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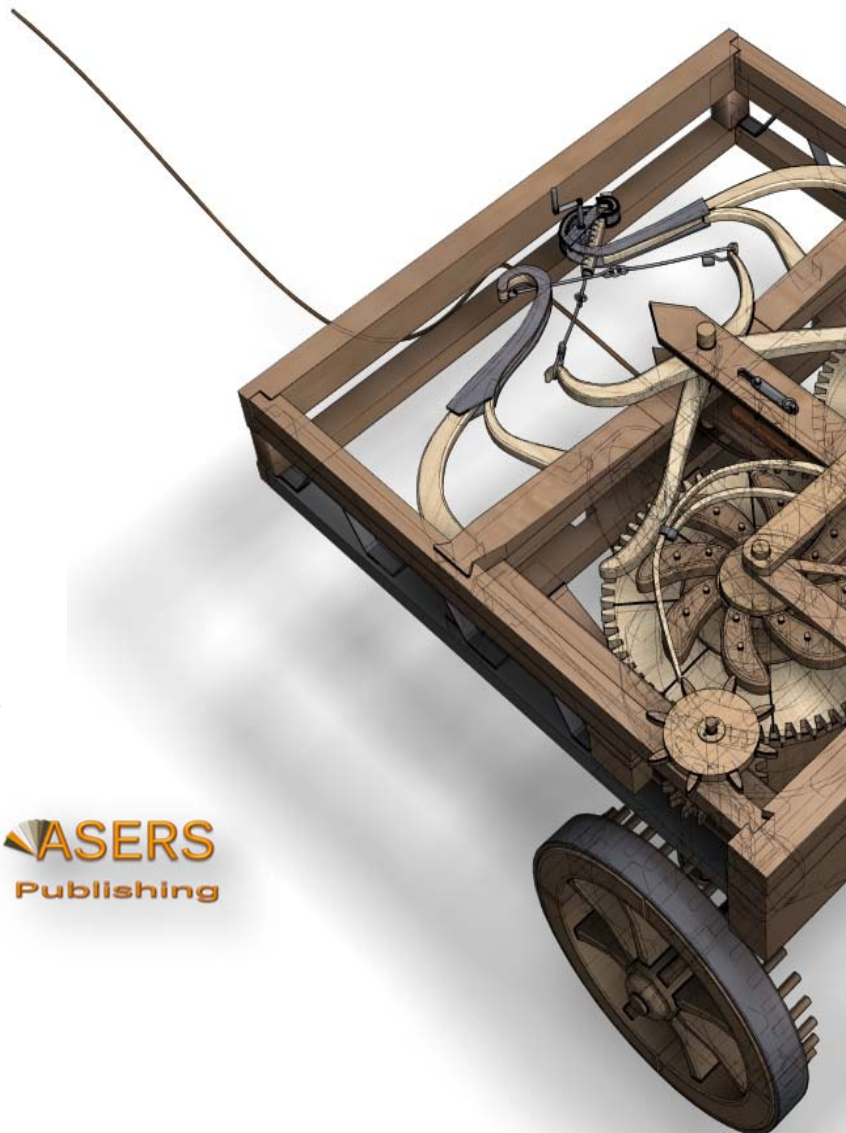
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The Role of Information Technology in Promotion Strategy. Case in Taman Mini Indonesia Indah and Ragunan, Indonesia

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Abstract:

Jakarta is the capital city of Indonesia, one of the leading sectors is tourism. Tourism, which is one of the tertiary sectors, is the largest foreign exchange earner in Jakarta. Two Jakarta tourism icons are Ragunan and Taman Mini Indonesia Indah (TMII). Promotion is needed to maintain the stability of the number of visits in both tourist destinations, especially through the internet. Globalization brings people's behavior to information search patterns through the internet. Here is the problem you want answered; how effective are these two tourist sites on the perceptive perspective of the community. The aim of this study is to analyze the effectiveness of the Taman Mini Indonesia Indah (TMII) and Ragunan tourism Web. This is a quantitative research, using a sample of 165 people taken randomly from leading tourist attractions in DKI Jakarta, namely TMII and Ragunan. Dimensions used in research are empathy, persuasion, impact, and communication.

Keywords: web-site promotion; tourism; Jakarta; Taman Mini Indonesia Indah; Ragunan.

