wasted.

In this study, the author plans to build a super priority tourist destination website in Indonesia. This study was conducted to improve web development for tourist destinations aimed at making it easier for visitors to choose a destination. This website design is intended for tourists who will visit one of the super priority tourist destinations.

This research was conducted to achieve the goal so that knowledge about super priority tourist destinations can be further developed and the information obtained can be more detailed. The information is in the form of digital content about super priority tourist destinations. On the website about super priority tourist destinations, there is content about these places. This website presents digital content about "Borobudur, Lake Toba, Likupang, Mandalika, and Labuan Bajo".

2. RESEARCH METHODOLOGY

The research method is a way of working or planning that is carried out in order to obtain results from the research that will be carried out so that the problems in the research get solutions for their completion. The method used in this research uses the *waterfall method*, namely by working from top to bottom.

2.1 Research Stages

Research stages are the flow or steps in the process of working on a journal. In this process, the steps taken must be systematic and structured according to the data available for the needs of this research. The research method used is a research method whose work is systematic by following existing rules, sorted from top to bottom.

In working on a journal, there are stages or steps that must be followed and carried out in accordance with existing regulations. In conducting this research, the following stages are used:

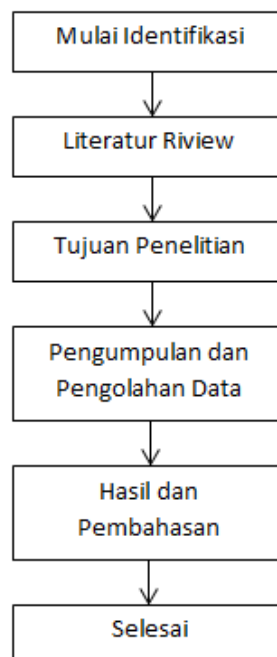


Figure 1. Research Stages

- A. Problem Identification: This stage is the initial step taken by researchers in starting research. Researchers identify problems that will begin by explaining and presenting the problems found and how to solve the problems in the research that will be carried out by connecting them according to existing research procedures.

- B. Literature Review: This Literature stage is the stage where reading references or benchmarks are carried out for researchers regarding the problems to be solved . Literature or Literature Review can help the researcher's work process to obtain valid and detailed data to help the research process , at this stage the researcher found more than 10 journals related to website development and promotion of super priority tourist destinations.
- C. Research Objectives: This research was conducted with the aim of designing and building a tourism information system that can present and provide tourism and cultural information in Indonesia. This website was created to provide information on various natural resources that can be used as tourist destinations. The information presented is expected to make it easier for people to travel. The website is expected to help improve tourism promotion in Indonesia. The website can help prospective tourists in finding information about tourism in Indonesia. With this website, information can be provided in the form of scripts, images or videos.
- D. Data Collection: At this stage, researchers collect data from location research through digital media. After data collection is complete, the next step is to analyze the data. This aims to group the data so that it will make it easier for the author to conduct the analysis.
- E. Data management: After the researchers obtain a collection of data , the researchers review and analyze the data to find answers to the problems being studied so that when using the data in the research, it is certain that the data is valid and the data does not conflict with the existing problem identification.
- F. Results and Discussion: At this stage, results and decisions can be made regarding the problems of the objectives of this research which can be made in a report in the form of an explanation , presentation and conclusion of the results of the research that has been carried out .

2.2 System Development Methods

The system development method used in this study is the *waterfall model* . waterfall modeling This is a development approach from the method used in qualitative descriptive research. This method Describes a systematic and sequential approach to software development. In this research method using the waterfall model, progress is seen as water flowing down (waterfall) through planning, modeling, Implementation (Construction) and Testing. In general, the stages in the waterfall model can be seen in Figure 2. Below.



Figure 2. Waterfall Method

- A. Needs Analysis: At this stage, the researcher analyzes the needs of the website to be created so that the website obtains valid and appropriate data . The data collection process consists of

location research through digital media. After data collection is complete, the data is analyzed. This aims to group the data so that it will make it easier for the author to conduct the analysis.

