

DIGITAL PROMOTION IN THE TOURISM SECTOR: A CASE STUDY ON TOURISM OBJECTS IN PANGANDARAN REGENCY DURING COVID-19 PANDEMIC

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Abstract

Indonesia is known for its unique and interesting tourism. The diversity of Indonesia's natural beauty is the main attraction for tourists, both domestic and even foreign. Pangandaran Regency is one of the mainstay tourist attraction areas. Not only offering beautiful beaches but also nature reserves are served in Pangandaran Regency. Even so, the level of tourists visiting Pangandaran Regency is still relatively unstable. Since the last three years, the number of tourists has decreased, the peak of this decline occurred in 2020. This is the impact of the Covid-19 outbreak which led to the closure of recreational areas, including the Pangandaran Regency tourist attraction. Using a qualitative method with a case study approach, this study reveals the promotional methods used by the Tourism and Culture Office of Pangandaran Regency in maintaining the existence of tourist objects in the region. Department of cultural and Tourism is now intensively conducting digital promotions, especially on social media platforms, such as Instagram, Twitter, and Youtube. This is considered one of the most effective ways of promotion during this pandemic.

Keywords: Pangandaran Regency, Tourism Objects, Covid-19 Pandemic, Digital Promotion,

Introduction

Indonesia abounds with the gift of attractive and unique tourism potential. Beautiful nature, cultural sites and the ruins of historic buildings, beach tourism, to nature reserves spread from remote areas to the corners of cities in Indonesia. In fact, Suyadi (2016) states that Indonesia can be said to be a tropical paradise that has beautiful nature, stretching from Aceh to Papua. Some of these attractions have even been of international standard, known by lovers of natural beauty. The natural beauty of a tropical country that has active and inactive volcanoes forms the unique natural beauty of Indonesia. This makes the tourism sector a top priority because it is considered capable of being the locomotive of the movement of the Indonesian economy (Elistia, 2020) and even the Indonesian tourism sector is one of Indonesia's economic advantages (Manu & Fallo, 2019). The tourism sector makes no small contribution to Indonesia's economic growth. Arrazy (2020) stated that currently the growing tourism industry affects other economic sectors. Not only providing employment, but also contributing to the country's foreign exchange earnings. Because one thing that cannot be denied is that tourist visits, especially foreign tourists to Indonesia, have a positive impact on the Indonesian economy through the demand for domestic goods and services related to the tourism sector (Hermawan, 2020). Through its multiplier effect, tourism is able to

accelerate economic growth and job creation (Prakoso & De Lima, 2019). That is why, the tourism sector is one of the crucial sectors to be developed.

According to the Ministry of Tourism and Creative Economy as Indonesia's official tourism institution, it has set several focuses for the Indonesian tourism market, which can be seen in Table 1 below.

Primary Market	Secondary Market	Tertiary Market
Singapura	Inggris	USA
Malaysia	Belanda	Kanada
Filipina	Prancis	India
Thailand	Jerman	Arab Saudi
Jepang	Rusia	Uni Emirat Arab
Korea	Australia	Iran
China	Selandia Baru	Afrika Selatan
Taiwan		Tunisia
		Brazil
		Argentina

Table 1
 Indonesian Tourism Market Focus 2012 (Quoted in Maharani P & Andrianto, 2016)

Based on the table above, it can be said that Indonesia is targeting many foreign tourists to visit and enjoy tourism objects in Indonesia. Basically, tourist visits are driven by cultural factors, social status, physical needs, and interpersonal needs. Meanwhile, the factors that become the attraction of a tourist attraction are nature, atmosphere and climate, tourism infrastructure, prices, cultural and historical attractions, local community conditions, security and cleanliness, as well as opportunities for activities in the open natural environment (Antara & Prameswari, 2018). Quoting the results of research by Zein, Muktaf, & Zulfiana (2018), there are three aspects of tourism that are interesting to foreign tourists to come to Indonesia, nature tourism, cultural tourism, and spiritual tourism. Indonesia with its diversity provides these tours. Bali with its natural tourism, Jogjakarta with its cultural tourism, and Cirebon with its spiritual tourism, and many more tourist attractions that Indonesia has to offer.

