

DIGITAL TOURISM DEVELOPMENT STRATEGY AS A PROMOTION OF CREATIVE ECONOMY TOURISM IN BANTEN PROVINCE

April Laksana¹, Kenedi², Basuki Rakhim Setya Permana³
^{1,2} Universitas Bina Bangsa

ARTICLE INFO

Keywords:

SWOT Analysis,
Digital Tourism,
Strategy,

E-mail:

17satriaforbangsa@gmail.com

ABSTRACT

The tourism sector is one sector that has great potential to increase state and regional income. For this reason, efforts are needed to develop tourism in Indonesia. One of the programs from the government to increase the number of tourists is to prioritize tourism development in 10 locations, one of which is Tourism in Banten Province. In addition to developing tourism areas, another thing that can be done to increase the number of tourists is using information technology as a promotional medium through Digital Tourism. The purpose of this study is to view and analyze digital tourism as tourism promotion in Banten Province as a way of promoting tourism in Banten Province. The analytical technique used in this study is a SWOT analysis technique by looking at internal factors (strengths and weaknesses) and external factors (opportunities and threats) related to the development of Digital Tourism in Banten Province. The results of this study can be used by the government or related parties in determining the direction of tourism development in Banten Province.

Copyright © 2022 Economic Journal. All rights reserved.

It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](#)

1. INTRODUCTION

Tourism is one of the sectors with excellent potential to increase state and regional income. For this reason, efforts are needed to develop tourism in Indonesia. One of the programs from the government to increase the number of tourists is to prioritize tourism development in 10 locations, one of which is Tourism in Banten Province. In addition to developing tourism areas, another thing that can be done to increase the number of tourists is to use information technology as a promotional medium through Digital Tourism. This study aims to see and analyze the development of digital tourism as a tourism promotion in Banten Province as a way to promote tourism in Banten Province. The analysis technique used in this study is a SWOT analysis technique by looking at internal factors (strengths and weaknesses) and external factors (opportunities and threats) related to the development of Digital Tourism in Banten Province. The results of this study can be used by the government or related parties in determining the direction of tourism development in Banten Province.

The Covid-19 pandemic, which has hit the world since the end of 2019, is a nightmare for all industrial sectors, including the tourism sector, which is one of the main sectors that has been dramatically affected by the Covid-19 pandemic. The United Tourism Organization (UNWTO) March 2020, in its official statement, stated that around 80% of small and medium-sized enterprises from the tourism sector with millions of livelihoods around the world were affected by Covid-19, where Asia and the Pacific were the worst affected regions with an estimated decrease in tourist arrivals of between 9%-12% (Sugihamretha, 2020).

Indonesia is one of the countries whose tourist destinations have been greatly affected, including Banten Province, a province in Indonesia which has experienced a drastic decline in domestic and foreign tourists due to the closure of all tourist destinations in various affected areas. Based on data from the Banten Provincial Tourism Office throughout 2020, foreign tourists visiting the Banten Province area experienced a decrease of 87.81%, while domestic tourists experienced a decrease of 4.27%

Amid this challenging situation, technological developments are a breath of fresh air for the tourism sector and the creative economy to survive and develop amid a pandemic. The primary key for tourism and creative economy players to survive amidst a pandemic is good adaptability, innovation, and collaboration. The three of them, when combined, they are digital tourism. Digital tourism is one of the effective strategies

*DIGITAL TOURISM DEVELOPMENT STRATEGY AS A PROMOTION OF CREATIVE ECONOMY
TOURISM IN BANTEN PROVINCE, April Laksana, Kenedi, Basuki Rakhim Setya Permana*

for promoting various destinations and tourism potential in Banten Province 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 Banten Province. In addition, it turns out that the current technological developments have made the tourism industry and the creative economy one of the sectors that have experienced rapid digitalization in the last few years. (<https://www.kemenparekraf.go.id/ragam-pariwisata/Strategi-Digital-Tourism-in-Attracting-Tourists>)

In other words, implementing a digital tourism strategy is the right choice to attract foreign tourists and help restore tourism and Indonesia's creative economy after the COVID-19 pandemic. 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 or providing hotel staycation tour packages. This must also be supported by safety and comfort factors when staying overnight. 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 (Subadra, 2021). So with the rapid development of technology, the tourism sector and the creative economy must move quickly to follow the development. So that it can create new tourism trends after the COVID-19 pandemic

2. METHOD

The research method used is descriptive research with a qualitative approach. The qualitative descriptive method is a research method based on the philosophy of postpositivism, which is used to examine the condition of natural objects (as opposed to experimentation) where the researcher is a critical instrument of data collection techniques carried out triangulation (combined), data analysis is inductive/qualitative. The results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2016).

