

E-WOM ON TOURIST DESTINATIONS IN PRIGEN PASURUAN

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ABSTRACT

Indonesian tourists have a particular interest in tourist destinations that have unique concepts and are popular among the public. This tourism trend is also supported by current technological sophistication where access to electronic devices and the internet has become part of our daily needs. Word of Mouth (WOM), provides an important role in communicating opinions in the community about a product and exerts influence in shaping consumer attitudes and behavior. With the increasing number of business people and skyrocketing technological developments, alternative destinations and available tourist services will be increasingly diverse. Word of Mouth (WOM) grows and develops into networked communication and spreads from a single one-way communication. With advances in internet technology, it has had an impact on increasing the number of travelers seeking information on tourist destinations and online transactions. The tourist destination in Prigen is one of the tourist destinations in Pasuruan Regency which is famous for its natural and cultural charm. Discussed by many travel circles on various social media and widely published on internet search sites. The formulation of the problem in this study is how tourists use social media and eWOM at tourist destinations in Prigen Pasuruan. The purpose of this study is to find out how tourists use social media and eWOM at tourist destinations in Prigen-Pasuruan. This research is a qualitative research using photo as supporting data

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1. INTRODUCTION

Today traveling has become part of the necessities of life. The progress of civilization causes humans to travel from one city to another, one country to another, even one continent to another is increasing. Tourism as an activity source of experience that not only serves, provides value, fulfills the needs or desires of tourists but is important for spreading messages to the wider community. This is in accordance with tourism objectives, including increasing state revenues, introducing natural and cultural beauty, and strengthening brotherhood. In this case, the government together with the public and the private sector have attempted to develop information technology-based services by utilizing information media and social media.

With the Covid 19 case which has been slumping in recent months and the government is providing concessions to the public, the world of tourism is now starting to stretch. The tourist destination in Prigen is one of the tourist destinations in Pasuruan Regency which is famous for its natural and cultural charm. Discussed by many travel circles on various social media and widely published on internet search sites.

Today, Indonesian tourists have a particular interest in tourist destinations that have unique concepts and are popular among the public. This tourism trend is also supported by current technological sophistication where access to electronic devices and the internet has become part of our daily needs. Word of Mouth (WOM), provides an important role in communicating opinions in the community about a product and exerts influence in shaping consumer attitudes and behavior. With the increasing number of business people and skyrocketing technological developments, alternative destinations and available tourist services will be increasingly diverse. Word of Mouth (WOM) grows and develops into networked communication and spreads from a single one-way communication. With advances in internet technology, it has had an impact on increasing the number of travelers seeking information on tourist destinations and online transactions. Based on digitalreport.net about 191,400,000 or around 68.9% of the population in Indonesia are active members of social media.

Marketing tourism services does not only carry out a series of promotions but also must be able to fulfill its promises, so that the services offered can provide experience to the community. When marketers interact directly with tourists, a personal experience will be built which is formed from the services offered,

product attributes, and Word of Mouth promotion strategies with or without positive electronic media, marketers must be able to build a good experience for visitors so that tourists decide to visit .

Social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory and action for brands, businesses, products, people or other things and is done using such blogging (blogging), microblogging (micro blogging).), social networking (social networks), social bookmarking (social bookmarking) and content sharing (sharing content) [1].

Social media marketing is the use of technology, channels and software from social media for the purpose of creating communications, delivery, exchange and offers of value to stakeholders in an organization [2]. Social media marketing is a company's process of creating and promoting activities related to online marketing on social media platforms that offer value to its stakeholders [3]. Social media marketing is a marketing technique using social media to promote specific products or services. Displaying good content can make website visitors to online products or services interested in the products and services that we display. [4]. Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals [5].

Social Media Marketing indicators according to Gunelius [1] there are 4 (four) social media marketing indicators, namely: 1) Content Creation 2) Content Sharing 3) Connecting 4) Community Building). The use of social media can help companies see various opinions and analyze shifts in customer attitudes. This can provide insight to the company to be able to defend itself in the midst of market changes and the company's brand image [6].

Electronic Word of Mouth (eWOM) are positive and negative statements made by potential, actual or former customers regarding a product or company that are made available to many people and institutions via the internet [7]. This eWOM communication involves consumer opinion about products and services posted on the internet [8], such as blogs, websites (yogyes, com); online discussion forum (kaskus.com); social media (facebook, twitter, instagram).

