

## Conference Paper

# The Role of Online Media Communication in Increasing Tourism Promotion in Bangka Regency

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## Abstract

The purpose of this research was to determine the role of online media communication in efforts to improve tourism promotion in Bangka Regency. This type of research is a survey research with a qualitative-quantitative method approach (mix method). The subjects in this study were 110 respondents. The sample framework uses non probability sampling with accidental sampling technique. The scale used in this study is a Likert's scale. Data analysis uses in this research is descriptive analysis. Data were collected by inventory questionnaire, participant observation, in-depth interviews, and documentation. Analysis of content validity was conducted by expert judgment and construct validity, reliability analysis was conducted using Cronbach's Alpha formula. Data were analyzed by correlation, simple regression, assisted by SPSS 22 ver. computer program. Simple linear regression analysis where to see the contribution made by online media communication as variable (X) to tourism promotion as variable (Y). The result showed that, the role of online communication by 12.5% in effort to increase tourism promotion in Bangka Regency and 87.50% (100% - 12.50%). The results obtained through the calculation of the regression  $Y = 16,919 + 0,181 X$ , the coefficient of determination  $16,919 + 0.181 (2) = 16,919 + 0.362 Y$  (Promotion) = 17,281. Hypothesis result,  $H_0$  was rejected and accepted  $H_1$ , which means Online Media Communication has play Role to improve/ ingcreas tourism promotion in Bangka regency.

**Keywords:** Online Media Communication, Tourism Promotion, Bangka Regency

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## 1. Introduction

This research is motivated by the hopes and desires of the people of Kabupaten Bangka Regency (Bangka Regency is one of 5 local governments on the island of Bangka. The capital is Sungailihat.) to introduce the potential of tourism to the wider community, both local, national and international. Tourism is one of the local resources that must be developed by its inhabitants, and consequently the people of Bangka Regency have begun to improve the beautification of each region which is considered likely to attract tourists.

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Bangka Regency has so much tourism potential which is the pride of every inhabitant and wishes to promote the area to regions outside Bangka so that tourism in Bangka Regency becomes no less important than to other cities in Indonesia.

The concept of this research is to carry out the mandate of Section 2 of Presidential Decree No 22/ 2011 to conduct research for the development of tourism within the regional economy in order to increase the number of tourist arrivals, both national and international and thus enhance the image of regional tourism. Section 1 of Law No 10/2009 of 2009 states that tourism means all activities related to tourism which are multi-dimensional and multi-disciplinary in nature and which emerge as a manifestation of the needs of every person and country, as well as interactions between tourists and the local community, fellow tourists, central government, regional governments and entrepreneurs.

Currently the government of Bangka Regency is focussing on preparing the region to become a Special Economic Tourism Zone, which aims to improve its economy so that it does not always have to depend on tin mining which is a major contributor. The Special Economic Zone of Tourism plans to become the best beach tourism destination in Indonesia besides Bali. By developing the tourism sector, local resources will become a major commodity to benefit the economy.

Bangka Regency itself actually has many tourism destinations besides beaches which make it a tourist destination no less important than the adjacent island of Belitung. These include mangrove forest and nature reserve forests located in Sungailiat District and Mount Maras in Riau Silip District, and historical tours such as to the Kapur City site in Mendo Barat District, and Benteng Kuto Panji in Belinyu District. Unspoilt beaches include Parai Beach Resort and Spa, Pesona Bay, Matras beach, Rambak beach, and several others. In addition, Puri Agung in Tongaci District is one of the symbols in Bangka of the inter-racial harmony existing between Malay and Chinese ethnic groups. A photo of Puri Tri Agung is shown in Figure 1 below.

Puri Tri Agung is a magnificent temple set on a hill above a pristine beach. This place is suitable for photos of families and loved ones with a beach background. Puri Tri Agung is considered to be similar to the Shaolin Temple in the China Bamboo Curtain region. It is expected to attract tourists from Singapore and Hong Kong who want to take a vacation while visiting holy sites. The beach background also makes it suitable for photo opportunities with families and friends.