Data collection techniques in this study were carried out using observation and documentation. Data collection through observation is carried out by observing the situation in the field. In this study, observations were made on government policies, strategies, and decisions in developing internet-based tourism (digital tourism) in Banten Province. In addition, observations are made by observing the tourism website of Banten Province, reviews or reviews on the Internet about tourism in Banten Province and social networks. The search for tourism on the Internet uses the Google search engine.

To get strategies that can be used in the development of digital tourism in Banten Province by using a SWOT analysis thing that will be studied in this study is to look at the development of tourism websites (digital tourism) and look more deeply at government policies related to tourism development in Banten Province.

The data analysis method used in analyzing the development of digital tourism in Banten Province is to use the SWOT analysis method by analyzing strengths, weaknesses, opportunities and threats. The government can use this SWOT analysis's results to determine the direction of policies and strategies in developing tourism in Banten Province.

- a. Strength is a unique competency possessed by digital tourism in Banten Province, resulting in the ownership of comparative advantage by businesses in the market.
- b. Weaknesses are limitations or shortcomings in sources, skills and abilities that severely hinder digital tourism in Banten Province.
- c. Opportunity (Opportunity) is an opportunity or Opportunity that usually does not come back and forth in a short time, so it requires anticipation and the right time to see various digital tourism opportunities in Banten Province.
- d. Threat is an unfortunate environmental trend that can harm the digital tourism position of Banten Province.

3. RESULT AND DISCUSSION

Judging from the data taken by Jumlah visitors or tourists in the tourist area of Banten Province, the impact of Covid-19 is so significant for ecotourism in Banten Province, which has decreased the number of tourists coming. The decline in visitors or tourism has resulted in many business actors in the

tourist area becoming slumped so that the economy has dropped drastically due to the impact of Covid-19 along with a table of the number of visitors from the last three years in Banten Province in table 1:

Table 1. Number of Foreign and Domestic Tourists in Banten Province, 2018-2020

Year	Tourist		Sum
	Foreign	Domestic	
2018	327.003	17,982,140	18.309.143
2019	311.131	19.353.727	19.664.858
2020	37.926	18.507.170	18.545.096

Source: Dinas PariwisataProvinsi Banten, 2021

The government carried out the strategy for the transition to *the new* standard or new life, and the government made a mapping of the SWOT analysis that will be carried out to increase tourist visitors, as well as grow economies affected by Covid-19. Strategic factors or SWOT are combined into a matrix to determine whether SWOT analysis can be used significantly to improve things to normal again.

The development of *digital tourism* in Banten Province is still slightly developed by the government in promoting Banten tourism because of the many extended policy and bureaucratic systems. *Digital tourism* is still seen as a part of system development that needs to be studied further regarding the functions and benefits that will be obtained. Although, on the other hand, in tourism development, the emphasis on the use of the Internet as a medium for promotion and dissemination of information has been extensive, this is not accompanied by the internet application as a tool for disseminating tourism information and tourist destinations owned by each region (Yanti, 2019).

Private tourism managers promote *Digital tourism* actively by increasing advertising in cyberspace and the Internet because publications are very efficient and effective in using *digital tourism*. Publications with media are in great demand by prospective tourist visitors because they can find references to good places through UI media on social media or internet channels.

SWOT Analysis

Internal Factors Evaluation Matrix

The Internal Factor Evaluation Matrix (IFE Matrix) is a strategy formulation that summarizes and evaluates the main strengths and weaknesses in the functional area and also provides the basis for identifying and evaluating relationships to develop the IFE Matrix (Yanti, 2019).