- B. Design: At this design stage, the researcher designs the system display by displaying existing city tours, tourism activities, including data structures, articles on the web, layout design, and planning for inputting information on the website. This design is done so that during the implementation process or writing code it is easier.
- C. Testing: The program testing stage is carried out after the system has been completed, program testing is carried out to see and ensure that the system is running as planned. At this testing stage, researchers tested the multifunctionality of the features on the super priority tourist destination website, starting from detailed tourist destination features, tourism activities that will be carried out when booking a trip, testing the trip booking feature, tourism article features, and testing other features.
- D. Operation: At this operational stage is the final stage of the research method using the *Waterfall model*, at this stage the website is evaluated, if there is a discrepancy in the system then improvements will be made to the system so that it can function as it should. If an error is found during the evaluation and then it has been updated then the website can officially be used after a trial has been carried out. The website can be tried according to its needs.

3. RESULTS AND DISCUSSION

3.1 Website

3.1.1 Home Menu View

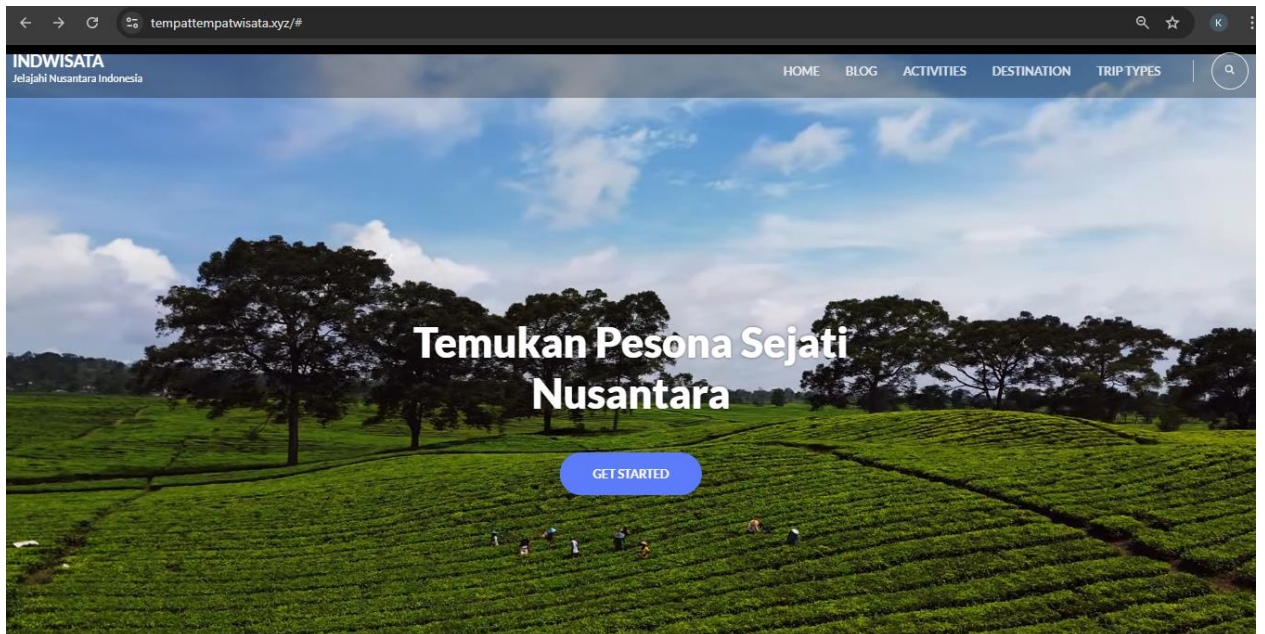


Figure 3. Home Menu

Attracting interest with the welcoming method of words in a video that combines welcoming words and videos will give the impression of attention to the user to attract curiosity.