From many tourism sectors in Indonesia, West Java Province is one of the provinces that has quite a lot of tourism potential and has the potential as a mainstay tourist area. Pangandaran Regency, which is part of the West Java region, is a tourist area that has a potential tourism development area. Pangandaran is a new regency that is developing, located in the south of West Java adjacent to Central Java. This area has an area of 168,509 hectares with a sea area of 67,340 hectares and a beach of 91 km, making Pangandaran better known for its coastal tourism areas (Putri & Nurusholih, 2019). The Pangandaran Regency area is the largest contributor to Regional Original Income (PAD) from the tourism sector for Ciamis Regency which is currently the parent

regency, because in terms of increasing the number of tourists both foreign and domestic in Pangandaran Regency, it shows fluctuating performance (Fauzi, Bakhri, & Ahmad, 2019)

Year	Domestic Tourists	Foreign Tourists	Total Number
2014	1.394.491	13.435	1.407.926 orang
2015	2.443.994	15.102	2.459.096 orang
2016	1.977.614	10.776	1.988.390 orang

Table 2.

Number of Tourists in Pangandaran Regency (quoted in Fauzi, Bakhri, and Ahmad, 2019).

Pangandaran Regency itself offers a variety of interesting tourist objects and is a favorite for domestic and even foreign tourists. The location of Pangandaran Regency which is located in the south of West Java Province and directly adjacent to the Indian Ocean causes this district to have a variety of tourism potential, both beach tourism and river tourism (Kartikasari, 2016). Some of them are Pangandaran Beach, Karapyak Beach, Batukaras Beach, Batu Hiu Beach, and Cukang Taneuh or better known as Green Canyon Indonesia. The natural beauty of an area that is still natural will be very helpful in the development of tourism, supported by the culture of the community that is still inherent in people's lives in the life of the local community, which is highly coveted by tourists to be known more deeply and interestingly to be studied by tourists, both domestic and foreign tourists. (Muliani, 2018). The number of attractions offered in Pangandaran Regency does not guarantee that it can bring many tourists to visit. Viewed from table 1, the number of tourists in Pangandaran Regency can be said to be unstable. One of the factors for this decline is the lack of information circulating about tourist attractions in Pangandaran and tourism promotion activities that have not been maximized (Putra, Siti Khadijah, & Rakhman, 2020). In fact, promotional activities are an important aspect in the development of the tourism sector so that it is better known to the general public whose ultimate goal is to be able to bring in more quantity of tourists. Putri & Nurusholih (2019) also added that the promotion of well-designed tourist attractions will provide additional local revenue, and encourage the multiplier process of locality economic development around tourist attraction areas.

Literally, promotion is a form of activity organized by marketers that aims to attract the attention of potential buyers, so they are interested in conducting transactions as desired by marketers (Hidayat, Mahmuriyah, & Safitri, 2016). Promotion is a part of the marketing mix that has a big role where producers can communicate their products to potential buyers (Syaifudin, 2021). Like products, tourist destinations also need to be promoted so that they get the attention of tourists and are ultimately interested in coming to visit (Retnasary, Setiawati, Fitriawati, & Anggara, 2019). Tourism promotion is an important component in tourism development. This is because tourism development includes many interrelated things, such as the tourism industry, tourism destinations, marketing, to tourism institutions (Makhasi & Sari, 2018). Effective promotional activities are very essential in developing tourism in an area (Betari Avinda, Sudiarta, & Oka Karini, 2016). This is the main focus for developing of tourism objects in Pangandaran

Regency. Promotional activities for tourist objects must be intensified and not only targeted at domestic tourists, but also able to reach foreign tourists. This can be done by shifting the role of conventional promotion and prioritizing digital promotion.

Today, advances in technology create many changes and conveniences in various aspects of human life, including in the tourism industry. The development of tourism through digital programs in the era of globalization shows significant and very fast growth (Isdarmanto, 2020). One of the results of technological advances that are utilized in the tourism industry is social media. The most prominent development of social media is that social media is no longer only a means of communication, but has also turned into a powerful tourism promotion tool. Now, social media is widely used as a means to disseminate information about tourist objects with the main goal of attracting tourists, both domestic and foreign, to a tourist area. Through video shows that display attractive and informative visuals and easy-to-use methods that do not require large costs (Andhika, 2019), social media gains popularity as an effective and efficient promotional media. With social media, potential tourists can easily get information about tourist destinations quickly and accurately (Yumna, 2021).