The following matrix calculation includes some of the indications studied from several informants obtained so that it can be concluded that the digital tourism strategy in Banten Province will have a similar concept but can be distinguished from the scores obtained in the field and the differences in the area of the area in the Banten Province area. The information data provided by the informant in the results will get different values in the table as follows:

Table 2. Internal Factor Evaluation Matrix (IFEMatriks) There is a Digital Tourism Banten province

Internal Key Factors	Weight	Rating	Weight x Rating
Power (Strenght)			
1. Number of internet users	3	0.12	0.34
2. Internet infrastructure in Banten Province	2	0.08	0.15
3. Digital-related vision and mission	2	0.08	0.15
4. Government policies related to digital tourism	3	0.12	0.34

5. Ease of searching the Internet with the keyword tourism Banten province	3	0.12	0.34
6. The work program for tourism promotion in Banten Province	3	0.12	0.34
7. Networking promotional media	2	0.08	0.15
8. The broadband population of the Internet	2	0.08	0.15
9. HP user population	2	0.08	0.15
10. Ease of online reservation	2	0.08	0.15
11. Ease of website users	2	0.08	0.15
Total Strength Score		1.00	2.46

Internal Key Factors	Weight	Rating	Weight x Rating
Weakness			
1. Number of digital tourism websites	3	0.11	0.32
2. Appeal for digital tourism website creation	2	0.07	0.14
3. Human resources are proficient in the field of internet networks	2	0.07	0.14
4. No monitoring and control system yet	3	0.11	0.32
5. No data yet	3	0.11	0.32
6. Digital tourism content	2	0.07	
7. Information on public facilities for digital tourism	3	0.11	0.32
8. Feedback response (Chat room, FAQ)	2	0.07	0.14
9. Government performance as a presenter of digital tourism (resource)	3	0.11	0.32
10. Search engine optimization	2	0.07	0.14
11. The unavailability of tourism data in Banten Province is complete and up to date	3	0.11	0.32
Total Weakness Score		1.00	2.64
K difference of strength – Gluttony (2.46 - 2.64)			- 0.18

External Factors Evaluation Matrix

The Evaluation matrix of external factors (EFE) helps allow strategists to summarize and evaluate economic, socio-cultural, demographic, political, governmental, legal information, technology and competition (Yanti, 2019)

*DIGITAL TOURISM DEVELOPMENT STRATEGY AS A PROMOTION OF CREATIVE ECONOMY
TOURISM IN BANTEN PROVINCE, April Laksana, Kenedi, Basuki Rakhim Setya Permana*

The following indications are based on the results of the survey and the results of information from informants, which will be used as a reference for external factor evaluation data in the table as follows:

Table 3. External Matrix of Valuation Factor E(EFEMatriks) There is *Digital Tourism* in Banten Province.

External Key Factors	Weight	Rating	Weight x Rating
Opportunity			
1. Travel agency websites that promote tourism	4	0.64	0.64
2. Installation of CCTV in tourist destinations	4	0.64	0.64
3. Tourism marketing partnerships	3	0.12	0.36
4. Number of tourism reviews of Banten Province	2	0.08	0.16
5. Digital marketing through partnerships	3	0.12	0.36
6. Room reservation and marketing platforms such as airy rooms, Airbnb, Red Doors, Zen Room, Nida Room	3	0.12	0.36
7. Tourism promotion through digital cinema	3	0.12	0.36
8. Tourism promotion budget	3	0.12	0.36
Total Opportunity score		1.00	3.24

External Key Factors	Weight	Rating	Weight x Rating
Threat			
1. Promotion of digital tourism	3	0.12	0.36
2. Graphic display of digital marketing tourism area	2	0.08	0.12
3. Ranking of tourism traffic on the Internet	3	0.12	0.36
4. Online payment features	2	0.08	0.16
5. E-commerce facilities	3	0.12	0.36
6. World tourism competition	3	0.12	0.36
7. Update information	3	0.12	0.36
8. Socio-cultural problems associated with awkwardness and lack of interaction with humans	3	0.12	0.36
9. Enforcement of Restrictions in health protocols against Covid-19	3	0.12	0.36
Total Threat Score		1.00	2.84