3.1.2 Super Priority Tour Menu Display

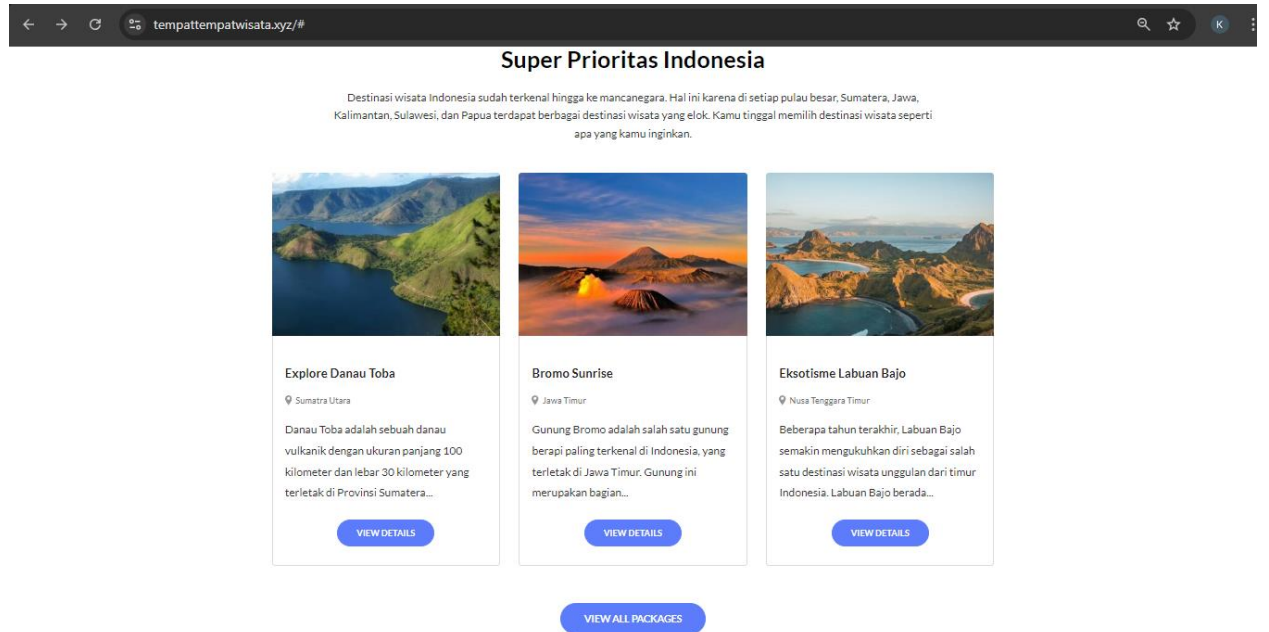


Figure 4. Priority Tour Menu
Providing the most popular travel options today.