Not only superior in its flexible nature, judging from the point of view of potential functions, social media is also very sophisticated. Winarti (2021) states that, social media is able to identify tourists, create reciprocal communities, share information to be able to find out objects that tourists like, the presence of tourists, relationships between tourists based on location and interaction patterns, reputation of tourist objects in tourists' opinion and form groups between tourists. This is in line with the opinion of Nadya (2016) which explains that the accuracy in choosing media that is in accordance with technological developments, in accordance with the tendency of consumer behavior in electronic media, automatically gives opinions that give consideration for other potential consumers to make purchases. Moreover, social media is categorized as a high-priority promotional media because it has special characteristics, such as accessibility, unlimited reach, easy way to use, actuality, and determination (Fitriani, 2017). These aspects are certainly very helpful for potential tourists in choosing their travel destinations.

The high number of internet users in Indonesia makes social media a digital promotion media that has high potential (Romadhan & Rusmana, 2017). In this digital era, the tourism industry must adapt to all digital and online methods. Several previous studies have examined the use of social media which aims to promote tourist areas accompanied by visualization for the purpose of getting a wider target of tourists and are found to be effective (Atiko, Hasanah Sudrajat, & Nasionalita, 2016). In another study stated that domestic and foreign tourists are more likely to choose online for travel purposes which they access through digital promotions from travel agents (Pitana & Pitanatri, 2016). In line with this, a survey stated that as many as 87% of travelers use the internet to plan their travels. As many as 40% of tourists visit social networking sites to choose vacation destinations based on recommendations from social media users (Fitriani, 2017). Basically, technological advances and marketing activities are related to mutually beneficial patterns (Yumna, 2021). This continues and goes on and on until the world is shaken by the Covid-19 virus outbreak that affects all aspects of life.

Since the World Health Organization (WHO) declared COVID-19 virus outbreak a global pandemic, the tourism sector has experienced a significant decline. The limited movement of people makes the number of tourists decrease and changes the frequency of tourist visits (Zubaidi, Jatmika, Wedashwara, Mardiyansyah, & Alamsyah, 2021). This also has an impact on the decline in foreign tourist arrivals due to flight cancellations, as well as a sense of reluctance to travel and afraid of spreading Covid-19 virus (Anggarini, 2021). Government policies regarding restrictions on community mobility and the closure of recreational areas aimed at suppressing the spread of Covid-19 has had a considerable impact on the tourism sector (Utami & Kafabih, 2021), including tourist attractions in Pangandaran Regency. The tourist attraction in Pangandaran Regency, which was usually crowded, is now gradually declining due to the impact of government policies regarding social restrictions.

Now the government's policy regarding social restrictions has been relaxed, and recreational areas have begun to reopen by following health protocols. Including tourist attractions in Pangandaran Regency where some tourists began to arrive, even so, the number is still very minimal. From here, it is necessary to hold promotional activities again. Conventional media is no longer a top priority because of the impact of the Covid-19 virus, an alternative that can be done by managers is to carry out digital promotion activities through social media. From these issues, this research will focus on digging up information about what social media are used by tourism object managers in Pangandaran Regency, and how their activities are carried out.

Methodology

This study uses a qualitative method with a case study approach. Where this qualitative research try to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's own perspective and carried out in reasonable situations (Huberman & Miles, 2012). The case study approach was chosen because it allows researchers to examine and describe the complex and intricate details of a case (Farrell & Kennedy, 2019). In this study, there were two people who were the resource persons. Both are staff from the public relations department and the promotion section of the tourism and culture department of Pangandaran Regency. To collect the required data, the researcher conducted interviews with the informants. To strengthen the data presented, the researcher also conducted library research activities. Later the data will be analyzed through 3 stages; data collection, data reduction, and data presentation (Huberman & Miles, 2012). According to Muliani (2018), the 3 stages contain the following activities:

Data Reduction

In this initial stage, data that has been collected is then summarized. Do a selection of important things, focus on what will be highlighted, look for the appropriate theme and pattern. In addition, data reduction stage is a sensitive thinking process that requires high intelligence and freedom and also deeply knowledge.