Difference of Opportunity – Threat (3.24 – 2.84)	0.4
--	-----

Diagram SWOT

Researchers conduct strategies in looking at the opportunities and *threats of digital tourism* development that are compared with the strengths and weaknesses in seeing the position of companies' capabilities in the competition, which can be demonstrated using a SWOT diagram that identifies the position of *the tourism diagram* in four quadrants. The results of the comparison of internal analysis (strengths and weaknesses) with external analysis (opportunities and threats) in the Tourism diagram of Banten Province are: The difference between Strengths and Weaknesses (as the X axis in the strategy quadrant) = $S - W = 2.4 - 2.64 = -0.18$ The difference between Opportunities and Threats (as the Y axis in the strategy quadrant) = $O - T = 3.24 - 2.84 = 0.4$ Thus, a point is obtained in the strategy quadrant (x, y) with values: (-0.18, 0.4) With the reference quadrant of the strategy below.

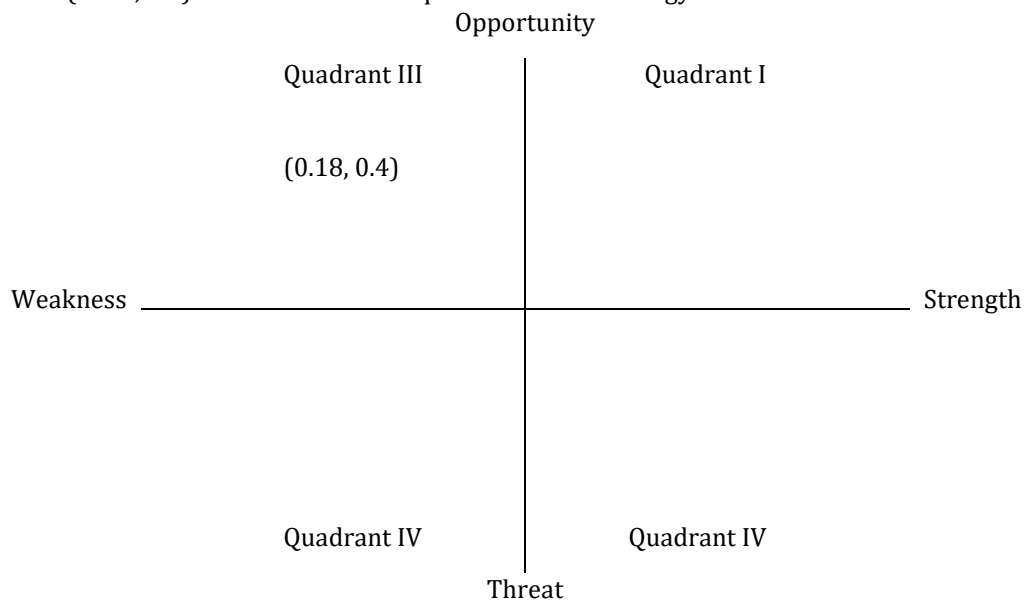


Figure 1. SWOT Quadrant in Digital Tourism of Banten Province

Source: Researcher Data Processing Results, 2022

The tourism element has a huge opportunity to re-improving the atmosphere of domestic and international tourism due to the very long impact of Covid-19, but on the other hand, facing some internal constraints/ weaknesses. From the calculation of the researcher's results, the analysis of the data obtained, it can be seen that the position of the tourism diagram of Banten Province is located in Quadrant III. Quadrant III, the negative – positive quadrant, so the strategy used is the WO (Weakness Opportunity) strategy. This position illustrates that digital tourism has decreased and is part of the weakness in various aspects (internal), so the Opportunity that should be profitable becomes challenging to achieve. For this reason, the right strategy to use is alternative strategy three, namely easing policies, strengthening digital information, modifying systems and how to manage the website up to date at any time on an ongoing basis (continue), so as to minimize threats so that they can be avoided. This strategy makes the best way to minimise internal problems to improve the growth of ecotourism in Banten Province to return to normal and advance tourism that was paralyzed due to Covid-19.