JEL Classification: D01; D11; M31; M37; Z32.

Introduction

Jakarta is the capital city of Indonesia, one of the leading sectors is tourism. Tourism, which is one of the tertiary sectors, is the largest foreign exchange earner in Jakarta. Two Jakarta tourism icons are Ragunan and Taman Mini Indonesia Indah (TMII). Promotion is needed to maintain the stability of the number of visits in both tourist destinations, especially through the internet. Globalization brings people's behavior to information search patterns through the internet. Here is the problem you want answered; how effective are these two tourist sites on the perceptive perspective of the community?

1. Background

As the capital city, Jakarta is also a center for business, politics, and government, thus positioning Jakarta as a metropolitan city has its own magnetism to invite people from outside Jakarta to visit or even live in the city of Jakarta. Jakarta as one of the main tourist destinations in Indonesia has a variety of tourism products (Nursal *et al.* 2019). The Attraction of Jakarta as one of the main tourist destinations in Indonesia can be seen from the number of foreign tourists visiting Jakarta. Foreign tourists (tourists) visiting the city of Jakarta continued to increase in the past four years with an average increase of 85,782 foreign tourists per year in December and 149,504 foreign tourists in January (Badan Pusat Statistik 2013).

All tourism potentials possessed by DKI Jakarta require a good management so that it can provide benefits to the community (Desliana and Andari 2017). The efforts of the DKI Jakarta government to lift the people's economy through the tourism sector and make DKI Jakarta an international tourism area is a good effort, but the success or failure of efforts to turn DKI Jakarta into an international tourism area depends on the

seriousness of the regional government working with other agencies and assisted by the community. In developing the tourism business in the city of DKI Jakarta, participation from various elements is also needed to be able to achieve this, including active participation from the community around the tourist sites (Untari *et al.* 2017).

There are several leading destinations in Jakarta, including "Taman Mini Indonesia Indah" (TMII) and Ragunan. Both destinations are in East Jakarta. The large number of tourist destinations that were built with a high level of theme and modernization automatically reduces the tourism market share of the two destinations. So intensive promotion really needs to be improved. One of the elements needed to inform and communicate tourism in DKI Jakarta is the existence of an effective promotion. The development of technology in the world is very influential on all sectors of life including tourism deposits. In the information economy report (UNCTAD 2005), it is stated that the E-commerce and development report (ECCR) analyzed e-commerce and tourism with a view to exploring how the tourism industry was starting to benefit from information technology and the internet (Ali and Satria 2018), as the effect on developing countries competitiveness in the tourism market (Untari and Satria 2019). The explanation above shows that tourism and business are trying to increase the benefits of information technology and the internet by looking at their impact on developing countries through the competitive tourism market. Furthermore, the ECCR defects a fundamental change brought about by e-tourism which has raised the value of tourism through increased acceptance in the world of tourism (Huseno 2005). Based on the background above, the problem that will be solved in this study is "How the effectiveness of the TMII and Ragunan tourism Web in DKI Jakarta".