Data Display/Data presentation

Specifically, in qualitative research, the data presentation stage can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and sort of. And what is most often used to present data in qualitative research is narrative text. In this stage, the data that has been selected is then presented as a set of structured information that gives the possibility of drawing conclusions and taking action. The data presentation stage is carried out to further improve understanding of the case and as a reference for taking action based on understanding and analysis of data presentation

Conclusion drawing / Verification

The last step in analyzing qualitative data is drawing conclusions and verification. Conclusions in qualitative research may be able to answer the formulation of the problem that was formulated from the beginning, but may also not, because as has been stated that the problem and problem formulation in qualitative research are still temporary and will develop after the research is in the field.

Results and Discussion

Covid-19 pandemic has clearly had a significant impact on the tourism sector in Pangandaran Regency. Government policies aimed at breaking the chain of virus spread by limiting the mobility of people to go out of the house clearly have an impact on the decline in visitors at tourist attractions. This also happened in the tourist attraction of Pangandaran Regency. Based on data from Pangandaran Regency Disparbud Secretariat which was accessed by researchers in early 2021, tourist attractions in Pangandaran Regency experienced a decrease in the number of visitors from year to year, and 2020 was declared the year with the highest decline in visitor numbers. The following data is presented in a table below.

Year	Foreign Tourists	Domestic Tourists
2018	2.138	2.787.767
2019	1.231	2.663.980
2020	62	2.036.980

Table 3.

The number of foreign and domestic tourists at Pangandaran Beach tourist attraction

Year	Foreign Tourists	Domestic Tourists
2018	3.320	162.576
2019	2.880	136.750
2020	155	64.075

Table 4.

The number of foreign and domestic tourists at Cukang Taneuh tourist attraction

Year	Foreign Tourists	Domestic Tourists
2018	113	217.963
2019	188	180.316
2020	6	109.107

Table 5.

The number of foreign and domestic tourists at Batu Hiu Beach tourist attraction

Year	Foreign Tourists	Domestic Tourists
2018	2.265	592.980
2019	1.456	519.468
2020	237	349.041

Table 6.

The number of foreign and domestic tourists at Batukaras Beach attractions

Year	Foreign Tourists	Domestic Tourists
2018	0	276.582
2019	15	268.989
2020	0	282.360

Table 7.

The number of foreign and domestic tourists at Karapyak Beach tourist attraction

From the table above, it is proven that indeed some of the mainstay tourist objects in Pangandaran Regency have decreased in the tourist aspect. In fact, these tourist objects are categorized as tourist objects with great potential. Generally, in the case of a decrease in the number of foreign tourist arrivals, it is influenced by internal factors in the form of inadequate conditions of tourist destinations in Indonesia, unstable politics and security in Indonesia or external factors in the form of economic conditions from various countries of origin for foreign tourists which are not possible to do so. foreign travel (Muliani, 2018). In the case of the Pangandaran Regency tourist attraction, resource 1 thought that this decrease was a real impact of the Covid-19 pandemic situation. Interview with resource 1 who is a member of the Public Relations Department of Tourism and Culture of Pangandaran Regency explained the beginning of the decline in the number of tourists.

In the beginning of pandemic covid , we immediately responded to the situation. Even though we are still far apart, we are always updated with the latest developments and we always follow government regulations. It started to feel right when the government issued a PSBB (Large-Scale Social Restriction) policy, then closed recreational areas. From there it began to decline. The thing is, what are you going to do, if the government says you can open it, we will. If we are told to close, we will close."

Based on interviews conducted with source persons 1 and 2, both agreed that the reality on the ground has changed since the pandemic. Both confirmed that even in this situation, they still had to maintain the existence of the Pangandaran Regency tourist attraction. The closure of tourist attractions also has an impact on traders who sell in tourist areas. source person 2 who is a member of the promotion section of Disparbud also said that not a few of the traders had to seriously stop selling because their purchasing power was very low. In fact, employment in the tourism sector that is directly related can be found in hotels, restaurants, travel tour services, souvenir sellers and others, as well as needs due to the indirect impact of the tourism sector (Maulana, Fitri, & Pradjwalita, 2020) .

“Actually, we also struggled a lot during Covid situation. There is no certainty when this will be finished, while we also have to maintain the existence of a tourist attraction here (Pangandaran Regency). It's sad to be honest, during this pandemic there are so many businesses products cant be sold, not even a few go bankrupt”

“We like it or not, we have to get up. We must continue to maintain the existence of tourism in Pangandaran Regency even though the situation is completely limited. One way to work around this is to start developing digital promotions. We continue to maximize this opportunity so that it is hoped that after this pandemic, visitors will gradually increase.”

