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## Author Guidelines

- The manuscript should be original and has not been published or under review elsewhere.
- Manuscript should be between 25 and 30 pages long, 1.5-line spacing, Arial, font size 12.
- The title should be concise and clear consisting of not more than 15 words, typed in all capitals with font size 12.
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# Travelers' Motivations to Travel Abroad during Covid 19 Outbreak

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## Abstract

**Purpose:** The purpose of this study is to know the impact of Covid 19 to travel desire of those Indonesian travelers to travel abroad.

**Research methods:** This study used mix methods to give details on the data which was produced by the media related to this corona virus or more recently popular as Covid 19. The data has been gathered in the form of numbers and tables about the spread of Covid 19 over the world, about the victims infected by this virus over the last three months, as well as about the direct impact on the tourism sector for Indonesian travelers to travel abroad. Then, the data has explained descriptively in order to get deeper understanding about Covid 19 facts and travel impact towards Indonesian travelers.

**Results and discussions:** The result showed that the spreading has happened almost in the entire world with most infected area is around Asia and Europe with the total case of 245,612. The death victims are 10,048 people and the survivors are 88,437 people. The data statistics are also showed for about 78% Indonesian travelers chose to cancel and reschedule their travel plans to abroad as well as 22% of them still have no idea what to do with their future trip.

**Conclusion:** It can be concluded that Covid 19 has hit the tourism sector in Indonesia.

**Keywords:** *Indonesian travelers, travel motivation, travel abroad, Covid 19*

## Article History

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## INTRODUCTION

The fact showed that since the end of 2019, the world has been shocked by the virus attack which is popularly named as Covid 19. This virus had started December 31<sup>st</sup> 2019 in Wuhan, China. Covid 19 is an acute respiratory infection, a typical of infectious disease that is caused by severe acute respiratory syndrome. The experts knew Covid 19 as SARS Covid 19 2/SARS CoV-2 (The Guardian News, February 22<sup>nd</sup> 2020). These symptoms are including fever, dry cough, fatigue, sore throat, and the shortness of breath. It can cause pneumonia (with breathing difficulties and organ failure for more severe infections).

Covid 19 spread over via respiratory droplets produced from the airways during sneezing or coughing. There is no vaccine for Covid 19 so that it is really increasing the risk for elderly people as well as for those who have existing respiratory or immune problems. The

World Health Organization (WHO) declared this 2019-20 n-Cov outbreak to be a Public Health Emergency of International Concern (PHEIC).

Nowadays, people all around the world have known Covid 19 as the name of Covid 19. Recently, on February 11<sup>th</sup>, the WHO had announced the name of Covid 19 because the experts think that they need to find a name which did not refer to any individual or group of people, to any geographical location, and any animals. The chosen name of Covid 19 is due to the reason that this name is pronounceable and related to the disease so that it can significantly prevent inaccurate thingy or stigmatizing (The Guardian news, February 22<sup>nd</sup> 2020).

Due to the seriousness symptoms of Covid 19, it has started to significantly decrease the motivations for most travelers across the globe to travel around. Since WHO reported that the virus had affected more than 89,000 people around the world and causing over 3,000 deaths, there are many travelers out there who decide to reschedule or even cancel their trip to another country (Richards & Wilson, 2020). This fact is considered to be really bad for those who had worked in the tourism industry including the airline services, hotel and restaurant services, as well as any other sectors under hospitality industry (Cook, 2016). Even the newest fact stated that some amusement parks such as Tokyo Disneyland, Universal Studios Japan, The Legoland Japan, and Disney Sea closed temporarily (Kompas travel, 29 February 2020).

Then, the travelers had begun to postpone and cancel their trip as of February 29<sup>th</sup>, 2020; some countries like China, Iran, Hong Kong, Italy, Japan, Singapore, South Korea, and USA were having evidence of the community transmission of the virus (Tempo travel, 29 February 2020). Suddenly, people all over the world had started to get panic attack. They not only postpone and cancel their future trip, but they also decide to buy daily necessities impulsively which later makes the prices go higher and higher (Detik news, March 2<sup>nd</sup> 2020).

This kind of phenomenon is very interesting to be discussed deeply so that this article has been made in order to give details on the data presented on the media, including mass media, internet media, and electronic media. The data includes the number of the most infected areas attacked by Covid 19, the number of the victims (the deaths and the survivors), as well as about the relationship between the Covid 19 outbreak and the decreasing number of travel motivations of Indonesian travelers.

The mortality rate during Covid 19 outbreak is around 2%. If it is compared to the seasonal flu which has mortality rate below 1% and causing 400,000 deaths each year, the attack of Covid 19 is quite severe and need to be handled very soon (Lowcock, 2020). Until March 20<sup>th</sup> 2020, it is reported that the Covid 19 is affecting 179 countries and territories around the world as well as one international conveyance (the Diamond Princess cruise which is harbored in Yokohama, Japan). The UN Humanitarian Chief, Mark Lowcock stated that both WHO and UNICEF help to fun countries which have such fragile health systems. The grant given is about US\$15 million from the CERF (Central Emergency Response Fund) and it is including the grant for monitoring the spread of the Covid 19, investigating some cases, as well as for operating the national laboratories in those countries (Lowcock, 2020).

It is because the Covid 19 is now announced to become pandemic for people since it has been affected 119 countries from 195 countries in the whole world (BBC news, 11 March 2020). Thus, a professor from Global School of Public Health, David Abramson, stated that the travelers must be aware of the global effect of Covid 19 when they decided to travel abroad. It is in line with some travel warnings stated by some governments such as the U.S State Department that has issued varying levels of travel warnings for countries in which there are found current outbreaks (CNN Indonesia, 2 March 2020). The highest level is regarded to be in level 4: not to travel to the country, where it has been applied to Iran, China, South Korea, and Italy as there has been found for more than 85.853 people are having infected by Covid 19 until 10 March 2020. Giuseppe Conte, Italian Prime Minister, said that all restaurants, cafes, offices, businesses, and schools must close in the afternoon. Also, people are now allowed to gather around in a group and the new rule said that the space between people when having an interaction is about at least one meter (Liputan6, March 12<sup>th</sup> 2020). Until 16 March 2020, Indonesia has 250 Covid 19 cases with one of them is declared to die.

Achmad Yuriyanto, Indonesian government spokesman for Covid 19 control, said that the incubation period for Covid 19 has been extended to 28 days, after previously set for 14 days. This step is based on consideration that Covid 19 is not easy to be detected when someone is first being infected (Tempo nasional, 5 March 2020). And the latest news stated that the President of Indonesia, Joko Widodo, was giving instruction for closing schools, colleges, and universities temporarily from March 16<sup>th</sup> to March 28<sup>th</sup> 2020 in order to avoid the spread of the Covid 19. All people are instructed to stay at home and not going anywhere except for something really important such as getting medical treatment or buying some groceries.

Due to the high risk of traveling while Covid 19 is still around and spread quickly among the societies, several official and trusted websites such as time.com declared about considering to cancel and reschedule travel plans in the near future. Both international and domestic trips should be canceled or rescheduled for amid concerns over Covid 19. Moreover, guidelines for traveling around have become more complex as more than 94,000 of Covid 19 cases and more than 3,500 deaths have been announced across 121 countries and territories (Gajanan, 2020). There are some airlines have suspended or reduced their services to countries with the highest number of Covid 19 cases such as China, Italy, Iran, South Korea, and parts of Spain, France, and Germany. Travel warnings are everywhere to protect every single citizen of certain countries and territories such as travel warnings for U.S residents.

In the other side, the global airline industries have faced disadvantages of more than \$113 million due to the virus outbreak (bbc.com accessed March 10<sup>th</sup> 2020). In Indonesia, the most affected travel destination is Bali. The owner of Rai Water Sport in Denpasar, Anak Agung Raka Bawa, said that almost 90% of tourist bookings in his place until May 2020 were being canceled since the virus outbreak (bbcindonesia.com accessed March 8<sup>th</sup> 2020). This is mostly because 80% of visitors in Rai Water Sport are coming from China. Not only tourist destinations that was facing difficulties during Covid 19, but also effected on the decreasing numbers of hotel occupancy in Bali. Since the virus outbreak, the hotel occupancy rate in Bali has decreased for over 70% since February 2020 (bbcindonesia.com). Before Covid 19, Bali had already faced similar crisis such as during SARS in 2002, Bali bomb in 2002 and 2005, and Gunung Agung eruption in 2017. But, those entire crises are not as worse as Covid 19. The affected areas in Indonesia are not only Bali, but there are also Yogyakarta, Bandung, Manado, Belitung, and Lombok (suara.com accessed March 9<sup>th</sup> 2020). Also, Covid 19 pandemic was confirmed to have spread to Indonesia on March 2<sup>nd</sup> 2020 with the first case found in Amigos Restaurant in Kemang, Jakarta. and as of March 20<sup>th</sup>, this pandemic has been spread to sixteen provinces including Riau, North Sumatra, Riau Islands, Lampung, Banten, Jakarta, West Java, Central Java, Special Region of Yogyakarta, East Java, Bali, East Kalimantan and West Kalimantan, as well as North Sulawesi, Southeast Sulawesi, and South Sulawesi (source: Wikipedia.org).

The extreme decreasing number of hotel occupancy rate in Indonesia for about almost 70%, forced the owners and the entrepreneurs to give unpaid leave for their staffs (katadata.co.id accessed March 13<sup>th</sup> 2020). This decreasing rate of tourism industry then affects on retail industry as Roy Mandey (Chief of Association of Retail Entrepreneurs in Indonesia) said that retail industry in Indonesia has the potential to lose benefits for about \$48 million as the number of tourists from China has been decreased significantly in the past two months. It is predicted that for about 299 imported goods from China are being decreased or even lost from Indonesian market (katadata.co.id accessed March 13<sup>th</sup> 2020). In the near future, it can affect more on the increasing rate of domestic inflation. Of course, all those conditions above are potentially affected by the declined number of tourists and travelers due to the 'fear of the virus'.