2. Methodology

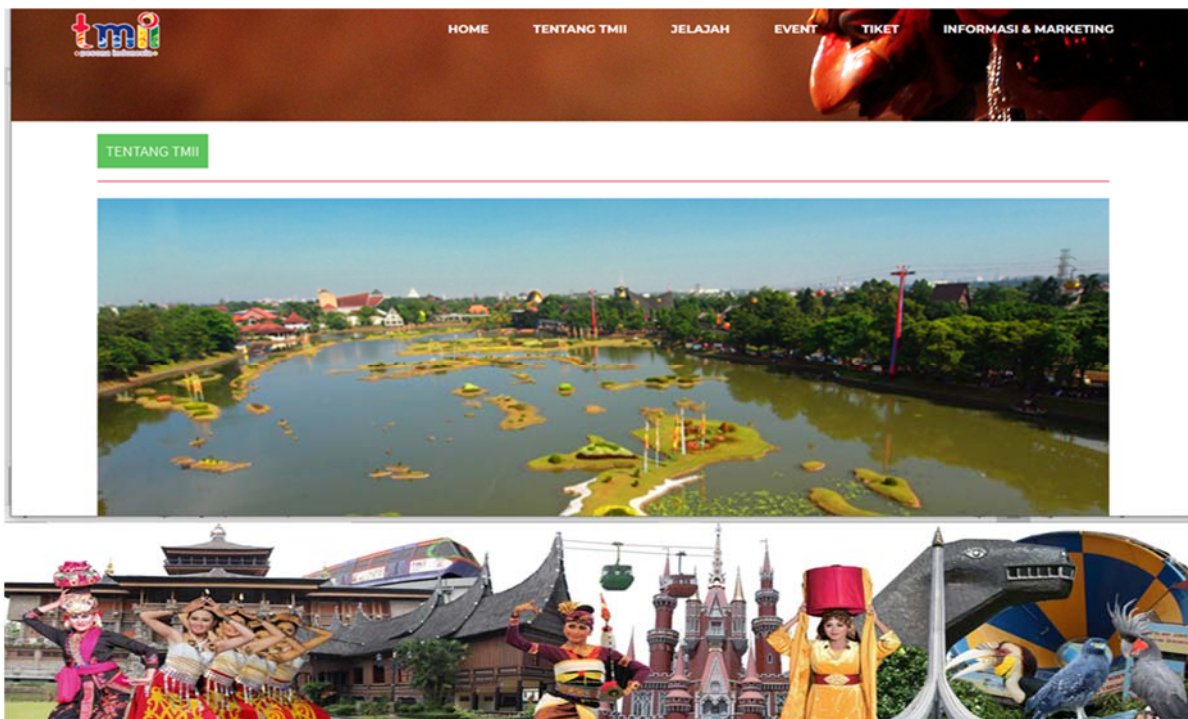
This research is included in the scope of marketing management, regarding the measurement of advertising effectiveness by involving 165 respondents who were taken randomly from TMII and Ragunan tourist attractions. Dimensions used in research are empathy, persuasion, impact, and communication. Furthermore, the data is calculated by the EPIC Simple Tabulation Analysis Model (Durianto 2003). The dimension in measuring the effectiveness of promotion into four classes is very effective, effective, less effective, and ineffective.

3. Case Studies

3.1 Profile of Taman Mini Indonesia Indah

Taman Mini Indonesia Indah (TMII) is an Indonesian cultural theme park in East Jakarta. An area of approximately 150 hectares.

Figure 1. The interface of TMII web site



Source: http://www.tamanmini.com/pesona_indonesia/tentang_tmii.php

In Indonesia, almost every ethnic group has a different shape and style, even it is not uncommon for one ethnic group to have more than one type of traditional building. Traditional buildings or architecture that they make are always motivated by the environmental and cultural conditions they have. At TMII, the picture is realized through the Regional Pavilion, which represents the ethnic groups in Indonesia. This provincial pavilion is built around a lake with miniature Indonesian Archipelago, thematically divided into six zones; Java, Sumatra, Kalimantan, Sulawesi, Bali and Nusa Tenggara, Maluku and Papua. Each platform features local buildings. This park is a summary of the culture of the Indonesian people, covering various aspects of daily life of the people of 33 Indonesian provinces (in 1975) displayed in traditional architecture platforms, as well as displaying various fashions, dances and regional traditions. Figure 1 is the TMII web interface.

3.2 Profile of Ragunan Zoo

Ragunan Wildlife Park was founded on September 19, 1864 in Batavia (now Jakarta) under the name "PlantenenDierentuin". This park stands on an area of 10 hectares on Jalan Cikini Raya No. 73 which was propagated by Raden Saleh, a renowned painter in Indonesia.

After Indonesian Independence, in 1949 the name was changed to Cikini Zoo. With the development of Jakarta, Cikini has become unsuitable for animal display. In 1964, during the Governor of DKI Jakarta Dr. Soemarno was formed by the Preparatory Agency for the Implementation of the Construction of the Zoo to move from Jl. Cikini Raya no. 73 To Pasar Minggu, South Jakarta, chaired by Drh. T.H.E.W. Umboh., DKI Jakarta Government has granted 30 hectares of land in Ragunan, Pasar Minggu. The distance is approximately 20 Km from the city center. The move from Cikini Zoo to Ragunan brought more than 450 animals which is the last remaining collection of the Cikini Zoo.

Ragunan Zoo was officially opened on June 22, 1966 by the Governor of DKI (Jakarta Special Capital Region) Major General Ali Sadikin under the name Ragunan Wildlife Park. In 1974 Ragunan Wildlife Park was led by Benjamin Galstaun the first director of the time. In 1983 it changed its name to Ragunan Zoo Management Agency.