The desire and determination of the Disparbud of Pangandaran Regency to maintain and even develop tourism objects in Pangandaran Regency is very visible. In its promotional activities, Disparbud began to prioritize digital promotion. As quoted from an interview with source person 2, Disparbud began to aggressively enliven social media as a promotional medium. Instagram, Twitter and Youtube are social media that are prioritized in practice.



Figure 1. The official sites of Pangandaran Regency tourism objects.

"We promote mostly through social media, such as Instagram, Twitter, and even Youtube. We also maximize it on the website, both the Disparbud website, the Pangandaran Regency tourism website as well. The point is as much as possible to keep up with social media. Even so, yes, there are still word to mouth promotional activities. But that's a small reach, while our target is to increase foreign tourists."

"Our social media focus is Instagram, Twitter. Because everyone is more familiar with social media. Lots of users too, and easily accessible to everyone."

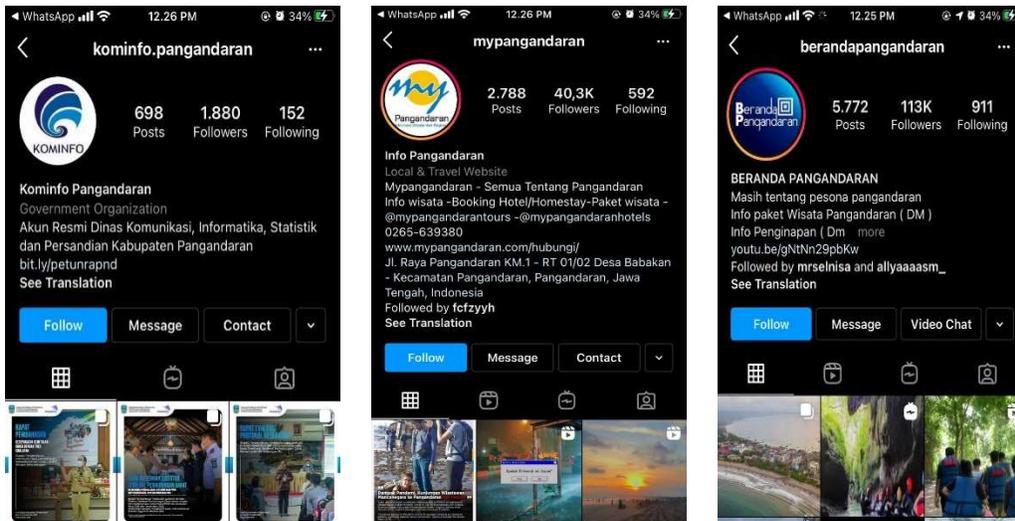


Figure 2. Instagram social media page Pangandaran Regency tourist attraction

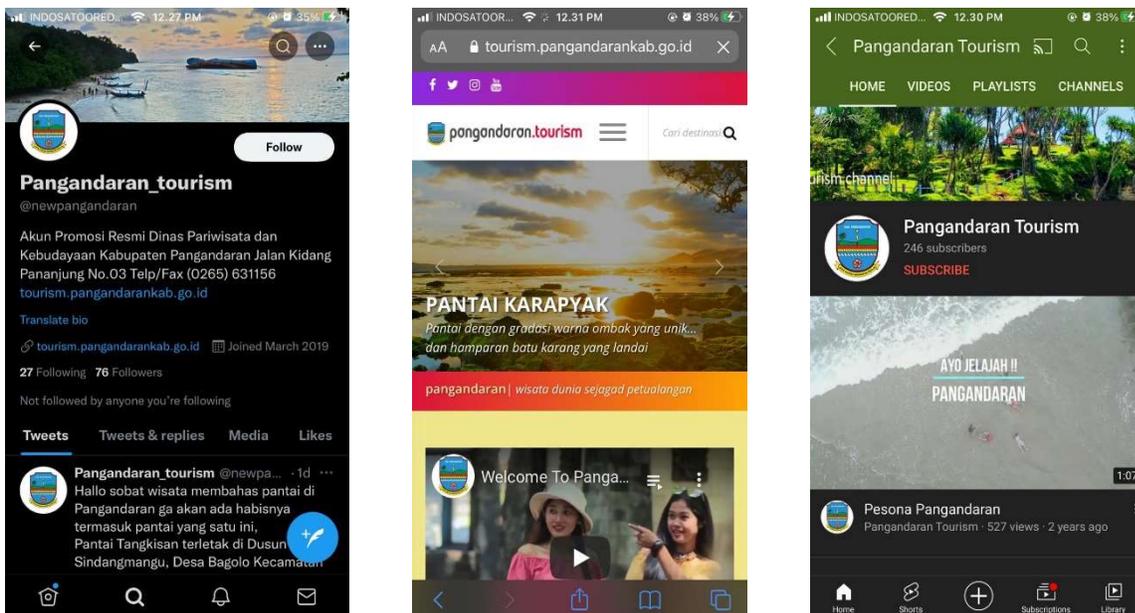


Figure 3. Twitter page, official website, and Youtube channel of Regency tourist attraction Pangandaran.

In the interview, source person 2 mentioned that the promotion of tourism objects in Pangandaran Regency has shifted to digital, especially social media. There are many official pages and websites that share information and recommendations for tourist attractions in Pangandaran Regency. One of their priority social media is Instagram. This is in line with the opinion of Retnasary, Setiawati, Fitriawati, & Anggara (2019), which said that many of the tourists who make the decision to travel, visit a