3.1.3 Tour Travel Menu Display

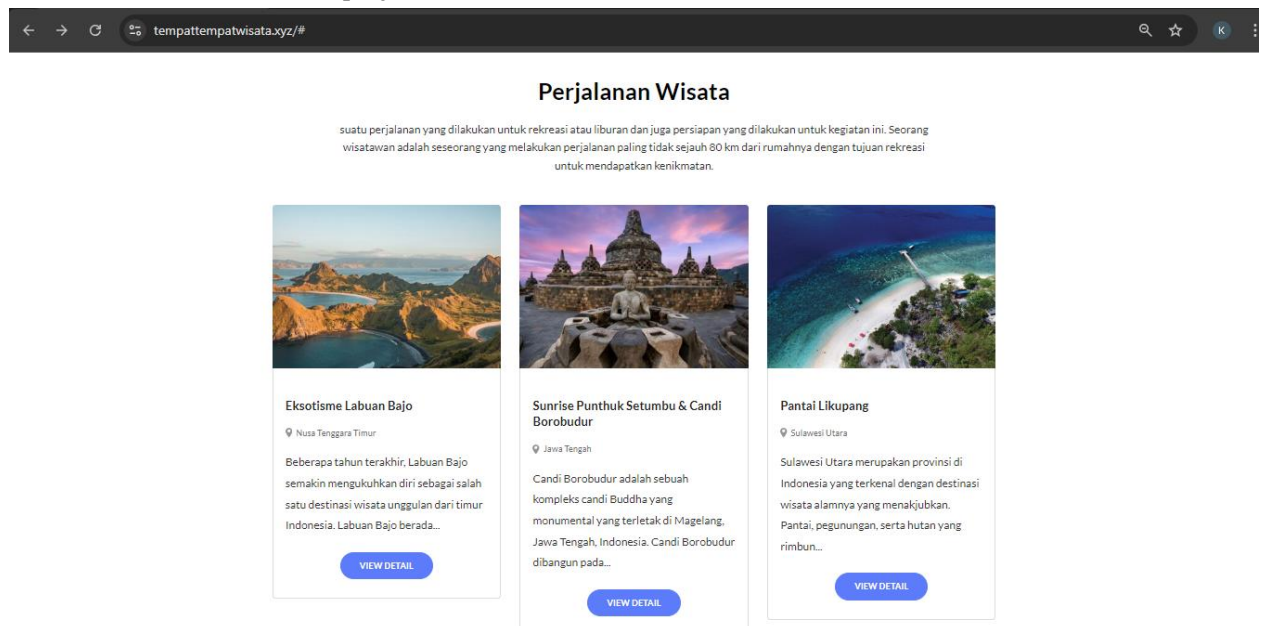


Figure 5. Tour Menu

Provides many options to summarize and be selective.

3.1.4 City Tour Menu Display

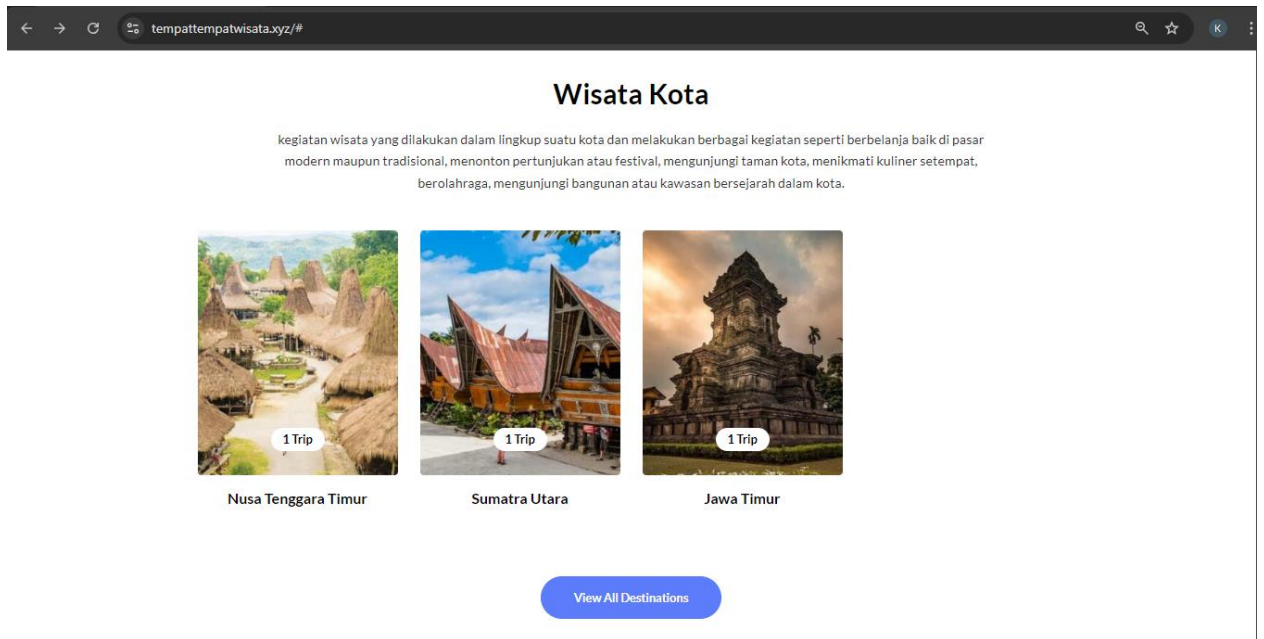


Figure 6. Tourist City Menu

Provides several city options to be the place to visit.