In 2001 it changed again to the Ragunan Wildlife Park Office and in 2009 it changed to the UPT (Technical Services Unit) Ragunan Wildlife Park. In 2010 the name changed to BLUD (Regional Public Service Agency) Ragunan Wildlife Park. At present Ragunan Wildlife Park covers 147 hectares with a collection of 2101 animals of 220 species. In 2015 the Ragunan Wildlife Park BLUD changed its name to the Ragunan Wildlife Park Management Office in accordance with Bylaw No. 12 of 2014 concerning Regional Organizations. Figure 2 is the interface of Ragunabab web site.

Figure 2. The interface of Ragunan Zoo



Source: <https://ragunanzoo.jakarta.go.id> accessed on 2019

3.3 Data Processing Results

Explanation of each category of ad effectiveness is presented in Table 1. Based on the results of the recapitulation of the questionnaire distributed to 165 respondents at 2 different tourist sites followed by a test of validity and reliability. The results of the validity and reliability tests can be seen in Table 2 below and the EPIC analysis in Table 3.

Based on the calculations presented in table 5, it is known that the TMII and Ragunan websites in general are now quite effective in achieving DKI Jakarta tourist destinations. This can be seen from the achievements of the average score of 3.08. Based on the calculation of the EPIC Model, it can be concluded the effectiveness of the TMII and Ragunan web based on the four dimensions.

Table 1. Advertisement Effectiveness Level

Range Score	Kategori
1,00 – 1,80	Very ineffective
1,81 – 2,60	Uneffective
2,61 – 3,40	Netral
3,41 – 4,20	Effective
2,20 – 5	Very Effective

Source: Processed primary data, 2019

Table 2. Output Validity and Reliability Test

Item	Corrected Correlation	Item Total	Cronbach's Alpha	
Emphaty 1	0,730	Valid	Emphaty (0,502)	High Reliability
Emphaty 2	0,621	Valid		
Emphaty 3	0,567	Valid		
Persuasion1	0,367	Valid	Persuasion (0,661)	Adequate Reliability
Persuasion 2	0,481	Valid		
Impact 1	0,582	Valid	Impact (0,527)	Adequate Reliability
Impact 2	0,477	Valid		
Communication1	0,629	Valid	Communication (0,721)	High Reliability
Communication2	0,562	Valid		
Communication3	0,601	Valid		

Source: Processed Primary data, 2019

Table 3. Tabulation of the Media Affectivity Mapping Analysis with EPIC Model

	E1	E2	E3	P1	P1	I1	I2	C1	C1	C1
Amount	791	614	754	730	777	446	522	771	887	717
Average per indicator	2,88	2,49	3,20	3,11	3,31	1,85	2,12	3,12	3,66	2,99
Average Per variable	2,86			3,21		1,97		3,26		
Total score of Effectiveness	3,08									

Source: Processed primary data, 2019

Dimension of empathy. According to Peter and Olson (2000), empathy is related to consumers' feelings about a product or service. The results of the measurement analysis of the EPIC model website show the dimensions of empathy in the medium scale category, which results in an average score of 2.86. This means that the site visitors consider the website is considered quite interesting, in other words it can be concluded that the TMII and Ragunan websites do not yet have something that is quite interesting and different from other web tourist destinations in Jakarta.

Persuasive dimension. The persuasive dimension in marketing can influence people's attitudes and interests to buy or buy (Greco 2018). The persuasive dimension of the TMII and Ragunan web sites defines it in the medium scale category (3.21) which shows this website provides character development or support as a leading tourist destination in Indonesia. This website is very adequate to influence the interest of website visitors to choose tourism products and increase the willingness of the people to enjoy the destination (Untari *et al.* 2020).

Dimension of impact. Customers have different levels of product knowledge, which can be used to translate new information and make purchase choices (Untari 2019). Associated with the TMII and Ragunan web, the web is considered to have no significant impact seen from the score obtained is 1.97. In other words the website is considered less creative when compared to other travel destination websites.