Wishnutama the Minister of Tourism and Economic Creative stated that the government decided to postpone giving incentives to tourism and promotion to several countries which were affected by Covid 19 until the situation can go back to conducive. This is considered to be one great anticipative step to protect Indonesian people so that there won't be any more victims in domestic area. Wishnutama (on March 5<sup>th</sup> 2020) also stated that this is done by the government not only to protect Indonesian people including their safety and

healthiness, but also to increase the conductivity of Indonesian tourism ecosystem in general as well as to increase the quality of tourist destination through the program of environmental sustainability, health and hygiene, safety and security.

## **RESEARCH METHODS**

This study used mix methods: qualitative and quantitative method in order to give details to the readers about some facts related to Covid 19. First of all, the data has been gathered in the form of numbers and tables about the spread of Covid 19 all over the world, about the number of victims infected by this virus over the last three months, as well as about the direct impact on the tourism sector for Indonesian travelers to travel abroad after the attack of Covid 19. Then, the data has explained descriptively in order to get deeper understanding about Covid 19 facts. This kind of descriptive qualitative method is needed because this method can be potentially used to understand deeply about several things related to the complex phenomena as well as its process within social life practice (Uwe, 2014).

Because the main goal of this study is to get to know more about the impact of Covid 19 to travel desire of those Indonesian travelers to travel abroad, the use of mix method has done. Moreover, the use of mix method can be the best method to give details in numbers as well as to describe it according to the data collected so that the readers can simply understand holistically about the facts behind Covid 19 (Hilal and Alabri, 2013).

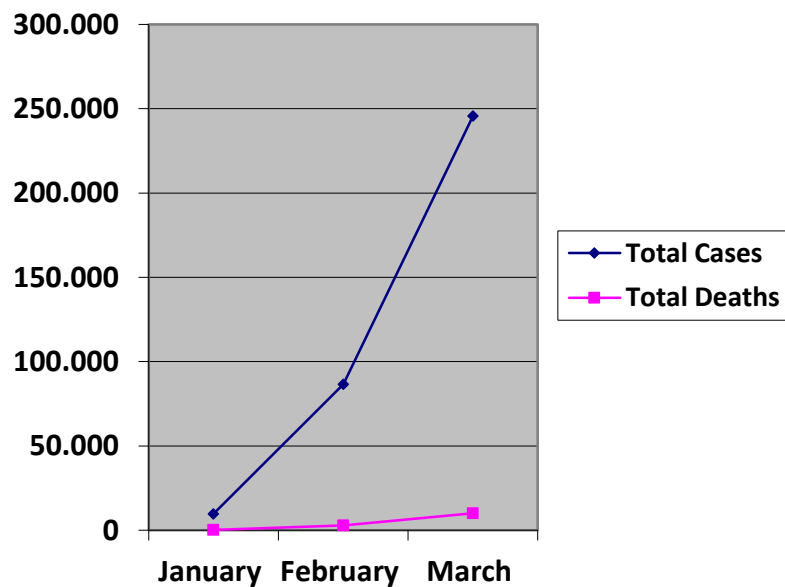
All data has been gathered through various media including mass media, electronic media, and internet media from January to March 2020. The time period has chosen because the writers consider that it is the time when Covid 19 first appeared and infected people in Wuhan until the national emergency response situation has been declared by the President of Indonesia, Joko Widodo on March 15<sup>th</sup> 2020.

## **RESULT AND DISCUSSIONS**

The CDC (The Center for Disease Control and Prevention) has issued the same travel recommendations for all travelers across the globe. For example, CDC has warned people to avoid non-essential travel to certain countries like China, Japan, Italy, South Korea, Spain, and Iran (time.com, accessed March 14<sup>th</sup> 2020). In this situation, restricting travel and transport people from one place to another is the most effective way to do, as stated by the World Health Organization (WHO), but on the other hand, it has negative effects such as interrupt technical support and needed aid, disrupt businesses as well as have social and economic effects on the affected countries as stated by New York Times report (accessed March 12<sup>th</sup> 2020).

Based on the research data from [www.ourworldindata.org/coronavirus](http://www.ourworldindata.org/coronavirus) written by M. Roser collected from December 31<sup>st</sup> 2019 until March 19<sup>th</sup> 2020, there have been already 245,612 cases of Covid 19 in the world with the death rate for about 10,048 and recovered rate total 88,437 (updated March 20<sup>th</sup> 2020), as we can see the data in Table 1.

**Table 1: Covid 19 Cases in the World**



Traveling within the U.S is also restricted these days. According to New York Times report on March 12<sup>th</sup> 2020, United Airlines tends to cut some of their domestic trip services within the U.S region. Of course, what many travelers and tourists think about next is about travel insurances. In normal condition, having travel insurance is a must so that everything happens during traveling can be monitored and guaranteed. But during the Covid 19 outbreak, there will be difference in rules for travel insurances. According to Squaresmouth, the standard travel insurance policies usually do not cover any travel cancellations because of 'fear of traveling'. Thus, Covid 19 outbreak has become a situation of force majeure which does not covered by travel insurances. And from Squaresmouth website, it can be concluded that almost 28% number of people who tend to search for trip cancelation coverage since the Covid 19 outbreak began.

For more, another hospitality industry which tends to face numerous delay travel bookings is the cruise industry. According to the Wall Street Journal, cruise operators in Asia lose over \$550 million this year since the outbreak began. The Covid 19 has already affected various cruise lines including Diamond Princess Cruise which was being quarantined in Japan after six passengers of that cruise have died after contracting the virus. Indonesian citizens are also contacting with other passengers in the cruise and reported to being positive of Covid 19 (Liputan6). The CDC had once said that cruise lines are considered to be one of the highest risk transmissions of Covid 19 because it has an environment where people are in close contact. It is very easy to transmit the virus through person to person exposure of the respiratory droplets or contact with contaminated surfaces.

According to Travel Health Notice Level 3 (Countries with Level 3 Travel Health Notice are including Iran, South Korea, China, Austria, Italy, Czech Republic, Belgium, Denmark, Estonia, Finland, Germany, France, Greece, Latvia, Hungary, Iceland, Luxembourg, Lithuania, Malta, Norway, Netherlands, Poland, Portugal, Slovenia, Slovakia, Switzerland, Spain, Sweden, Monaco, San Marino, Vatican City, England, Wales, Scotland, Northern Ireland, and Republic of Ireland), someone will need to stay at home for self-isolation for a period of 14 days after the time they left area with widespread or ongoing spread community. In this situation, practicing social distance is the most essential thing to do everywhere. Not only in the USA (The Department of State) and most countries, the government of Indonesia also stated that all Indonesian citizens need to reconsider to travel abroad due to the global effect of Covid 19 (Kompas travel).

There are many countries throughout the whole world starting to take actions which may limit travel mobility including quarantines and border restrictions. That is why; it is better

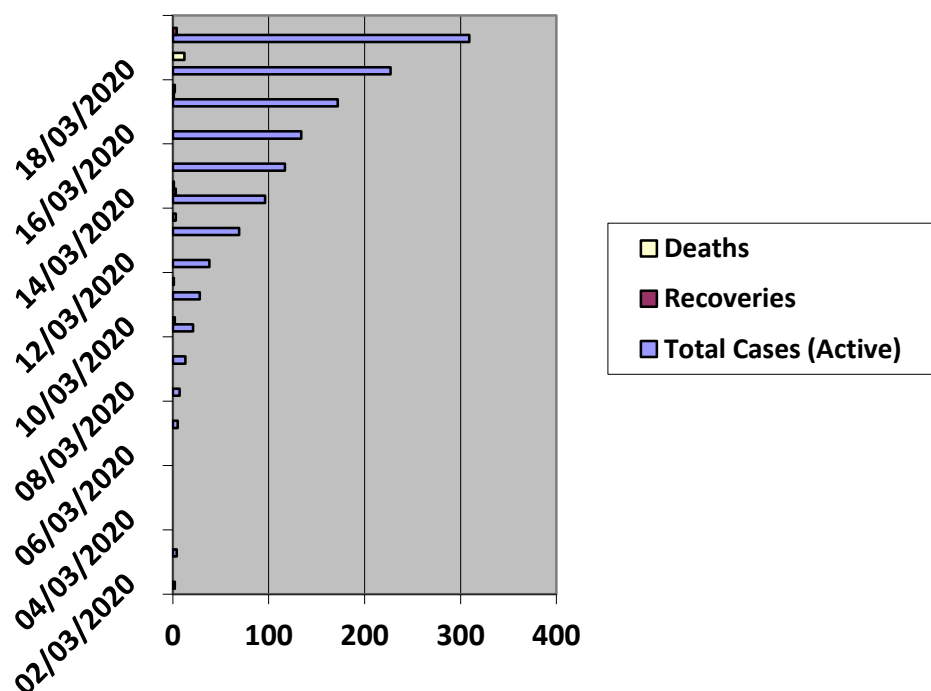
if people all over the world decide to stay at home in order to stay away from unnecessary contact with other people as well as to stay away from any strict travel mobility. When the worst thing happens, it would be quite difficult situation for everyone around the world to keep safe. This condition makes a lot of people, especially in Indonesia; decide to stay away from any crowds temporarily as informed by the Indonesian government and the time is effective from March 16<sup>th</sup> 2020 to March 31<sup>st</sup> 2020. From March 2020, it is reported that most travel plans have been canceled and rescheduled by the Indonesian travelers, especially when they have travel plans to abroad in the near future (Kompas travel).

For instance, based on the data from the Director of Air Asia, it can be seen that more than 57% of booking airlines had canceled and rescheduled until the end of April 2020. At the same time, there are also a few hotel bookings, both for the local destination and international destination, have canceled by the Indonesian travelers (Kompas travel, March 4<sup>th</sup> 2020).

Moreover, Valencia Nugroho (an Indonesian traveler who had just arrived from her trip to South Korea in February 28<sup>th</sup> 2020) said that some countries have determined to check all the passengers strictly than before. There are a lot of procedures done by the officials in the airport such as checking the temperature, checking the luggage, doing the hygienic protocol, as well as asking all passengers to fill the form about the last fourteen days of travel history and health following the increasing spread number of Covid 19 in Indonesia. This kind of condition makes a lot of Indonesian travelers who have travel motivations for about almost 80 percent to travel abroad before the Covid 19 outbreak has decreased into half of the total percentage. This is strengthen by the fact stated by some owners in the travel industry (as reported by katadata.co.id) that hotel services and other hospitality services are being the hardest-hit industry affected by Covid 19 outbreak.