3.1.5 Tourism Activities Menu Display

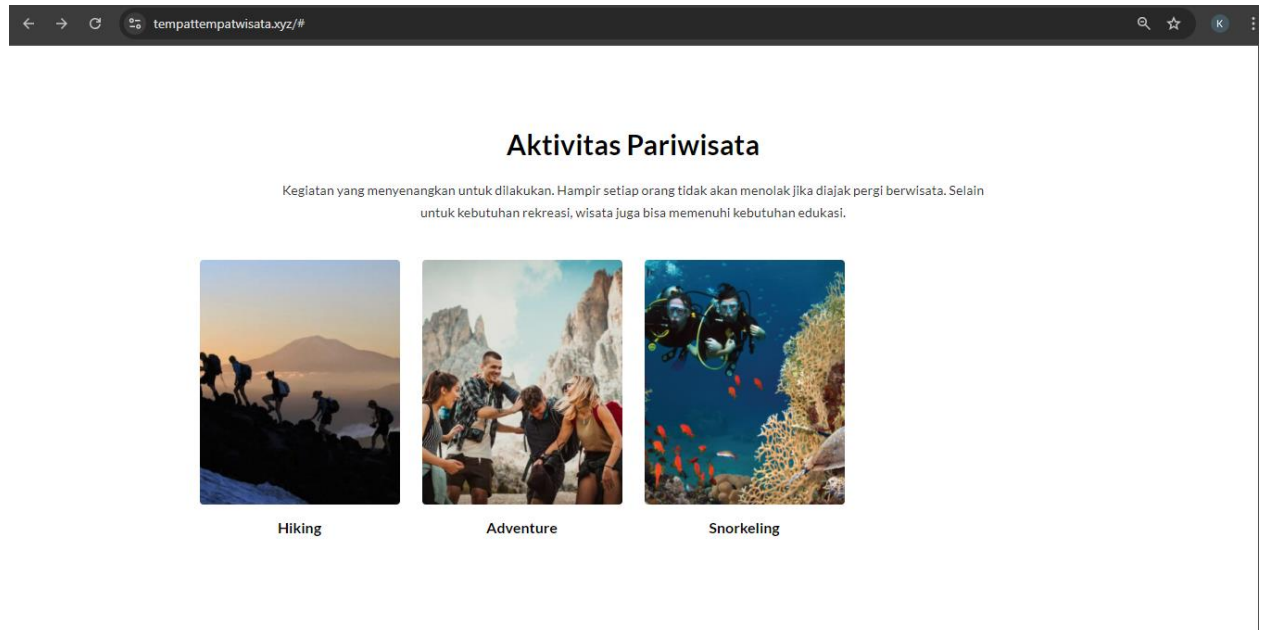


Figure 7. Tourism Activities Menu

Providing many Choices and Recommendations will be a helpful medium to adjust interests in choosing visits based on information.

3.1.6 Travel Story Menu Display



Figure 8. Travel Story Menu

There are articles to make it easier for tourists to find tourism information.

4. CONCLUSION

In today's digital era, web-based promotion and information plays a very vital role in reaching and influencing a wide audience. To achieve success in this endeavor, effective use of media, in-depth research, and a systematic approach are essential. Diverse media such as text, images, videos, and other

interactive elements are key to capturing users' attention and maintaining their interest. Support from thorough research on user preferences, market trends, and information needs is a solid foundation in developing relevant and useful web content. Well-organized processes and procedures also ensure that web development is not only quality, but also efficient and effective. Careful planning, coordinated implementation, and ongoing evaluation are key steps to ensure that the web is able to meet the goals set well. The quality of web content plays an important role in increasing user satisfaction. Accurate, informative, and easily accessible content not only builds user trust, but also enhances the web's image as a reliable source of information. In addition, adequate quantity of content is also needed to meet various user needs. Providing extensive options and comprehensive information helps users find the solutions or answers they are looking for. By combining quality and quantity in web development, we can ensure that the web is not only a place to search for information, but also an effective means to meet the information needs of various user segments. Overall, a comprehensive approach to media use, in-depth research, and systematic development are the keys to creating a satisfying and successful web experience. By keeping the focus on content quality and the right quantity, the web can be an effective tool in meeting user expectations and achieving promotional and informational goals well.

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