city by looking at the recommendations given by previous travelers through photos on social media. or their travel stories on their social media accounts, such as Instagram. Not only on the official website, there are many personal social media accounts that unconsciously contribute to promoting Pangandaran Regency tourism objects.

“In Instagram, we upload a lot, such as events, then there is also news information about tourist destinations in Pangandaran Regency, we also upload such as open trip promotions there. We also regularly upload videos of natural beauty in Pangandaran Regency. Edited in such a way with effects, additional features, so that the video is interesting to watch, then like, and even share.”



Figure 4. Social media upload of the Instagram account @MyPangandaran.

Source person 2 revealed that uploads on Instagram social media accounts share more about the latest news related to tourist objects in Pangandaran Regency, events organized by the tourism object managers, and also travelling offers. Not to forget, the manager also uploaded a video about footage of the beauty of tourism offered in Pangandaran Regency. Packed with attractive and eye-catching templates, these uploads are expected to be one of the promotional media that can attract potential tourists who will visit tourist attractions in Pangandaran.

"On Youtube, we fill it with videos of activities carried out at tourist objects. For example there is a video about turtle conservation. Through these videos we want to introduce that we have interesting activities like this. Apart from being entertainment, it can also be an educational video. I hope that people who watch it will have the desire to come visit here (a tourist attraction in Pangandaran Regency) and participate in activities like this. There are already many, but we want a wider reach"