The E-WOM factors that potential tourists pay attention to when adopting information from the internet are as follows:

1. Credibility of E-WOM sources
E-WOM has presented a new form of communication between sender and receiver of messages where the relationship between the two is weak. This is because anyone can post a reason and anyone can read it. Therefore, E-WOM sources play an important role in consumer decision-making activities [9]. So that potential tourists will choose credible E-WOM sources.
2. Characteristics of the Message Source
Most of the reviews posted are based on the reviewer's point of view so that the character of the reviewer will determine the image of the product/service being reviewed. Thus, it can also be said that the character of the reviewer will also determine consumer purchasing decisions [10].
3. Message Characteristics
One of the eWOM factors that effectively influences tourist decisions is the characteristics of the reviews posted [10]. This is because the message conveyed by the source of the message will provide an overview of the product/service that will be consumed

2. METHOD

This research uses a qualitative descriptive research method with a phenomenological approach that seeks in-depth understanding, and tries to understand the meaning of events and their relationships to people who are in certain situations. Thus, research through this phenomenological approach is to explain an experience along with the meaning of experience in an event [12].

The type of data used is secondary data, namely the type of data obtained through the processing of the second party from the results of field research and through library research, namely research through the library. The data used, obtained through the Central Statistics Agency (BPS).

This research was carried out in stages and within a certain period of time. Researchers are trying to collect data through observation by surfing in cyberspace to access news containing photos about tourist destinations in the Prigen-Pasuruan area. In this study, researchers describe how social media marketing and e-WOM are at tourist destinations in Prigen-Pasuruan. The data obtained is then presented in the form of a description of words so that it is easier to understand according to what is obtained in the field.

Apart from describing the words, the researcher also presented the data in the form of research photographs to reinforce and clarify the results of the research. The research location is located on a social

media platform that presents tourist destinations in Prigen-Pasuruan. This research was carried out for approximately 2 months from June-August 2022.

The data source consists of several data obtained by researchers through data collection techniques. The main data sources in qualitative research are words, actions, the rest is additional data such as documents and others. In this regard, in this section the data types are divided into words and actions, written data sources, and photographs [11].

3. RESULT AND DISCUSSION

Researchers conducted some pre-research data collection through observation. Observations made by researchers are in accordance with the research title, namely eWOM at tourist destinations in Prigen-Pasuruan. Researchers observed several social media platforms to collect the data needed for this study.

Instagram is one of the social media that is widely used by the Millennial generation as a tool to promote something. The following is a display of the Instagram profiles of the research informants.

A. The first Instagram account is @wisata.jendela.langit with 1,604 followers.

the hallmark of this account is natural tourism. This can be proven by the Instagram feed which often uploads about natural tourism in the Prigen area. So that potential visitors can find out how the terrain must be traversed to get to that place, considering that this window of the sky tour is close to the Indrokilo hiking trail where the road to get to this place is not smooth, there are lots of holes and there are several meters of land which will make the vehicle skid if rainy season arrives. If visitors are going to visit this place they can prepare a vehicle that if there is no problem if they have to go through an uphill and not smooth path.

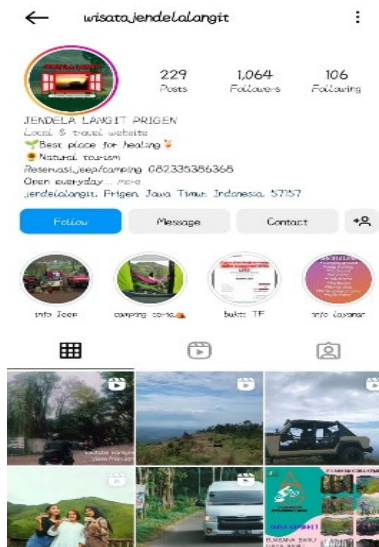


Figure.1 Instagram @wisata.jendela.langit

B. The second Instagram account is @cimorydairyland.prigen with 9,263 followers.

The distinctive feature of this account is that it creates more Instagram feeds about Cimory Dairyland Prigen. This is evidenced by an interesting feed that describes what products are sold at Cimory Dairyland Prigen, as well as what facilities exist at the tourist spot. So that visitors can find out and read testimonials whether these tourist attractions are worth visiting or not.

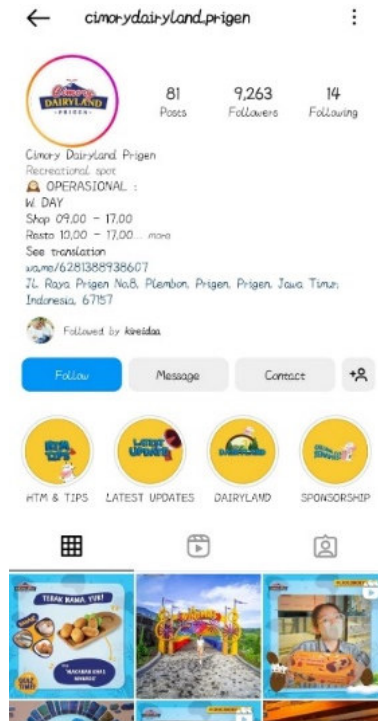


Figure 2. Instagram @cimorydairyland.prigen

C. The third Instagram account is @pesona.prigen with 5,427 followers.

The distinctive feature of this account is that it often posts about nature tourism, culinary tours, cafes and sightseeing. This is evidenced by the Instagram feed which often posts tours around Prigen. Because the posts are not only about natural tourism, thus the things posted on the @pesona.prigen Instagram account are varied.