In short, the Covid 19 cases in Indonesia can be seen in the Table 2 as follows.

**Table 2. The Covid 19 Cases in Indonesia**



Source: Emerging Infection (Info Kementerian) (March 2020)

From the data above, it can be clearly stated that from day to day, the case number of Covid 19 in Indonesia has increased significantly and it has reached 309 cases (with total 25

death rates and 15 recovered rates) until March 20<sup>th</sup> 2020. CNN Indonesia claims that the death rate in Indonesia is regarded to be the highest rate in the whole world. The data also showed that the percentage of death rate in Indonesia is about 8.37% which is double the death rate in the world. With the high percentage of cases and death rates, there are more Indonesian travelers today who tend to be afraid of traveling abroad during this uncertain time.

Actually, there are several risks to travel during Covid 19, including something like travel disruptions, service cancellation, sudden border closing, and hotel quarantine (Trudeau, 2020). The Canadian Prime Minister Justin Trudeau has announced these four travel risks during Covid 19 that must be taken attention by all travelers all around the world, including all Indonesian travelers.

First, it is about travel disruption. Everyone who has the plan to travel around, whether it is in local or even in abroad, they will need to make sure that their trip is going well and no disruption during the trip. But, during the Covid 19 outbreak right now, it is more difficult to make the trip to go on its way since there are so many added things we need to prepare from the departure until the end of the trip. Anyone's trip would be really annoying if suddenly, due to the increasing number of victims of Covid 19, there are more and more tourist attractions are being closed temporarily. It is not including the risk of travel disruption when the local government tends to decide to close some stores for the sake of everyone's safety. According to the data from Kompas travel, there are 40% of Indonesian travelers who experiencing those kinds of travel disruptions when they travel abroad. For the example, Deni Nugroho (a businessman from Jakarta who went to travel to Japan at the end of last January 2020) said that he was supposed to go to Universal Studios in Tokyo but in fact, he could not entered that amusement park because it was temporarily closed.

Secondly, it is about service cancelation happens while traveling during Covid 19 outbreak all around the world. According to the data from katadata.co.id, it can be referred that there are numerous service cancelation happens during this uncertain time. For instance, there are many workshops and seminars are being canceled or rescheduled so that it is affected on the scheduled of hotel bookings, airplane tickets or train tickets or bus tickets, as well as transportation vouchers bought by the participants. In the tourism industry, this kind of traveling can be categorized into business travel. Another service cancelation can also happen to numerous tickets to enter the museum, tourist attractions, amusement parks, and any other hospitality services in order to avoid any gathered crowds and to support the program of creating social distancing.

Then, it's about sudden border closing. There are several countries especially in Europe and Canada which tend to restrict their border to slow the spread of Covid 19. Following America, Canada is now temporarily closing border to non-citizens in order to reduce traffic between domestic and international borders since March 10<sup>th</sup> 2020. The governors in the area of Canada and U.S are also closed all schools, hospitals, gyms, bars, restaurants, casinos, cafes, and any other public spaces. Also, they prohibited gatherings for more than 200 people (Trudeau, 2020).

Indonesia has also been restricted some international travel especially from China, Japan, and South Korea started from February 3<sup>rd</sup> 2020. Those who are just visiting China, Hong Kong, Taiwan, Japan, South Korea, and Macau are also banned to enter Indonesia, both for traveling in Indonesia and for transit. Besides that, the government of Indonesia has also delayed the visa service and free visa on-arrival for China citizens. Also, the government of Indonesia has declared about travel advisory to Singapore since the government of Singapore decides to increase the level of visiting to Indonesia from yellow to orange level. One Indonesian citizen who works in Singapore has reported to infect Covid 19 because she is infected by her boss.

The President of France, Emmanuel Macron, stated that France imposes a nationwide lockdown due to the high increasing number of Covid 19' victims throughout Europe. This action follows what is first done by the officials in Italy since Italy has become the hardest hit country in Europe because of Covid 19. Emmanuel declared that 'We are at war', as he prohibited public gatherings of any size as well as postponed municipal elections. Moreover,

Olivier Veran, France's Health Minister stated in his Twitter account about the needs of all citizens all over the world to work together to end this epidemic.

In Asia, there are also several countries which tend to decide to go for lockdown their countries in order to get rid of the high risk of Covid 19' infection. Countries like Singapore, China, and the last is Malaysia. The Prime Minister of Malaysia, Muhyiddin Yassin, informed about the lockdown in March 16<sup>th</sup> 2020 which is effective from March 18<sup>th</sup> until March 31<sup>st</sup> 2020. On March 17<sup>th</sup>, Joko Widodo informed that Indonesia might not do the lockdown because the government will focus more on policy to close schools, colleges, universities, and some offices for the duration of two weeks (until the end of March 2020).

The last risk is about quarantine including hotel quarantine risk. The meaning of quarantine here is more about self-quarantine such as the recommendation from Department of Public Health and Environment in Colorado stated about self-isolation from anyone who visited the state's most popular ski resorts like Aspen and Breckenridge. The self-isolation means that they need to get tested whether or not they have some Covid 19 symptoms.

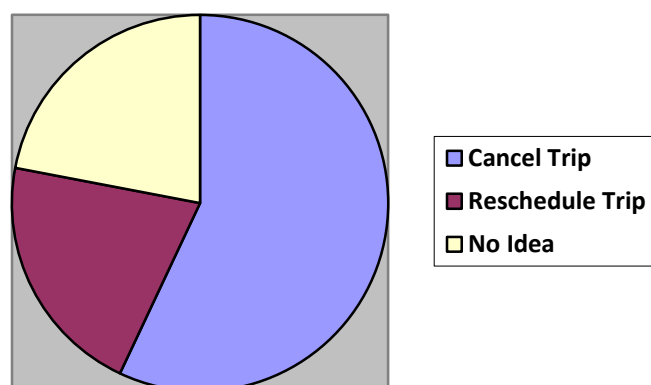
In Indonesia, there is a case where Four Seasons Hotel and Resort in Bali quarantines 54 staffs as precaution against Covid 19 (Jakarta Post, March 12<sup>th</sup> 2020). This policy has taken following the death of a British tourist from Covid 19 on the resort the day before. Indonesia has informed that everyone who has visited certain area or country tends to wish to do self-isolation for at least fourteen days. They can do self-isolation to just staying at home and only going out for buying everyday needs or for some urgent reasons.

Thus, based on those facts, the only sensible thing to do to get rid of Covid 19 is to stay at home. Even if it is needed to go somewhere, it is really substantial to always take precautions outlined by health agencies including remember to always wash hands after holding anything as well as remember to keep away from the crowds as much as possible and keep the social distance for at least 1-2 meters away (Abramson, 2020).

Joko Widodo, the President of Indonesia has announced the instruction to the media to stop any schools, colleges, and universities' activities from March 16<sup>th</sup> until March 28<sup>th</sup> 2020 as an effort to protect Indonesian people from the infection of Covid 19. All people in Indonesia are expected to follow all the instructions of the government in order to protect themselves and people around them. Also, President expected that all people choose to stay at home, work from home, and pray at home during 14 days of isolation (Joko Widodo's speech on March 15<sup>th</sup> 2020). This announcement means that even though the schools are closed day off, it doesn't mean that the parents can bring their children or teenagers to go on holiday because there are still many tasks they need to do and it is safer to stay at home, and minimizing contact with others.

Thus, in table 3 below, it can be seen that Indonesian travelers chose to cancel and reschedule their travel plans due to this uncertain Covid 19 period.

**Table 3: Data Collected from Indonesian Travelers Through Social Media  
([www.facebook.com/backpackerdunia/](http://www.facebook.com/backpackerdunia/))**



From Table 3, it can be concluded that there are 57% of Indonesian travelers who decide to cancel their future trip, 21% of Indonesian travelers decide to reschedule their future trip, and for about 22% of those Indonesian travelers who still do not know what to do with their travel plans. Thus, it is very clear to state that there is 78% of Indonesian travelers choose to cancel and reschedule their travel plans in the near future.

The direct impact is really happened especially in the hospitality industry. There are various segments under the hospitality industry which tend to feel the decline of the numbers of consumers including hotels, tour and travel agents, restaurants, public transportation services (airlines, trains, buses, taxis, and online vehicles), money changers, and many more tourism industries. For instance in Jakarta, the government of DKI Jakarta has announced its people to choose riding their own vehicles over using public transportation for certain period of time until the virus outbreak decline (Trans TV in Good Morning program, March 16<sup>th</sup> 2020). The government of DKI Jakarta has also announced that there will be re-arrange schedule for busway, MRT, and LRT. Busway and MRT will depart every 20 minutes (as before depart every 5 minutes), LRT will depart every 30 minutes (as before depart every 10 minutes). And the operated hour of MRT and LRT has changed from 6am to 6pm (as before operated from 5am to 12 am). All of those change scheduled of public transportations in Jakarta done in order to push people to start using their own car or motorcycle temporarily until the situation is under control.

One great effect of Covid 19 in Indonesia especially in the aspect of hospitality industry is that there are many tourism industries which tend to depend on the numbers of domestic travelers to travel in the local area. The owner of Padma Tour Organizer, Wina Sutoyo, said that there is the decreasing number of Indonesian travelers to travel abroad in the last two months. And not only about the quantities in traveling abroad, but also about travel motivations of these Indonesian travelers has decreased most this time due to the pandemic of Covid 19. These days, the government of Indonesia has declared that Indonesia is at 'yellow zone' of risk assessment level for Covid 19 (CDC, 2020). Covid 19 has become a pandemic in the whole world so that it can only be stopped if every element of the society can work together to start isolating themselves for the sake of saving the countries' population.

## **CONCLUSION**

Since the end of 2019, the world has been shocked by the virus attack which is popularly named as Covid 19 or recently called as Covid 19. This virus had started December 31<sup>st</sup> 2019 in Wuhan, China. Since that time, this virus has worldwide impact with the reported data claimed Covid 19 is affected more than 179 countries and territories in the whole world as well as one international conveyance (the Diamond Princess cruise which is harbored in Yokohama, Japan). This worldwide impact is generally hit hard travel and hospitality industries all around the world, including in Indonesia. Bali is considered to be one of the most affected areas in Indonesia which is hit hard by Covid 19 outbreak.