As for beach tourism, the Golden Rat beach is famous for its natural beauty, especially for photography enthusiasts who want to take silhouette photos at sunset. Photographs in Figure 2 below show the juxtaposition of Golden Rat beach with the rocks and crystal



**Figure 1:** Puri Tri Agung

blue sea, as well as a view of the sunset taken from the beach. In addition, there are many attractions for adults such as fishing and water sports for children.

A religious ceremony commemorating the birthday of the Prophet Muhammad SAW is commemorated every year in Mendo Barat District. It will appeal to Muslims who would like to witness Islamic cultural tourism in a local scenario.

The picture in Figure 3 above is typical of the atmosphere at the celebration of the Prophet's Birthday. One of the features of this celebration is "Nganggung" which means every family in the village bring food to the mosque in a pan covered with "Tudung Saji" to be eaten together with other residents. In addition, every member of the village community entertains guests who come from various regions with offerings at religious festivals such as Eid or Eid al-Adha.

Religious events are periodic in nature, but they differ in terms of cultural performances such as dance and music. Bangka regency itself is famous for dambus music and the "campak" dance. Music and dance are usually performed by local artists to welcome guests, including tourists. Many dance and music artists in Bangka regency are already of international standard such as one of the "Lawang Budaya" art studios,



**Figure 2:** Golden Rat beach



**Figure 3:** Nganggung

led by Wanda Sona Alhamd which has performed distinctive Bangka dances and music internationally.

The picture in Figure 4 above shows members the studio of playing “dambus” and performing the “campak” dance by Lawang Budaya art studio.

In addition to its scenic and cultural attractions, something no less important to be enjoyed by tourists is the typical local cuisine. Bangka regency has a wide range of fish-based snacks because it is surrounded by the sea.

In addition, family restaurants serve local snacks such as “otak-otak” which are baked fish cakes made from ground fish and tapioca and wrapped in banana leaves, as shown below. They are served with a sweet and sour tauco sauce. Another local speciality is “pantiaw”, which is based on noodles flavoured with bean sprouts, celery, fried shallots and fish crumbs, flavoured with warm fish stock.



Figure 4: Lawang Budaya art studio

One more thing that should not be forgotten by tourists is to take home a tangible memory of Bangka regency in the form of a typical sample of Bangka textile material, known locally as “cual”. Examples of Bangka “cual” material are shown in Figure 5 below.



Figure 5: Cual

Cual is a traditional woven material typical of the Pacific Islands belonging to the brocade family of textiles which are hand-woven in silk or cotton (“songket”) with gold or silver-dyed threads (“ikat”). This cloth is so much prized by Bangka people that it

has now become worn as a ceremonial uniform in schools and government offices in Bangka regency.

The marketing of tourist destinations in Bangka regency must aim at achieving sustainable promotion in order to introduce superior tourist products located in each area of the regency.

The results of an Indonesian Polling study in collaboration with the Association of Indonesian Internet Service Providers (APJII), that the number of internet users in Indonesia at April 2019 was 171.17 million or around 64.8% of the total population. This statistic illustrates one of the great opportunities as well as challenges for the world of tourism to disseminate information on tourist objects (<http://litbang.kemendagri.go.id/website/apjii-jotal-pengguna-internet-di-indonesia-tubang-171-juta-jiwa/>).

The biggest problem faced by tourism businesses in Bangka regency today is the small numbers of domestic and foreign tourists visiting, the biggest reason for which is the lack of promotion by tourism service entrepreneurs themselves, as well as the regional government. The success or failure of the regional government in promoting the tourism potential of Bangka regency can be defined by the annual data issued by regency government tourism department concerning the number of visits of domestic and foreign tourists to Bangka regency for the last 4 years from 2015 to 2018 collected by researchers from the Office of Tourism, Youth and Sports in Bangka regency in 2019 (Office of Tourism, Youth and Sports, Bangka Regency). Table 0.1 summarises the details.