The strategies that will be planned from the WO aspect that can be done to develop *digital tourism* in Banten Province are as follows:

1. Banten Province and related agencies can increase the number of tourism websites in their respective regions and carry out *up-to-date* information by creating content on the websites available in each region. The tourism website can provide additional features such as public facility information, *Frequently Asked Questions* (FAQ) and chat rooms on the media as additional consultation options and questions for visitors related to tourist attractions in Banten Province. Therefore, the Banten Provincial Government must prepare *digital marketing* experts who can package information in digital publications and strengthen and develop the internet network for *digital tourism* in their respective regions.
2. The Banten Provincial Government and related agencies can create a tourism system that is interconnected and integrated with several website applications to make it easier for tourists to transact with the application others. The combination of *digital tourism* platform applications and travel agents can make it easier for tourists to travel in Banten Province, using protection between the government regions and managers of *digital tourism* platforms.
3. Banten Province and related agencies can collaborate with network internet service developers to optimize *search engine optimization (SEO)* on a website application in order to increase *traffic quality*, *quantity traffic* and *traffic ranking*, to make it easier to find a destination and the decisions of the tourists in adjusting the wishes needed.
4. The Banten Provincial Government and tourism offices and related agencies can increase tourism promotion (*digital tourism*) at various regional events that can display culture in the form of advertisements and education, where culture is used as the essential element for each region to increase local wisdom found in each of their respective regions to promote tourism in Banten Province.
5. The Banten Provincial Government and the Tourism office can cooperate with the Communication and Information Technology office and existing internet network providers to be able to expand access to an extensive internet network in all areas where it is still lagging in the development of internet technology, to be able to access information in the area that is located easily and can be in access by using an SEO system to increase the *traffic ranking* of remote areas.
6. The Banten Provincial Government and the Tourism office empower the community in the concept of *Community based tourism (CBT)* to become the main actors in the progress of a local community tourism area. With it, the community becomes part of the actors of tourism development, and the community can actively mobilize the community to participate in tourism development. The expected goal is the socio-economic empowerment of the community and placing a more profound value on tourism, especially tourists.
7. The Banten Provincial Government and the Tourism office, and the Communication and Information Service in the development of digital media in the regions to their communities in order to become a technology and digital media literate society because the community can promote each region by making videos or content on Youtube about its culture as attractively as possible on social media.

The Banten Provincial Government and the Tourism office can encourage actors and *start-up* developers in the field of tourism travel agents, hospitality agents and private management agents to participate and synergize for the development of tourism in Banten Province, which can encourage the Ministry of Tourism to make it easier for service industry players to promote themselves through *digital* media that aims to promote Tourism to tourists very easily through online media

4. CONCLUSION

The explanation previously described can be concluded that the strategy that the Banten Provincial Government must carry out in developing digital tourism is as follows:

1. Conducting a WO (Weakness-Opportunity) strategy which focuses on communication and coordination from within to evaluate the application of digital tourism and improve the system for implementing promotional strategies through digital media.
2. The Tourism Office in Banten Province is still not up to date continuously and continuously promoting digital media. There are still a small number of social media websites in the Provincial government. Banten is active in promoting tourism. So that the information that tourists refer to is still tiny to want to visit Banten Province Tourism

REFERENCES

DIGITAL TOURISM DEVELOPMENT STRATEGY AS A PROMOTION OF CREATIVE ECONOMY TOURISM IN BANTEN PROVINCE, April Laksana, Kenedi, Basuki Rakhim Setya Permana