The growing fast number of Covid 19 spread in Indonesia since March 2<sup>nd</sup> 2020 has made most of the Indonesian travelers tend to be afraid of traveling abroad since most Covid 19 cases happened in Indonesia are affected by those who have just traveled abroad. Thus, there are 78% of the Indonesian travelers who decide to cancel and reschedule their future plans with the total percentage of 57% cancel their trip and 21% choose to reschedule their trip. And there are still 22% of them who still do not have any plans with their future travel.

According to Trudeau (2020), there are several risks to travel during Covid 19, including something like travel disruptions, service cancellation, sudden border closing, and hotel quarantine. The Canadian Prime Minister Justin Trudeau has announced these four travel risks during Covid 19 that must be taken attention by all travelers all around the world, including all Indonesian travelers.

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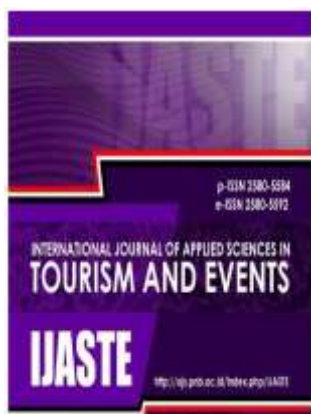
# Infrastructure Readiness to Support Sustainable Tourism Destinations in Bangka Belitung Islands

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## Abstract

**Purpose:** The purpose of this study was to determine how the readiness of infrastructure at tourist destinations in achieving sustainable tourism development in Bangka Belitung Islands, Indonesia.

**Research methods:** The method used in this study is the IPA (Importance Performance Analysis) which is used to measure a person's level of satisfaction with the performance of others. The sample used in this study were 400 samples.

**Results and discussions:** The results showed that the development of infrastructure at tourist destinations in the province of Bangka Belitung the main concern is the health facilities, security facilities, educational facilities and playing, the information center or the sale and handling of waste or garbage while the infrastructure is perceived less important and the level of satisfaction is at lower level, namely the availability of public transportation, bus stops, hotel/resort, souvenir shop/souvenirs, minimart, ATM/money changer as well as cultural and arts facilities, sports facilities, disable facilities, and lockers.

**Conclusion:** That the development of infrastructure at district/ town is located on the main priorities and strengthening the necessary infrastructure and development in order to satisfy the future be tourist infrastructure.

**Keywords:** readiness, infrastructure, destinations, sustainable tourism development

## INTRODUCTION

Readiness of tourist destinations to be visited by tourists in the tourist destination requires the construction and infrastructure compliance with the adjustment of the location and condition of the respective tourist destinations (Suwantoro, 2004; Herman, 2017). The development of infrastructure in tourist destinations for the condition and location was able to improve accessibility at tourist destinations, ultimately enhancing tourist destinations. The success of the development of tourist destinations should be through the stage of planning, support, and coordination among related institutions mature (Cetin & Bilgihan, 2016).

Bangka Belitung Province, Indonesia, is one that has a variety of tourist destinations, both marine tourism, nature tourism, historical tourism and ecotourism. Tourism development became one of the priorities of Bangka Belitung province, according to RPJMD Bangka Belitung province Years 2017-2022. The infrastructure is expected to support the success of tourism in Bangka Belitung Province (BAPEDA, 2018).

When traveling became one of the indicators, the satisfaction of tourists was met, not the infrastructure at tourist destinations visited. The expectation fulfillment infrastructure is increasing the number of tourists and the many tourists who do repeated visits to these destinations (Bressolles & Lang, 2019). Dewhurst (2001) and Burns (1995) mentions that the Sustainable Tourism Development is a concept in tourism which aspired by the people who understand the importance of sustainability, the emphasis on the sustainability of the development of a tourism area, with three aspects, environmental, social, cultural and economic (Nikolova & Hens, 2013; Mihalic, 2016).

It requires proper planning strategies and integrated by all stakeholders in its implementation. It is necessary for a detailed study on the readiness of the social infrastructure, the economy, and the environment that existed at the tourist destinations that have become the choice in this study for the realization of sustainable tourism development.

Suwantoro (2004) and Syriac (2017) explained that tourism is a process of the temporary departure of a person or heading somewhere else outside their homes. The urge his departure was due to a variety of interests, either because the interests of economic, social, cultural, political, religious, medical or other purposes such as a curiosity, adding to the experience or to learn line with the opinion (Yamashita 2015; Kiráľová and Pavlíčka 2015). Spillane (2015) revealed tourism is traveling from one place to another, temporary, done individually or in groups, to seek a balance or harmony and happiness to the environment in the social, cultural, nature, and science (Khotimah and Wilopo, 2017).

Brundtland (1985) states that Sustainable Development is the development that meets the needs of the present without compromising the ability of future generations to meet Reviews their own need. Over time, the concept of sustainable development was adopted into the concept of sustainable tourism (sustainable tourism development). Sustainable tourism development means "form of tourism that is consistent with natural, social, and community values that allow both host and guest to enjoy positive and worthwhile interaction and shared experience. "According to UNWTO, sustainable tourism is defined as tourism that takes into account the full impact of the economic, social, and environmental present and future, address the needs of visitors, industry (tourism), environment, and host communities (Ministry of Tourism, 2012). Sustainable tourism development is mostly concerned with ensuring that natural resources, social and cultural utilized for the development of tourism that can be enjoyed for generations to come. In the Charter for Sustainable Tourism (1995), sustainable tourism development is the development that can be supported ecologically well as economically viable, as well as ethically and socially equitable for society.

Various definitions of infrastructure interpreted them Rozy, and Koswara (2017) and Meidayati (2017) mentioned that infrastructure is a facility or the basic structure, equipment, installations are constructed and necessary for the functioning of the social system and the economic system of society (Khadaroo and Seetanah, 2007; Tamvakis and Xenidis, 2013; Grigg, Neil 2000). Other organizations, namely the Associated General Contractors of America (2002), revealed that infrastructure is a system of public facilities, both government-funded and private, that provide essential services and support the achievement of standards of living.

Based on the background, previous research and theories that support then this article aims to determine how the readiness of infrastructure at tourist destinations in achieving Sustainable Tourism Development in Bangka Belitung Islands.

## RESEARCH METHODS

The research was conducted in the province of Bangka Belitung Islands with criteria that is a tourist destination that has the highest tourist traffic in each area. The details are as follows: 1. South Bangka: Batu Belimbing and Tanjung Kerasak, 2. Central Bangka: Tapak Antu and Lake Kaolin, 3. Bangka Barat: Guest Houses Menumbing and Tanjung You, 4. Bangka: Tongaci Turkish and Turkish Matras, 5. Pangkalpinang: Pasir Padi and Bangka Botanical Garden, 6. Belitung: Mangrove Beach Gusong Bugis Savior Sebrang and Cape Coast High, 7. East Belitung: Replica SD Laskar Pelangi and Museum Kata.

This type of research is the study of combinations (mixed-method), which combines quantitative and qualitative research methods. This research is explanatory (analytical research), meaning research that explains the whole of the object being studied within certain limits, which measure the interests and expectations or satisfaction of tourists to the infrastructure in each destination that has been specified, using IPA (Importance Performance Analysis). This study was conducted using primary data obtained through questionnaires. This method is done by providing a list of questions to respondents. The analytical tool used is IPA (Importance Performance Analysis) (Arbore and Busacca, 2011)

The variables used in this study are tourism infrastructure, tourism destinations, and sustainable tourism development. The population in this study is that tourists who visit Bangka Belitung's archipelago as population and further samples were taken by using the formula Slovin (Sevilla et. Al., 1960). Calculation of the sample taken from the number of tourists visiting Bangka Belitung Province in 2018 as many as 425 942 people, so that:

$$n = \frac{425.942}{1 + 425.942((0,05))^2} = 400 \text{ sample}$$

A total of 420 questionnaires were distributed to respondents in selected tourist destinations in the District/City of Bangka Belitung province.

## RESULT AND DISCUSSION

### Importance Performance Analysis (IPA) Based on Destinations Infrastructure Readiness

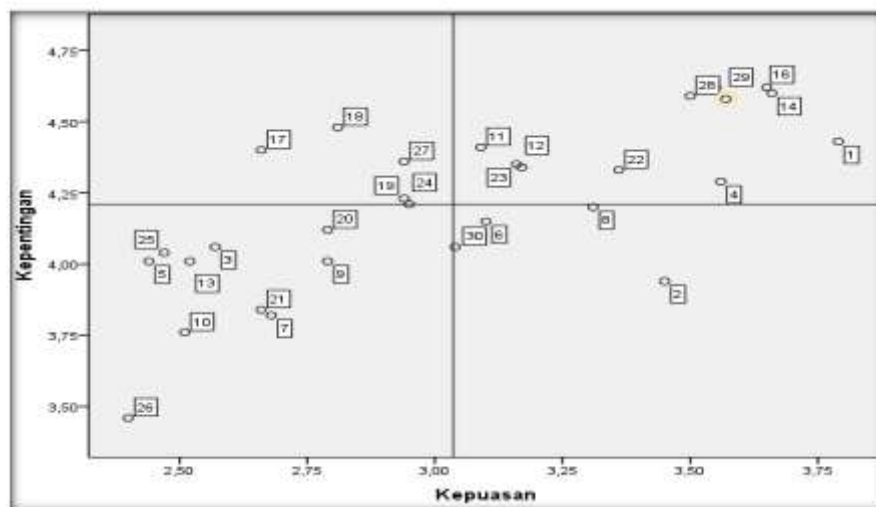


Figure 1. Analysis of Importance Performance Analysis Quadrant Model

Source: Adapted, 2019

Based on Figure 1 is known that the infrastructure is in quadrant A or a region a top priority among other infrastructure related to social infrastructure and environmental infrastructure, the health facility (17), facility security (18), educational facilities and playing (19), or promotional information center (24). There is an environmental infrastructure, namely the handling of waste (27). Infrastructure is in quadrant A region is considered to be not by what is expected by visitors to the destination (the perceived level of visitor satisfaction is still low) should be improved. Travelers want health facilities, security facilities, educational facilities, and play.