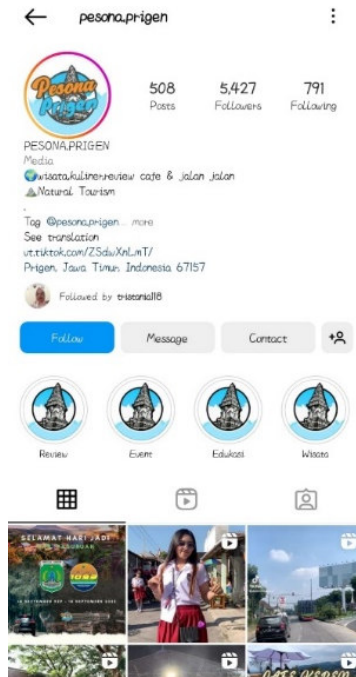


Figure 3 Instagram @pesona.prigen

Interview Results

The characteristics of the respondents in this study can be described as follows:

Table 1. Characteristics Of The Respondents

Nama	Jumlah followers	Ciri Khas	Alasan posting
@wisata.jendela.langit	1.604	Natural tourism	Window of the sky tour is a new tour that will operate in 2022, so it requires promotion to market these tourist attractions. Sky Window tour is adjacent to the indrokilo hiking trail, so it takes quite a long time to reach this place. The terrain that must be traversed is also not easy. With this IG feed, it is hoped that visitors will understand that the trip taken is commensurate with the views they get.
@cimorydairyland.prigen	9.263	Create an Instagram feed about Cimory Dairyland Prigen	Just posting about Cimory Dairyland Prigen. This tourist spot was launched to coincide with the outbreak of the Covid-19 pandemic and was closed for some time. With the IG feed, visitors can find out that this tourist spot is back open for visitors.
@pesona.prigen	5.427	Post about nature tourism, culinary tours, cafes and sightseeing.	@pesona.prigen posts vary. Not only about tourism but also culinary so that it can provide a diverse picture of tourist and culinary places in Prigen.

The results of interviews conducted by researchers with tourists visiting tourist attractions around Prigen are as follows:

Table 2. Interview Result

Name	Interview result
Informant 1 (Rina, 16 years old)	Likes to travel, especially to tourist attractions that are famous for their culinary tours. Read the comments of visitors who have visited the place whether the place is worth a visit or not.
Informant 2 (Sofi, 33 years old)	Affected by social media so that they visit tourist attractions that have been seen on social media.
Informant 3 (Nurman, 40 years)	Visit tourist attractions that are currently viral on social media. Especially tourist spots with hidden gem hashtags because according to this informant, tourist spots like that are usually still beautiful and not many visitors come.
Informant 4 (Effendi, 36 years)	Many tourist attractions have sprung up so it is confusing to determine which tourist attractions to visit. Social media helps him decide which tourist attractions are worth visiting with his family.
Informant 5 (Ruri, 18 years old)	Like nature tourism and before traveling usually look at social media first and then decide which tourist attractions to visit.

Discussion

The current condition of the Covid-19 pandemic is gradually improving although new variants are still emerging. With the abolition of PPKM, it provides leeway for the community to carry out their activities. Especially activities for traveling without compromising health protocols. With this situation, lately many new tourist attractions as well as cafes and culinary places have started to emerge. With social media, it is not difficult for people to find these places. Many reels on IG and FB promoting these tourist attractions.

And with this social media, local and foreign tourists can judge whether the place to be visited is in accordance with what they want or not.

From the results of interviews with tourists, it can be concluded that the five informants who are local tourists who visit tourist attractions in Prigen rely on social media to decide which tourist attractions to visit. Is it a new tourist spot or a tourist spot that is viral on social media. This shows that social media plays an important role in getting visitors to come. Because the comments of visitors are very influential on other visitors who plan to visit these tourist attractions. So this proves that e-WOM is very effective as a promotional medium for tourist attractions, especially in the post-Covid-19 era where the people's economy has started to stretch. And with so many people starting to make tourist visits, it can increase the income of residents or communities around these tourist attractions.

4. CONCLUSION

The conclusion that can be presented in this study is that an interesting Instagram feed will make readers or followers provide comments so that there is interaction between account owners and followers. Good interaction will make these accounts informative. Thus, e-Wom can run well.

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