- [1] Sugihamretha, I. D. G. (2020). Respon Kebijakan: Mitigasi Dampak Wabah Covid-19 Pada Sektor Pariwisata. *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning*, 4(2), 191–206. <https://doi.org/10.36574/jpp.v4i2.113>
- [2] [https://www.kemenparekraf.go.id/ragam-pariwisata/Strategi-Digital-Tourism-dalam Menggaet-Wisatawan](https://www.kemenparekraf.go.id/ragam-pariwisata/Strategi-Digital-Tourism-dalam-Menggaet-Wisatawan)
- [3] Subadra, I. N. (2021). Pariwisata Budaya dan Pandemi Covid-19: Memahami Kebijakan Pemerintah dan Reaksi Masyarakat Bali. *Jurnal Kajian Bali (Journal of Bali Studies)*, 11(1), 1–22. <https://doi.org/10.24843/JKB.2021.v11.i01.p01>
- [4] Kusuma, J. W., Hamidah, H., Zahra, S., Kusumawati, N., Fatonah, S., & Nursoleh, N. (2021). PELATIHAN DAN PENDAMPINGAN PEMANFAATAN APLIKASI E-COMMERCE BERBASIS WORDPRESS BAGI WARGA CIPOCOK KOTA SERANG. *JIPAM: Jurnal Ilmiah Pengabdian kepada Masyarakat*, 1(1), 37–41.
- [5] Heliany, Ina (2019). Wonderful Digital Tourism Indonesia Dan Peran Revolusi Industri Dalam Menghadapi Era Ekonomi Digital 5.0. *Destinesia Jurnal Hospitaliti dan Pariwisata*, Vol. 1, No. 1, September 2019, pp. 21–35
- [6] <https://raharja.ac.id/2020/05/14/digital/>
- [7] Rațiu, Monica dan Purcarea, Ioan Matei (2015). Digital Tourism on the Way to Digital Marketing Success. <https://www.researchgate.net/publication/343162341>.
- [8] Yanti, Dewi (2019). Analisis Strategi Pengembangan Digital Tourism Sebagai Promosi Pariwisata Di Toba Samosir. *Jurnal Darma Agung Volume Xxvii, Nomor 1, April 2019*: 814 - 821.
- [9] Guo, Yang., Liu, Hongbo & Chai, Yi. 2014. The Embedding Converegence of Smart Cities and Tourism Internet of Things in China. An Advance Perspective. *An International Journal of Akademiz University Tourism Faculty*. ISSN 2147-9100. Vol 2 Issue I – Pages 54–69.
- [10] Femenia-Serra, Fransisco & Neuhofer, Barbara. 2019. Smart Tourism Experiences: Conceptualisation, Key Dimension adn Research Agenda. *Investigaciones Regionales – Journal of Regional Research*, 42 (2018) – Pages 129 to 150
- [11] Tom van Nuenen dan Caroline Scarles (2021). Advancements in technology and digital media in tourism. *Tourist Studies*. 2021, Vol. 21(1) 119–132. sagepub.com/journals-permissions. DOI: 10.1177/1468797621990410
- [12] Akhtar, N, et al (2021). Post-COVID 19 Tourism: Will Digital Tourism Replace Mass Tourism? *Sustainability*, 13, 5352. <https://doi.org/10.3390/su13105352>
- [13] Fajar Kusnadi Kusumah Putra, Pudir Saepudin, Edwin Adriansyah dan I Gusti Agung Wahyu Adrian. (2018). Digital Tourism: A Content Analysis of West Java Tourism Websites. *Journal of Indonesian Tourism and Development Studies*. Doi: 10.21776/ub.jitode.2018.006.02.02 E-ISSN: 2338-1647
- [14] Pahrul Irfan dan Apriani (2017). Analisa Strategi Pengembangan E-Tourism Sebagai Promosi Pariwisata Di Pulau Lombok. *ILKOM Jurnal Ilmiah Volume 9 Nomor 3 Desember 2017*
- [15] Dian Kagungan, Anna Gustina Zainal dan Feni Rosalia. (2021). GENPI's Strategy in The Development Digital Tourism Destination in Lampung Province. *Sosiohumaniora: Jurnal Ilmu-ilmu Sosial dan Humaniora*. Vol, 23, No. 2, July 2021: 177–186
- [16] Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet.
- [17] Ruslan, Rosady. (2008). Manajemen Public Relations & Media Komunikasi. Jakarta: PT. RajaGrafindo Persada.
- [18] Oliver, Sandra. (2006). Strategi Public Relations. Jakarta: PT. Gelora Aksara Pratama..