Other infrastructure associated with the path to the destination (1), parking (4), the telecommunications network (11), electricity (12), waste disposal (14), a toilet (15), praying (16), signage signpost (22), signage safety (23), water (28), and the infrastructure related to the availability of bins (29) are in quadrant B which means that the infrastructure must be

maintained and even had to be increased, so it remains an infrastructure which has by the expectations of tourists, so the level of satisfaction is relatively higher.

There is some infrastructure that is felt less important. The level of satisfaction is at a low level or quadrant C, the economic infrastructure such as the availability of public transportation (3), stop (5), hotel/resort (7), souvenir shop/souvenirs (9), minimart (10), ATM/money changer (13) as well as in terms of social infrastructure consisting of artistic and cultural facilities (20), sports facilities (21) disabled facilities (25), and lockers (26). The infrastructure is in quadrant region C is given infrastructure is located in a low condition, is less critical at this time.

The infrastructure is in quadrant past the quadrant D are perceived by visitors less essential and were deemed too excessive, among others in terms of economic infrastructure such as counter inside (2), gazebo (6), and the restaurant/diner (8) as well as environmental infrastructure such as drainage (30) perceived visitors are not too important. It felt quite match what they expect.

### Importance Performance Analysis (IPA) by District/City

Based on the analysis of Importance Performance Analysis (IPA) obtained the results of the analysis that the infrastructure is in Quadrant A and are in the region of highest priority among others counter inside (2), the availability of public transportation (3), parking (4), stops (5), restaurant/diner (8), cultural and arts facilities (20), signage safety (23), and disable facilities (25). This means that on these destinations have been unsatisfactory infrastructure travelers.

#### 1. South Bangka

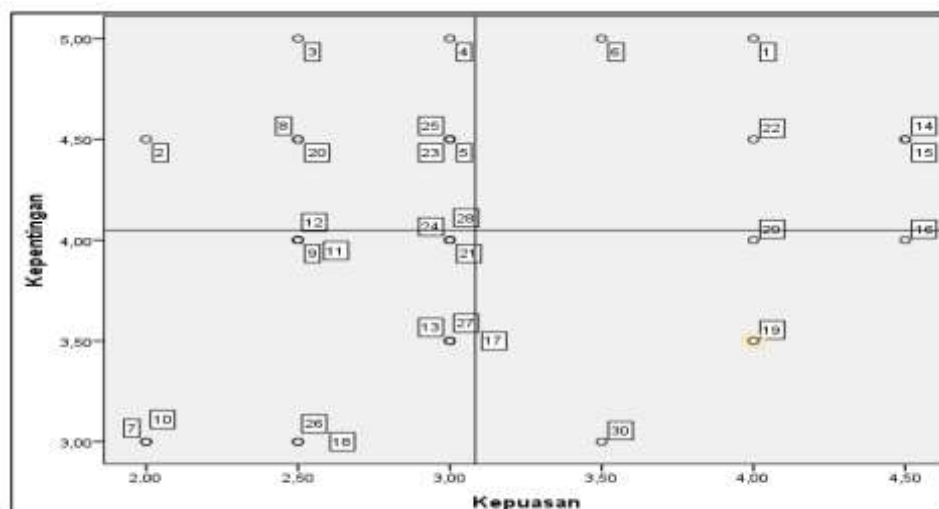


Figure 2. Importance Performance Analysis Results of the South Pacific  
Source: Processed, 2019

The infrastructure must be maintained as factors of seed and is considered important in the eyes of visitors or infrastructure are in quadrant B, among others the path to the destination (1), gazebo (6), waste disposal (14), a toilet (15), and sign post (22).

The infrastructure is in quadrant C include hotel/resort (7), souvenir shop (9), minimart (10), telecommunications network (11), electricity (12), ATM/money changer (13), facilities health (17), facility security (18), sports facilities (21), an information center (24), lockers (26), waste management (27), and water (28) is the infrastructure that are considered visitors less important. The level of satisfaction visitors are at a low level.

The infrastructure is in quadrant D that is considered to be the visitor does not matter because they have felt the satisfaction and already meets the needs of travelers when

traveling and the mosque (16), educational facilities and playing (19), waste disposal (29), and draenase (30).

## 2. Central Bangka

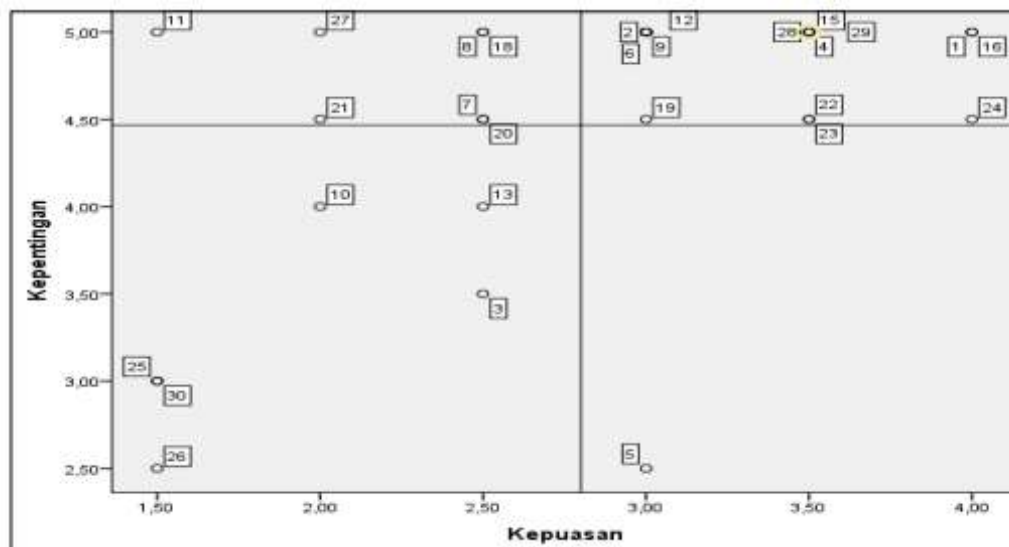


Figure 3. Result of Importance Performance Analysis of Central Bangka

Source: Processed, 2019

Based on the analysis of Importance Performance Analysis (IPA) obtained the results of the analysis that the infrastructure is in Quadrant A. An area of top priority which should receive attention is the hotel/resort (7), Restaurants/Public Eating (8), the telecommunications network (11), bins (14), health facilities (17), facility security (18), cultural and arts facilities (20), sports facilities (21), and the handling of waste (27). The desired condition by tourists is the availability of infrastructures such as they traveled.

The infrastructure must be maintained as factors of seed and is considered important in the eyes of visitors or infrastructure are in quadrant B, among others the path to the destination (1), the counter inside (2), parking (4), gazebo (6), souvenir shop/souvenirs (9), electricity (12), a toilet (15), educational facilities and playing (19), signage signpost (22), signage safety (23), an information center (24), water net (28), and bins (29).

Infrastructure in quadrant C, among others, the availability of public transportation (3), minimart (10), ATM/Money Changer (13), the facility disable (25), lockers (26), and draenase (30) is the infrastructure that are considered visitors less important and visitor satisfaction levels are at a low level.

The infrastructure is in quadrant D that is considered to be the visitors are not too important because tourists are satisfied with the infrastructure available today. There is only one (1) infrastructure in Quadrant D is stop (5).

### 3. West Bangka

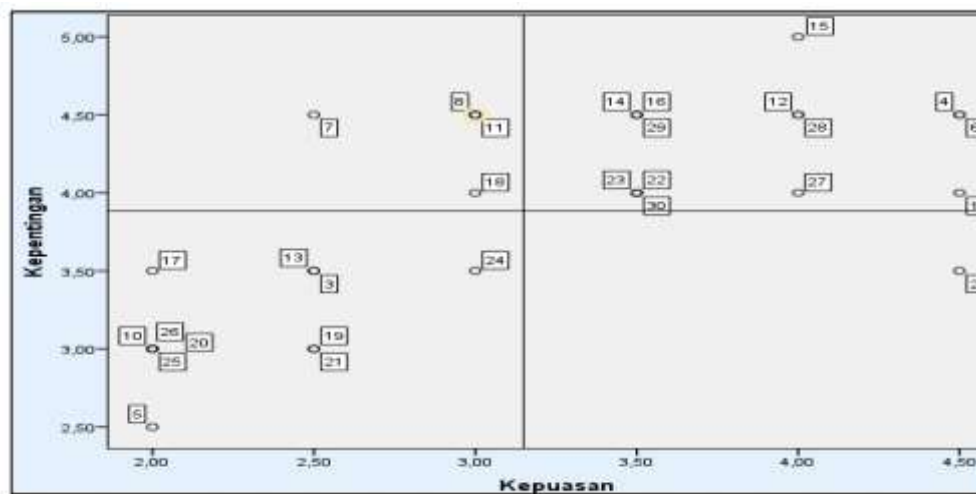


Figure 4. Importance Performance Analysis West Bangka  
Source: Processed, 2019

Based on the analysis of Importance Performance Analysis (IPA) obtained the results of the analysis that the infrastructure is in Quadrant A include hotel/resort (7), restaurant/diner (8), shop for souvenirs or souvenirs (9), Telecommunication Network (11) and Facility Security (18). There are five (5) infrastructure that is on the main priority areas and tourists feel dissatisfied with the condition, they want when they are on Pasanggrahan Menumbing and Turkish destinations Tanjung Kalian available hotels, restaurants, souvenir shops, telephone networks and facilities guaranteed security.

The infrastructure must be maintained as factors of seed and is considered important for travelers who are in quadrant B, among others the path to the destination (1), parking (4), gazebo (6), electricity (12), waste disposal (14), toilet (15), praying (16), signs signpost (22), signage safety (23), waste management (27), water (28), waste disposal (29) and draenase (30). This means that infrastructures are already perceived to be quite satisfactory for tourists.

The infrastructure is in quadrant C is the availability of public transportation (3), stop (5), minimart (10), ATM/money changer (13), health facilities (17), facilities edukasi and play (19), cultural facilities and arts (20), sports facilities (21), an information center (24), disable facilities (25) and the availability of lockers (26) is an infrastructure that is considered less important visitors and visitor satisfaction levels are at a low level.

The infrastructure is in quadrant D the availability counter inside (2) considered the visitors are not too important for travelers, there is a tendency even if it is not available counters they considered better because it will not be charged admission.