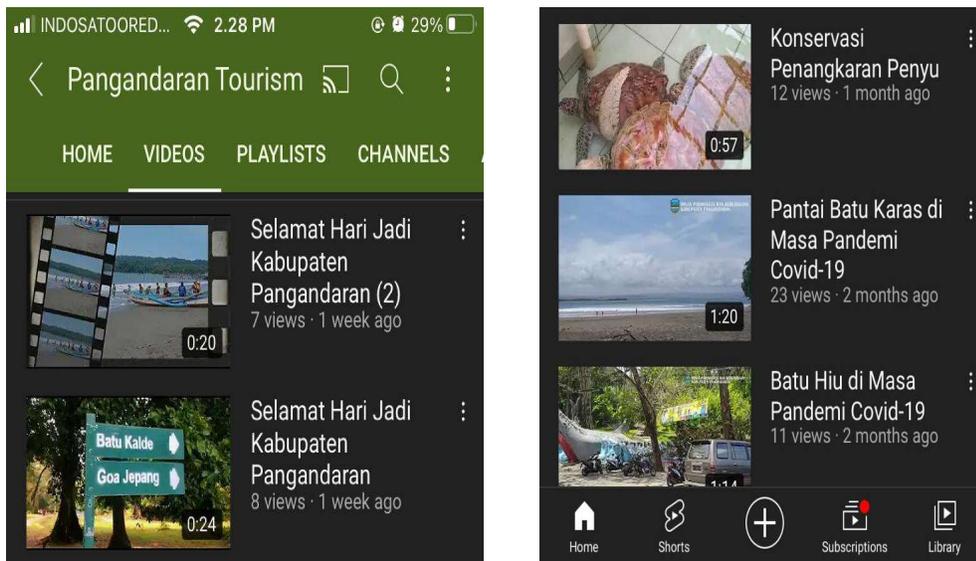


Figure 5. Uploaded videos on the @Pangandaran Tourism Youtube channel

Continuing with the previous conversation, source person 2 also conveyed about uploading activities on the @Pangandaran Tourism Youtube channel. The tourism object managers in Pangandaran Regency fill their Youtube channel with videos about interesting activities held in Pangandaran Regency. Youtube is considered one of the social media that is quite close in people's lives because of the ability of Youtube which can be accessed through various tools other than computers, such as cellphones, tablets, and even smart tv devices (Andhika, 2019). This makes Youtube one of the most effective promotional media to introduce tourist attractions in Pangandaran Regency.

"Oh yes, still for media promotion through word of mouth (conventional) is still there, and we maintain it too. The problem is that it is undeniable that not everyone is digitally literate, and prefers to believe in direct speech. So why not both (digital and conventional promotional media)?"

In the interview, source person 1 added that conventional promotions are still carried out in the form of Word of Mouth. According to Azzahrani (2019), these conventional promotional activities can make profitable news or vice versa, because Word of Mouth itself is something that many people talk about, where the conversation occurs because of a controversy that distinguishes

it from things that are normal and normal for people to see. . In the case of promotional activities in Pangandaran Regency, informant 1 thinks that their target market is not only digital literate, but also all groups must be accessible, and word of mouth promotion is indeed considered very effective because of its persuasive nature. Hendrawan, Suchayowati, & Laras (2020), revealed that word of mouth promotion strategies succeeded in influencing one's purchasing decisions because they had heard direct stories from other people about a product or service. Therefore, word of mouth promotion is maintained because it is one of the mainstay conventional ways to provide information and recommendations from one person to another regarding tourist attractions in Pangandaran Regency.

"Now it's starting to open. Tourist attractions have also begun to reopen, although the level of tourist visits is still quite low, but that's okay. We also try our best to always implement the health protocols recommended by the government. Masks, even for the crew, we require double masks, we always provide hand sanitizer and we also provide hand washing. What is still difficult for us to implement is the problem of keeping our distance. There are still many visitors who like to gather together and make crowded. But we will continue to monitor as much as possible."

Now the tourist attraction in Pangandaran Regency has started to reopen to the public. Even so, tourist attractions must adapt to new habits, namely the health protocols recommended by the government. As stated by Anisa and Yustikasari (2021) in their research that the tourism sector now needs to make many adjustments and adaptations of new habits in its implementation. Implementation of CHSE (cleanliness, health, safety and environmental sustainability) which is a commitment and guideline for tourism business actors to implement health protocols according to established standards. This is strived to ensure the comfort of the tourists who visit. Based on interviews with resource 1, tourist attractions in Pangandaran Regency also apply these things. This is intended so that tourists who visit are satisfied with their visit and hope that they will come back at another time.

Conclusions and suggestions

The results of this study revealed that pandemic Covid-19 did have a negative impact on the tourism sector, including tourist attractions in Pangandaran Regency. The significant decline in the number of tourists, both domestic and foreign, is clearly very detrimental to various parties. Not only the management, but traders around tourist attractions have to accept reality and not many of them have gone bankrupt. The Department of Tourism and Culture of Pangandaran Regency also has to go through ups and downs in an uncertain situation. In fact, this does not make the management continue to lament the uncertainty. Disparbud is now increasingly aggressively promoting tourism objects in Pangandaran Regency as an initial intention to re-introduce mainstay

tourism objects to the wider community. Through digital platforms, such as Instagram, Twitter, Youtube, and even the official website, it is hoped that they can disseminate information about Pangandaran Regency tourism objects and can reach the wider community, both domestically and internationally. Not only that, the manager of the Pangandaran Regency tourist attraction still maintains one of the conventional promotional activities in the form of Word of Mouth.

This research still has shortcomings both in writing and in the content of the writing. However, this research has not revealed how the impact of digital promotion carried out by Disparbud on the level of tourist visits. Therefore, the researcher recommends it for further research.

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