Communication dimension. Blue *et al.* (2018) state that in achieving successful implementation of promotional strategies, there are two communication models. The first stage takes place in a compilation of communication promotions to encode meaning. The second stage is decoding, that is, including consumers in communication and developing their personal interpretations of the meaning captured (Blut *et al.* 2018). Regarding the communication dimensions of the TMII and Ragunan web sites, they are included in the medium scale category (3.26). This means that the messages on the TMII and Ragunan web can improve understanding of TMII and Ragunan tourism destinations.

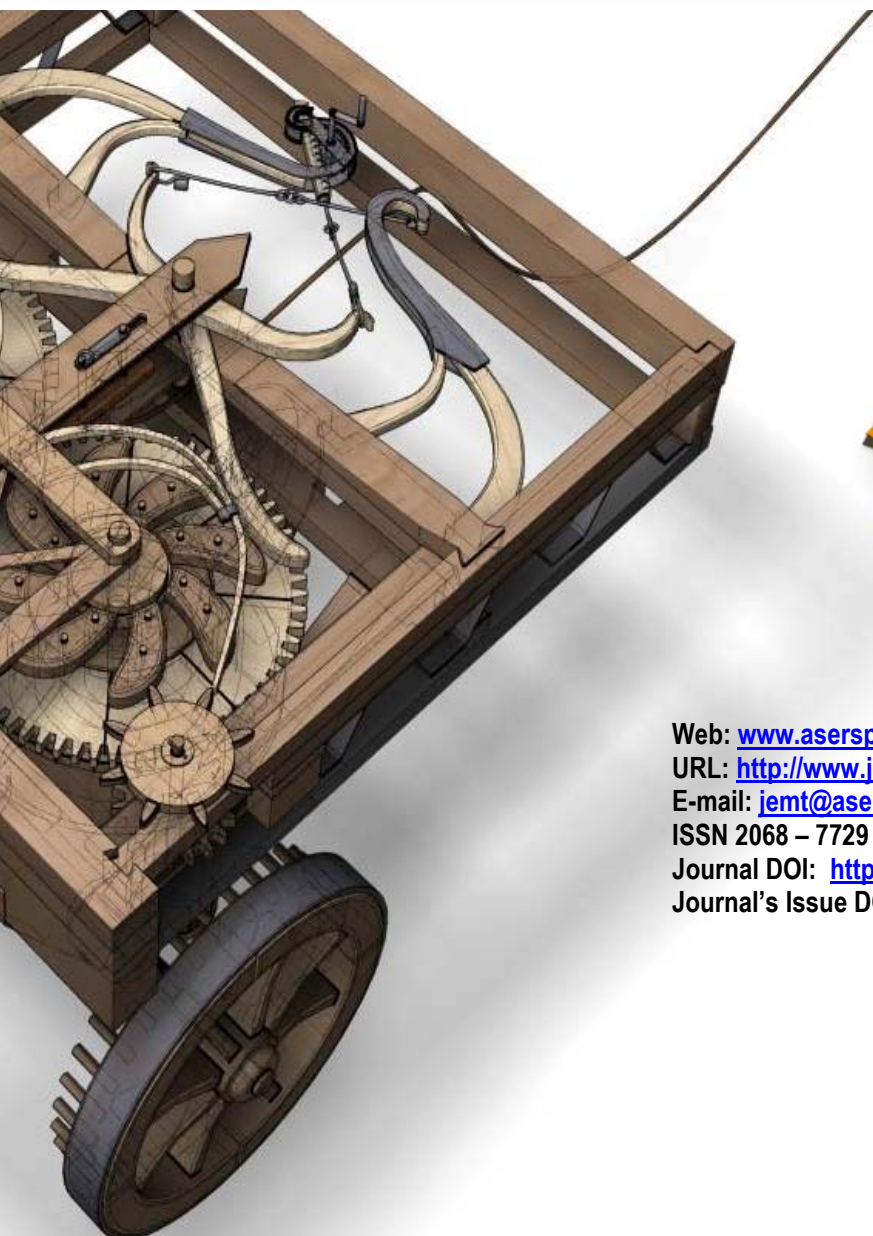
Conclusion

Based on the results of the study, the Jakarta web site as a medium to obtain TMII and Ragunan destinations through the internet media is considered quite effective in representing DKI Jakarta tourism. However, there are still shortcomings such as the dimensions perceived are still lacking. It is hoped that the government and related institutions can improve other promotional strategies. Sales promotions and publications with celebrity support are needed so that they can make a more tangible contribution to TMII and Ragunan marketing.

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