#### 4. Bangka

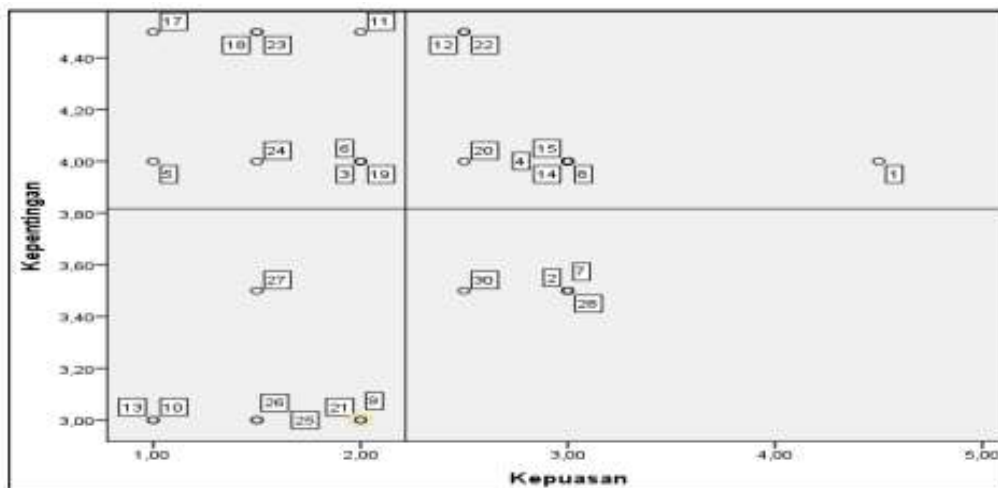


Figure 5. Importance Performance Analysis (IPA) Bangka  
Source: Processed, 2019

Based on the analysis of Importance Performance Analysis (IPA) obtained the results of the analysis that the infrastructure is in Quadrant A and are in the region of highest priority, among others, the availability of public transportation (3), stop (5), gazebo (6), the telecommunications network (11), health facilities (17), facility security (18), educational facilities and playing (19), and the signs of salvation (23).

The infrastructure must be maintained as factors of seed and is considered important in the eyes of visitors or infrastructure are in quadrant B, among others the path to the destination (1), parking (4), the restaurant/diner (8), electricity (12), places trash (14), a toilet (15), cultural and arts facilities (20), and ramburambu signpost (22).

The infrastructure is in quadrant C include gift shop/souvenir (9), minimart (10), ATM/money changer (13), sports facilities (21), the facility disable (25), lockers (26), and handling waste (27) is an infrastructure that is considered less important visitors and visitor satisfaction levels are at a low level.

Infrastructure is at the counter inside the quadrant D (2), hotel/resort (7), water (28) and draenase (30) is considered the visitors are not too important. However, the infrastructure must remain available as control to calculate the number of tourists visiting and the revenue opportunities for destination managers.

#### 5. Pangkalpinang

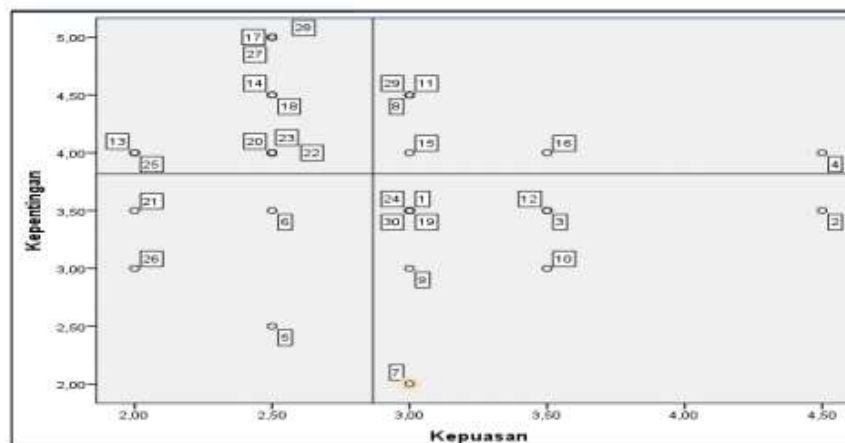


Figure 6. Result of Importance Performance Analysis (IPA) Pangkalpinang  
Source: Processed, 2019

Based on the analysis of Importance Performance Analysis (IPA) obtained the results of the analysis that the infrastructure is in Quadrant A and are in the region of highest priority among other ATM/money changer (13), waste disposal (14), health facilities (17), facility Security The ( 18), cultural and arts facilities (20), signage signpost (22), signage safety (23), disable facilities (25), waste treatment (27) and water (28). With the availability of different types of infrastructure then the tourists will be satisfied and will be able to do a repeat visit.

The infrastructure must be maintained as factors of seed and is considered important in the eyes of visitors or infrastructure are in quadrant B include parking (4), the restaurant/ diner (8), the telecommunications network (11), a toilet (15), praying ( 16), and bins (29).

There are four (4) infrastructure, which are in quadrant C is stop (5), gazebo (6), sports facilities (21), and lockers (26). The infrastructure Infrastructure- although the infrastructure is low priority but needs strengthening and development so that future travelers be satisfactory infrastructure.

The infrastructure is in quadrant D are perceived by visitors are not too important because tourists have felt the satisfaction of the infrastructure that is the path to the destination (1), the counter inside (2), the availability of public transportation (3), hotel/resort (7), shop souvenir/gift (9), minimart (10), electricity (12), educational facilities and playing (19), an information center (24) and the last of the draenase (30).

## 6. Belitung

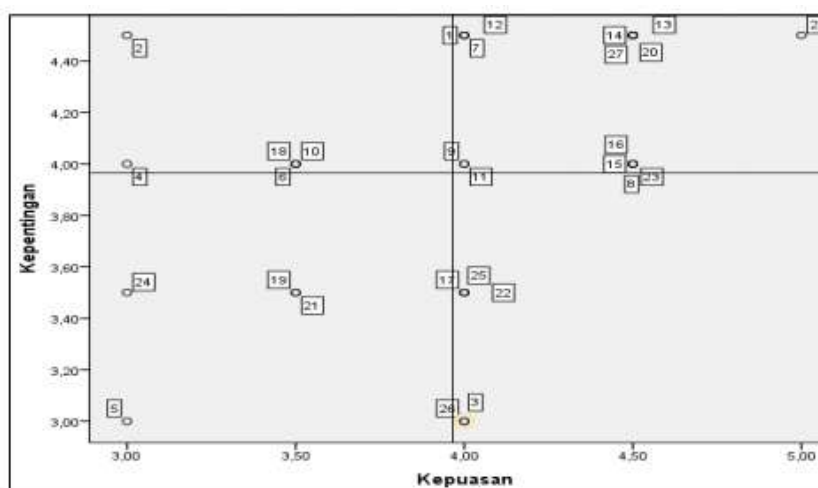


Figure 7. Importance Performance Analysis Results Belitung  
Source: Processed, 2019

Based on the analysis of Importance Performance Analysis (IPA) obtained the results of the analysis that the infrastructure is in Quadrant A and are in the region of highest priority among others counter inside (2), parking (4), gazebo (6), minimart (10), and facilities security (18).

The infrastructure must be maintained as factors of seed and is considered important in the eyes of visitors or infrastructure are in quadrant B, among others the path to the destination (1), hotel/resort (7), restaurant/diner (8), souvenir shop/souvenirs (9), the telecommunications network (11), electricity (12), ATM/money changer (13), waste disposal (14), a toilet (15), praying (16), cultural facilities and arts (20), safety signs (23), waste management (27), water (28), and bins (29).

The infrastructure is in quadrant C there are four (4) Infrastructure among others stop (5), educational facilities and playing (19), sports facilities (21), and an information center (24) is the infrastructure that are considered visitors less important and the level of visitor satisfaction is at a low level. This infrastructure included in the category of low priority but still have to get the attention of the destinasi development separately in the future.

Infrastructure in quadrant D are perceived by visitors are not too important because tourists have been satisfied with the infrastructure provided at both destinations, such as the availability of public transportation (3) because the tendency of travelers use personal vehicles and rental when traveling. , Health facilities (17), signage signpost (22), disable facilities (25), and lockers (26).

## 7. East Belitung

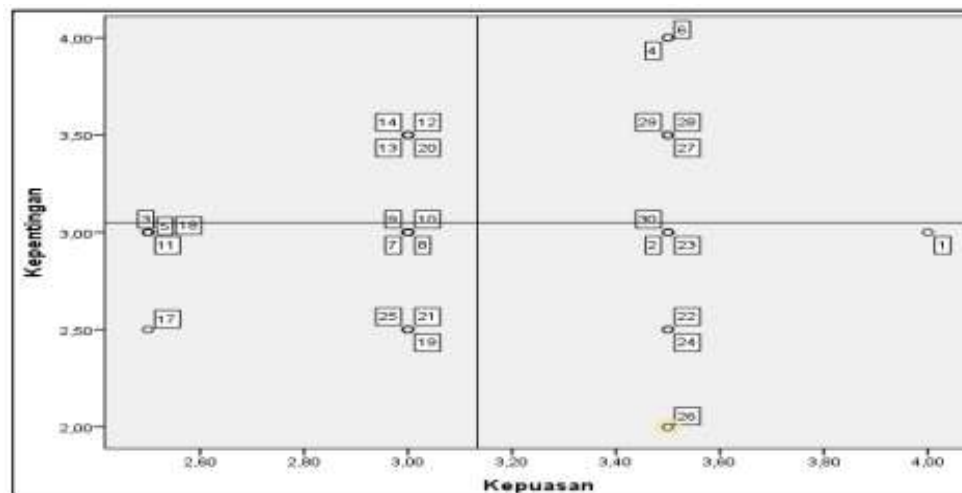


Figure 8. Result of Importance Performance Analysis (IPA) East Belitung  
Source: Processed, 2019

Based on the analysis of Importance Performance Analysis (IPA) obtained the results of the analysis that the infrastructure is in Quadrant A and are in the region of highest priority, among others, electricity (12), ATM/money changer (13), waste disposal (14) and cultural facilities and arts (20).