TABLE 1: Total and Foreign Visitors to Bangka Regency

Year	Total Visitors	% Change	Foreign Visitors	% Change
2015	71,738		393	
2016	74,953	4.46%	378	(3.90%)
2017	75,284	0.44%	334	(13.17%)
2018	75,000	(0.38%)	N/A	N/A

By way of comparison, the number of visitors to Belitung in 2015 was 303,436, of whom 3,498 were foreigners (Bureau of Statistics: Bangka Belitung Province, 2015).

One of the factors for the slow development of tourist visits to Bangka Regency was provided in an article of the Banka Pos (Bangkapos.com December 2018) at the end of 2018 entitled “Just a Stopover Area, Number of Tourist Visits this Year 75,000 People”. In the report, the Head of the Tourism, Sports and Youth Department of Bangka Regency, Asep Setiawan, explained that the weakness of tourism development in Bangka Regency was due to its being considered as a transit area. The number

of tourists visiting Bangka Regency is dominated by nationals, the number of foreign tourists is limited.

The Department of Tourism, Youth and Sports in Bangka Regency seeks to increase domestic and foreign tourist arrivals with a 2019 targeted increase of approximately 5% or 78,750 tourist arrivals (Ref: <https://bangka.tribunnews.com/2018/12/21/kabempuan-bangka-hanya-jadi-daerah/persinggahan-jvisiting-tourismwan-tahun-ini-75000-orang>). This data seems to be aligned with the strategic issues faced by the Department of Tourism, Youth and Sports of Bangka Regency provided in the 2019-2023 Medium-Term Development Plan of Bangka Regency related to tourism promotion, one of which is the very limited budget provided in the annual APBD. This situation creates a limited ability for tourism in Bangka Regency to compete with tourism in other regions becomes less optimal. In addition, the synergy of cross-sectoral tourism development program is constrained in terms of insufficient supporting infrastructure and community involvement.

Consequently, the involvement of the local government is needed to assist in finding solutions for marketing the tourism potential of Bangka Regency by collaborating with local and foreign investors to align the image of regional tourism with that of the island of Belitung which is known nationally and internationally.

At present, the promotion of tourism activities in Bangka Regency is still based on events organized by the local government or social organizations to attract domestic and foreign tourists. For example, religious events are held every year to commemorate the birthday of the Prophet Muhammad, Muharam and other religious events for Muslims in Sungailiat, the capital of Bangka Regency. In addition, “Nganggung” has an important meaning for Muslims because of its philosophical relationship for strengthening family ties with the Malay community.

Another event is the “Sungailiat Triatlon” event which has become a regular feature on the agenda of the Bangka Regency Government in order to attract domestic and foreign tourists, as well as Sungailiat City Anniversary for which each participant may provide information about tourism in Bangka Regency especially Sungailiat. However, this activity is periodic and requires a significant budget allocation.

To strengthen the research data, the writer interviewed a tourist who had visited the Lengkuas Island tourist area in Belitung because she had obtained information from a friend who had visited the place beforehand and had shared a photo on Instagram. She had never visited Bangka Regency but did not rule out the possibility of going there but was unaware of tourism attractions in the regency. This shows that communications

through social media networks have a very important role in spreading information because potential consumers can easily download the information.

The potential of tourism in Bangka Regency is very high, starting from something to see, something to do and something to buy. To promote these initial concepts is the responsibility of the Bangka Regency Regional Government, to increase economic development and generate local government income (PAD) in the current era of regional autonomy. This is in line with one of the Bangka Regency missions, namely “creating a city gateway for national-scale tourism”. This becomes the motive for research into the role of online communications for increase tourism promotion initiatives in Bangka Regency.

### 1.1. Research Question

Based on the above description,

1. Does the online media communication have a positive role to increase tourism promotion in the area of Bangka Regency.
2. How does the role of online media communication contribute to improving tourism promotion in Bangka Regency.

### 1.2. Tourism Promotion

Promotion in the English language comes from the word promote which is interpreted as developing or increasing, i.e. such as a tool to increase sales (Freddy Rangkuti, 2009). Promotion is an activity carried out to convey a certain message about a product, either goods or services, trademarks or companies, to consumers to assist marketing to increase sales.