The infrastructure must be maintained as factors of seed and is considered important in the eyes of visitors or infrastructure are in quadrant B include parking (4), gazebo (6), waste management (27), water (28), and bins (29).

The infrastructure is in quadrant C, among others, is the infrastructure that are considered visitors less important and the level of visitor satisfaction is at a low level, among others, the availability of public transportation (3), stop (5), hotel/resort (7), restaurant/diner (8), souvenir shop/souvenirs (9), minimart (10), the telecommunications network (11), health facilities (17), facility security (17), educational facilities and playing (19), sports facilities (21), and disable facilities (25).

The infrastructure is in quadrant D are perceived by visitors are not too important and already provide maximum satisfaction for tourists. It's just still do treatment and proper management of infrastructure such as the path to the destination (1), the counter inside (2), toilet (15), praying (16), signage signpost (22), signage safety (23), lockers (26), and drainage (30).

Infrastructure being put in question in the questionnaire which asked to travelers on destinations which is the object of research in this research as follows:

**Table 1. Data Infrastructure Economic, Social and Environmental**

No. Instrument	Information	Infrastructure Type
1	Road to the Destination	Economic Infrastructure
2	Entrance Counter	
3	Public Availability of Transportation	
4	Parking	
5	Stop	
6	Gazebo	
7	Hotel / Resort	
8	Restaurant / Food stall	
9	Souvenir shop / souvenir	
10	Mini Market	
11	Telecommunications Network	
12	Electricity	
13	ATM / Money Changer	
14	Toilet	Social Infrastructure
15	Islamic Prayer Room	
16	Medical facility	
17	Security Facilities	
18	Educational and Play Facilities	
19	Cultural and Arts Facilities	
20	Sports facilities	Environmental Infrastructure
21	Road Signs	
22	Safety Signs	
23	Information Center	
24	Disable facilities	
25	Locker	
26	Waste Management	
27	Clean water	
28	Trash Can	
29	Drainage	

Source: Adapted, 2019

## CONCLUSION

It is generally known that the development of infrastructure at tourist destinations in the province of Bangka Belitung the main concern is the health facilities, security facilities, educational facilities and playing, the information center or the sale and handling of waste or garbage while the infrastructure is perceived less important and the level of satisfaction is at lower level, namely the availability of public transportation, bus stops, hotel/resort, souvenir shop/ souvenirs, minimart, ATM/ money changer as well as cultural and arts facilities, sports facilities, disable facilities, and lockers.

That the development of infrastructure at district/ town is located on the main priorities and strengthening the necessary infrastructure and development in order to satisfy the future be tourist infrastructure.

West Bangka with infrastructure is a top priority, among others, the availability of hotels, restaurants, souvenir shops, telephone networks and facilities security is assured, while the type of infrastructure that is located on a lower priority but needs strengthening and development so that in the future the infrastructure of a satisfactory rating, among others, the availability of public transportation, bus stops, minimart, ATM/ money changer, health facilities, facilities education and play, artistic and cultural facilities, sports facilities, information center, disabled facilities and the availability of lockers.

Bangka with infrastructure a top priority among other public transportation, bus stops, gazebo for relaxing, telecommunications networks, medical facilities for the anticipated tourist sick, security facilities, educational facilities and play for families and sign safety and infrastructure located on low priority but need strengthening and development so that future travelers be satisfactory infrastructure, among others, the gift shop/ souvenirs, minimart, ATM/ money changer, sport facilities, disabled facilities, lockers, and waste handling.

South Bangka Regency obtained results of the analysis of IPA that infrastructure is a top priority among others counter inside, the availability of public transportation, parking, bus stops, restaurants/ food stalls, cultural facilities and arts, signs of safety, and facilities disabled, while the infrastructure is located at low priority but needs strengthening and development so that in the future the infrastructure of a satisfactory rating among other hotel/resort, souvenir shop/souvenirs, minimart, telecommunication networks, electricity, ATM/money changer, health facilities, security facilities, sports facilities, information center , lockers, waste treatment and clean water.

Central Bangka obtained results of the analysis of IPA that infrastructure is a top priority among other hotel/resort, restaurant/Public Eating, telecommunications networks, trash, health facilities, security facilities, cultural facilities and arts, sports facilities, and waste handling, while infrastructure located on a low priority but needs strengthening and development so that future travelers be satisfactory infrastructure, among others, the availability of public transportation, minimart, ATM/ Money Changer, disabled facilities, lockers, and drainage.

Belitung obtained results of the analysis of IPA that infrastructure is a top priority among others counter inside, park, gazebo, minimart, and facility security, while the infrastructure is located on the low priority but needs strengthening and development so that in the future the infrastructure of a satisfactory rating among other stops, educational and play facilities, sports facilities, and an information center.

East Belitung obtained results of the analysis of IPA that infrastructure is a top priority among other things electrical, ATM/money changer, trash and cultural facilities and art, while the infrastructure is located on the low priority but needs strengthening and development so that the future becomes the infrastructure that satisfy travelers between Additional availability of public transportation, bus stops, hotel/resort, restaurant/ food stalls, souvenir shops/ souvenirs, minimart, telecommunications networks, medical facilities, security facilities, educational and play facilities, sports facilities, and disable facilities.

Result of IPA analysis that Pangkalpinang infrastructure is a top priority among other ATM/money changer, trash, health facilities, security facilities, cultural facilities and arts, sign directions, sign safety, disabled facilities, waste treatment and clean water, while the infrastructure is located on a low priority but needs strengthening and development so that future travelers be satisfactory infrastructure among other stops, gazebo, sports facilities, and lockers.

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# Role of External Stakeholders in Tourism Development and Community Empowerment

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## Abstract

**Purpose:** This paper explores the external stakeholder role in empowering the local community in tourism development. The objectives are examined through Namo Sialang village communities, a case study that purposefully selected to represent communities where tourism was developed in a bottom-up approach, which is a good start for community empowerment

**Research methods:** The approach used is an in-depth interview with stakeholders that involved in tourism development in the village.

**Results and discussions:** The finding indicated that stakeholder activities more likely to create 'power over' within the community, which is an unexpected outcome for community empowerment. It is because their activities are focused only on certain community group (e.g., tourism industry member, tourism organization member) and have not considered the wider community. The material was given also more likely focused on tourist needs, and not for what community needs.

**Conclusion:** In essence, the stakeholders involved in tourism development in the village have not applied an empowering approach for the community.

**Keywords:** *government, local community, NGO, role, sustainable tourism*

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## INTRODUCTION

Empowerment theory advocates community-based initiatives as an advanced tool for sustainable development (Ahmad and Talib, 2015). Empowerment theory start known in western countries for more than three decades (Sadan, 2004); and used in a number of disciplines namely political science (Friedmann, 1992), women studies (Rowlands, 1997), psychology (Zimmerman, 1995), education (Freire, 1974), health study (Wallerstein, 1992), community development (Pigg, 2002) and tourism (Scheyvens, 1999, Sofield, 2003, Aghazamani and Hunt, 2017). Community empowerment is aim to give a community greater control over their resources and its utilization that affect their lives (Garrod, 2003). From the review, Aghazamani and Hunt (2017) suggested that empowerment is typically assessed via single-shot case studies that focus on outcome rather process. Still few scholars that focused on community empowerment process, particularly the role of an external stakeholder in achieving expected outcome of community empowerment.

The term "empowerment" has various definitions and content. However, the concept generally contains two ideas, empowerment as a process and empowerment as an outcome (Alsop and Heinsohn, 2005, Pigg, 2002). As a process, community empowerment refers to a process of power transfer or control to another, both individuals and communities (Alsop and

Heinsohn, 2005, Pigg, 2002), so they can have more control to determine their affair (Sadan, 2004, Zimmerman, 1995). Power, in empowerment context, refers to an ability of an actor, individual or collective, to affect the actions of another.

Empowerment theory extended to tourism in the 1980s. Akama (1996) first proposed the necessity of community empowerment for tourism, then Scheyvens (1999) proposed an empowerment framework as a suitable mechanism to analyze tourism impacts on local communities. Empowerment is one of the twelve agenda for sustainable tourism which aim is to increase local control, which means, “to engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders” (UNEP and UNWTO, 2005). Community empowerment is seen as a way of achieving sustainable tourism development (Li and Hunter, 2015, Sofield, 2003, Scheyvens, 1999, Timothy, 2007). Local community needs to be empowered so they can determine whether tourism is an appropriate action to pursue; to have control over tourism development (Scheyvens, 2002); to define the forms of tourism they want to develop and the mechanism of cost-benefit distribution to maximize the benefits their receive (Akama, 1996).

Sofield (2003) defined empowerment as *a multi-dimensional process that provides communities with a consultative process often characterized by the input of outside expertise*. In a tourism context, outside stakeholders may be involved as external agents in community empowerment. Support and active participation by external stakeholders are factors, among others, that support (or hinder) sustainable tourism development (Moscardo, 2005, Kontogeorgopoulos et al., 2014). Literature has indicated that support and participation from stakeholder are few factors, among others, that support sustainable tourism development (Moscardo, 2005). In community empowerment, tourism stakeholder has a role as an external change agent (Sadan, 2004) and sources of support (Steiner and Farmer, 2017). Stakeholders can act as a facilitator to link individual or community to development; and to support action and participation through encouragement and a continuation facilitation effort (Arai, 1997, Timothy, 2007). Tourism stakeholders generally consist of government at different levels, non-government organizations (NGOs), tourism industry members, educational institutions, tourists, and local communities (United Nations Environment Programme and Organization, 2002). Each has their own role in community empowerment in tourism development process (Figure 1).