The definition of promotion according to Kotler and Armstrong (2010) is: “Promotion means activities which communicate the merits of a product and persuade target customers to buy it.

### 1.3. Promotion aspect

According to Kotler and Keller (2009), promotions in selling their products have several indicators including:



1. Frequency of sales or the number of promotions carried out at a time through the media.
2. Quality of promotion as an assessment of how well promotions are carried out, for example such as content, design appeal, position and media used.
3. Target conformity is a factor needed to achieve the company target desired.
4. Time promotion is the length of the period or standard time of promotion.

Based on scope and influence, the dimensions of mass communication are divided into two types, namely:

1. Macro dimensions

Macro dimensions are those means of mass communication from the media. This dimension usually explains the position and influence of the media in society.

2. Micro dimensions

Micro dimensions are those means the influence of the media on a group or individual.

## 1.4. Hypotheses

The hypotheses employed in this study are as follows:

1. H1: Online media communication does play a positive and significant role in promoting Bangka Regency tourism.
2. Ho: Online media communication does not play a positive and significant role in promoting Bangka Regency tourism.

## 2. Research Methode

The mixed methods methodology is used in this research, a step carried out by combining two existing forms of research, namely qualitative and quantitative research which is the definition of Creswell (2010: 5).

This study uses a sequential mixed methods strategy, especially sequential exploratory strategies. The first stage of this research consists of the collection and analysis of qualitative data obtained from answers to the first problem: "What is the role of online communication in an effort to increase tourism promotion in Bangka Regency".

The objective of the second stage, collecting and analyzing quantitative data, is to answer the second problem which consists of two questions: “Does promotion play a positive and significant role in the development of tourism in Bangka Regency” and “How does the role of media online communication contribute to improving tourism promotion in Bangka Regency”

## 2.1. Partisipan

The subjects in this study were 110 respondents. The sample framework uses non probability sampling with accidental sampling technique. The scale used in this study is a Likert's scale.

Accidental sampling is a technique for selecting samples based on interactions, i.e. respondents meeting researchers incidentally can be used as samples, if seen by those involved as sources of data. The purpose of using survey methods is to study the characteristics of research for social media users and people travelling as a hobby.

## 2.2. Instrument

The research instrument tool used was a Likert scale which measures attitudes and opinions of respondents providing an assessment of the questionnaire, consisting of five categories; strongly agree, agree, neutral, disagree, and strongly disagree.

### 1. Promotion

Measures tourism promotion variables based on dimensions of:

- (a) Frequency
- (b) Quality
- (c) Target conformity
- (d) Timeliness

### 2. Online Media Communication

Media online communication measures variables based on the following dimensions of mass media :

- (a) Macro
- (b) Micro

## 2.3. Data Analysis Techniques

Data analysis techniques in this study used descriptive statistical methods, expert panel tests (Expert Judgment) to calculate the validity of items based on expert judgment, and the validity of using the Aikens' V test, namely content validity which aims to determine whether the measuring instrument is in accordance with the objectives expected. The assessment is carried out by professional judgment.

### 2.3.1. Implementation of Research Data Collection

After obtaining valid and reliable items through a scale trial, then on September 22, 2019 researchers conducted data collection by distributing instruments to several respondents who were divided into two groups. The first group of researchers distributed questionnaires to respondents in the Bangka Regency area by taking places that researchers can represent as a research sample are tourist attractions in Bangka, and travel agent customers in Bangka and the second group of researchers takes outside of Bangka such as Jakarta, Bandar Lampung, Palembang, Yogyakarta.

For the respondent domicile, as in table above, the respondents who live in Bangka are 63 respondents or 57.3% of the total sample. While respondents from outside Bangka consisted of 42 respondents or 38.2% of the total number of research samples, and 5 respondents came from international or 4.5% of the total study samples

Based on table gender descriptive data, 110 respondents consisting of Bangka Regency and outside the Bangka Regency region consisting of 72 (seventy two) female sex or 65.5% of the total sample, and 38 (thirty eight) Male sex or 34.5% of the total study sample.

## 3. Result

Based on descriptive statistics it is known that the average value of the Online Communication variable (X) with a total sample of 110 is 25.46 with a standard deviation of 2.944. While the average value of the variable Tourism Promotion (Y) with a total sample of 110 is 46.40 with a standard deviation of 5.687 with a minimum value of 18.00 and a maximum value of 33.00 or in the percentage means 18% and 33%, this shows that all respondents used in this study has met the criteria of the research sample, those who own and use internet network media in obtaining information about the product they

are looking for. While the standard deviation of 2,944 and the mean of 25.46 means the data is less varied because the standard deviation is smaller than the average.

TABLE 2: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 <sup>a</sup>	.125	.116	2.76816

a. Predictors: (Constant), Komunikasi Daring

b. Dependent Variable: Promosi Pariwisata

The summary model above shows the effect value of the variable (X) or the predictor variable on the variable (Y). The coefficient of determination is 0.353 which means that the influence of the Online Communication media variable on changes in the Tourism Promotion variable is 12.50% while the remaining 87.50% (100% - 12.50%) is influenced by other variables besides the internet-based media communication variable, such as promotion through travel agents such as as seen from 110 respondents who answered agree on the item “Travelers who come to Bangka more often get promos from Travel Agents” (60) respondents from the total sample.

TABLE 3: Coefficient<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.919	2.195		7.707	.000
Media online communication	.181	.046	.353	3.921	.000

a. Dependent Variable: Promosi Pariwisata

From table the coefficient above column B at constant is 16,919 while Tourism Promotion is 0.181, so the regression equation is as follows:

$$Y = a + bX$$

$$Y = 16,919 + 0,181 X$$

The coefficient a is called the regression direction coefficient and states the average change in variable Y for each change in variable X by 1 unit. This change is an increase if a is positive and decreases when a is negative.

Value = 0.181 is positive which means:

1. Each time the variable X (Online Communication) increases by one, the average variable Y (Tourism Promotion) increases by 0.181

2. If the variable X (Online Communication) is known, then Tourism Promotion can be estimated by entering the value into the equation. For example Online Communication (X) = 2, the performance values are:

$$Y = 16,919 + 0,181 X$$

$$= 16,919 + 0.181 (2)$$

$$= 16,919 + 0.362$$

$$Y (\text{Promotion}) = 17,281$$

Besides, the large value of sig can be used as a clue to find out whether the variable (X) has a role in the variable (Y). If Ho is rejected (sig > 0.05) it means that it is influential, if Ho is accepted (sig > 0.05) it means there is no effect. From the above table the significance level of 0,000 is smaller than 0.05. the result is Ho was rejected and accepted H1 which means Online Communication Has a positif Role in promoting Bangka tourism.

## 4. Conclusion

Based on the results of the discussion the following conclusions can be drawn:

1. Based on the results of the calculation of table Instagram social media is appropriate for the promotion of Bangka tourism. Overall, the results of questionnaire answers received by researchers based on the results of the calculation of promotions using internet-based media used by local governments are still of low value when compared to promotions through travel agents, or in other words respondents get information about Bangka tourism on average through travels agent.
2. The contribution of online communication to changes in the variable of tourism promotion is 12.50% while the remaining 87.50% (100% - 12.50%) is influenced by other variables besides the internet-based media communication variable, such as promotion through travel agents as seen from 110 respondents

## Recommendations

The recommendations in this study are as follows:

1. For the Department of Tourism, Youth and Sports of Bangka Regency must think of the future of tourism in Bangka, especially those that are superior to the region

starting from now must have an account that can be accessed by travel lovers so that limited promotional costs can be utilized to the maximum.

2. The Local Government should facilitate local tourism businesses to develop tourism in accordance with what is needed by tourism users (tourists).
3. Local Government together with the actors of art and culture to create cultural tourism opportunities ranging from dance, music to painting as a form of tourism performance.

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