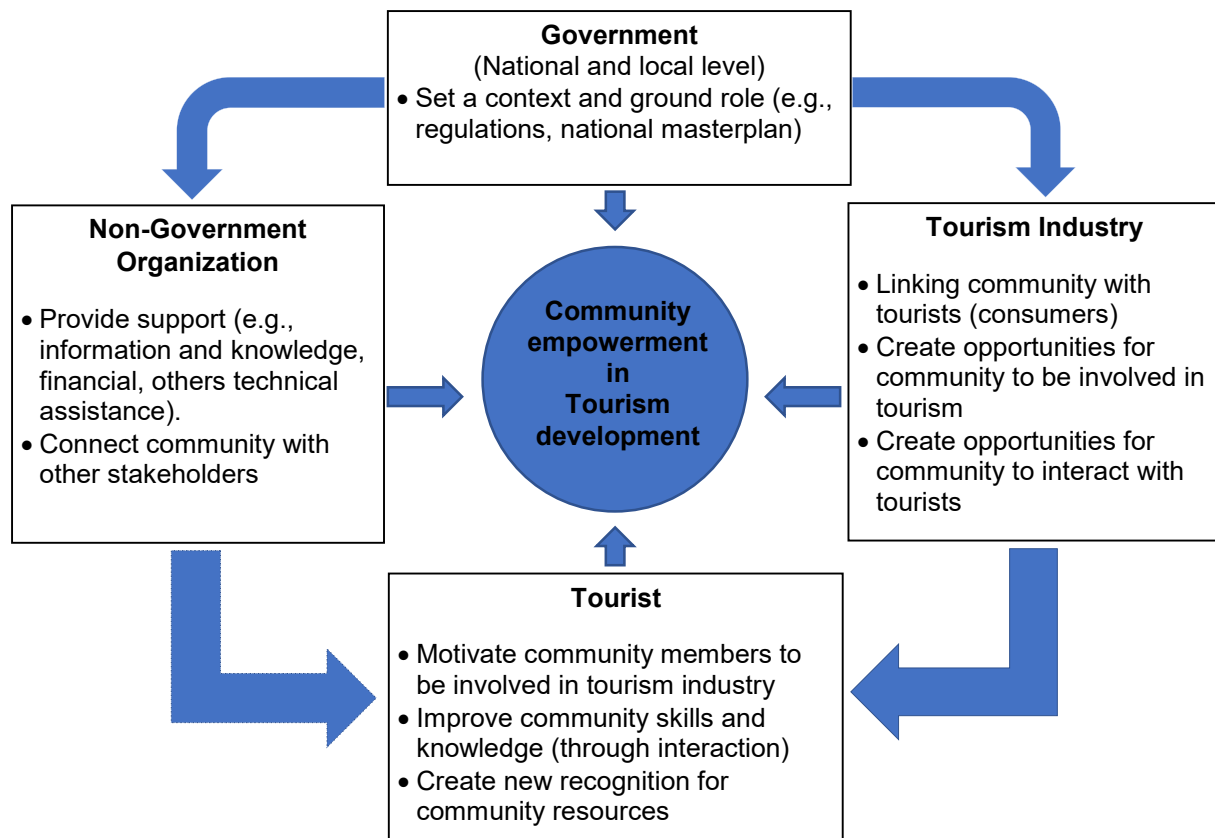


Figure 1. Tourism stakeholder's role in community empowerment

Source: Tourism stakeholder's role in community empowerment (Scheyvens, 2002, Drumm and Moore, 2005, Ruhanen, 2013, Sofield and Li, 2007, Zeppel, 2006, Gorica et al., 2012, Nikkhah and Redzuan, 2010, Cole, 2007, Moscardo, 2005).

Empowerment is an ongoing and fluctuating process (Arai, 1997); therefore, the role of external agents will also changing in the empowerment process. Community empowerment is not just about communities changing as they 'become empowered', but also about stakeholder changing the way they work, to take more 'empowering approaches' (CDX & Changes, 2008). They also suggested five dimensions as a framework for planning work to empower communities such as confident, inclusive, organized, co-operative and influential.

Related to stakeholder role in tourism development, one of the important threads in debates about sustainable tourism and empowerment is community involvement or participation, and it is acknowledged that the quality and level of participation varies across regions, particularly in developing countries. One factor that inhibits community participation is the top-down approach to planning or decision-making, whereby decision-making power lies with government or stakeholders with 'official' standing (e.g., NGO), leaving little role for local communities (Wall and Mathieson, 2006, Garrod, 2003, Zeppel, 2006, Wilkinson and Pratiwi, 1995). In some cases, planning is administered by 'outsiders', including government officials, who may view the community as 'an object' of development and design programs based on 'what the outside stakeholders can do' rather than 'what the community needs' (Narayanan, 2003). Furthermore, the unequal power between stakeholders and communities in decision-making often limits the community's ability to obtain tourism benefits, thereby further inhibiting community empowerment (Coria and Calfucura, 2012, Narayanan, 2003, Wilkinson and Pratiwi, 1995).

The recognized limitations of a top-down approach to tourism planning has led to calls in the development literature for bottom-up participatory approach, which is seen as offering the greatest potential to effect the necessary changes in local stakeholders' attitudes and actions (Garrod, 2003, Wall and Mathieson, 2006, Byrd, 2007, Narayanan, 2003). This

approach involves public participation in tourism development and encourages communities to take greater control of their future by becoming involved in the planning process (Wall and Mathieson, 2006). In this way, empowerment offers a way for communities in developing countries to have control over certain developments in their area to reduce the negative impacts and to increase benefits from the development to enhance their quality of life (Scheyvens, 1999, Sofield, 2003, Aghazamani and Hunt, 2017, Scheyvens, 2002).

Based on the discussion above, there is a need to identify the roles of external stakeholders to empower the community in tourism development; as highlighted by Dolezal (2015) that the interaction between all stakeholders need to analyze since they will create the local spaces of empowerment or disempowerment in a particular area. By identifying, it is possible to gain insights into tourism development process and determined critical factor(s) that encourage and or inhibit the achievement of sustainable tourism goal including local community empowerment. Therefore, this article will explore how tourism stakeholder role in empowering local communities in Indonesia. To answer the central question, several objectives have been defined: who are the stakeholders involved; what is their motivation for their involvement; what role does community empowerment have in these motivations; and what is the role of various stakeholders in community empowerment, related to tourism development in the areas?

## RESEARCH METHODS

The research objectives are examined through Namo Sialang village that purposefully selected to represent communities where tourism was developed in a bottom-up approach. Administratively, the village is located at Langkat District, North Sumatera Province, adjacent to Gunung Leuser National Park (GLNP). The village has one tourism destination namely Tangkahan Ecotourism Destination, one of tourism destination in Indonesia that is developed based on local community initiatives. Tangkahan has a variety of natural attractions (e.g., plantation area, hot springs, waterfalls, caves, cliffs, high diversity of flora and fauna, and tropical rainforest) (Wijaya, 2009). Tangkahan also has another attraction, which is a trained elephant.

Tangkahan is famous for being managed by the local community. The word "community" and the behavioral change from illegal loggers to tourism operators are the icons of the region's renowned. The community has been involved in the planning process. Tourism development at Tangkahan area started at the end of 1980 when several main actors of the illegal logger who released from prison took the initiative to open a tourism destination. The increase of the tourist, lead to conflict between illegal loggers and guides whose trying to protect their guests, and competition between tourism actors. In 2000, the community collaborated with stakeholder (e.g., NGOs, journalist, academician, government) to eradicate illegal logging activities that lead to conflict between illegal logger with the tourism industry and make the tourism activities in Tangkahan stop. In 2001, tourism activities revived again that pioneered by young generation who want to improve their economic condition. Those young people formed Tangkahan Simalem Ranger that initiated tourism development activity. On 19 May 2001, on the initiative of Tangkahan Simalem Ranger, the community agreed to develop tourism and formed a tourism organization, named *Lembaga Pariwisata Tangkahan* (LPT – Tangkahan Tourism Organization). The community also elected organization board through the voting process, developed management framework and basics principle of tourism development.

In 2002, the community made an agreement with GLNP manager, which is the first phenomenon in Indonesia, since the regulation obliges every stakeholder who wants to conduct tourism activities in national parks should apply to get a specific permit (*Ijin Pengusahaan Pariwisata Alam/ IPPA*). The GLNP manager gave legal rights to the community through LPT to manage part of the national park area. In return, the village's community is responsible for maintaining and protecting national park resources. LPT is the first community institution that has legal empowerment from the central government to manage and organize tourism activities at the national park area. In early 2003, LPT becomes an open organization for the entire village community. It means that the entire community is a member of LPT, which

have the same rights and obligations. In the restructuring process, Tangkahan Simalem Ranger becomes one of LPT division. At that time, the LPT also formulated Village Regulation of Tangkahan Ecotourism Zone, which regulates all social life aspects, natural resources conservation, local economy, the role of youth, customs, religious and regional spatial planning in ecotourism development. This regulation is the first regulation which directly regulates conservation aspect and social institutions, that participatory designed. In the same year, there is an extended of an agreement between the GLNP manager and head of LPT, related the allocation of entrance fee and permit fee between them. Support from various stakeholders such as NGOs, universities and local government began to arrive (The Government of Langkat District, 2010, Harahap, 2012).

Tangkahan ecotourism was officially launched in 2004 and get the national award of "Innovation of Indonesian Tourism" from Minister of Culture and Tourism for their management model (i.e., the participatory approach) (Kaur, 2010). In the end 2016, the agreement with GLNP manager is expired. Due to the implementation of new regulation (Government regulation No. 36 the year 2010), the community should apply to get a permit to manage tourism activities in the protected area (IPPA). It caused the conflict within tourism organization and between tourism organization and the village government. The village government wants to cooperate and collaborate with the tourism organization and to be more involved in Tangkahan management, while the tourism organization seems to reluctance to cooperate. The conflict also occurred between younger and older generation. The younger generation wants to improve the tourism development and makes some changes in tourism management, including build collaboration with the village government, while the older still want to manage the tourism as they have before.

The research employed in-depth interviews approach since it considered an appropriate tool to use in planning and evaluating programs because they use an open-ended, discovery-oriented method, which allows the interviewer to explore the respondent's feelings and perspectives on a subject (Guion et al., 2011). In-depth interviews are useful for learning about individual's perspectives. This technique is an effective qualitative method to achieve research objectives since it can get people to talk about their personal feelings, opinions, and experiences of their involvement in tourism development in the research setting (Mack et al., 2005). In-depth interviews conducted with tourism stakeholders (United Nations Environment Programme and Organization, 2002) such as local government representatives, tourism operator/industry, tourism organization representatives, NGO representatives, national parks managers and extension officers. The researchers have interviewed 28 people from five type of tourism stakeholders.

For the first interviewee, the researchers approach those who have an authority in tourism activities the area (e.g., the case study area's leader or tourism organization leader), as the first participant, assuming that they have broad knowledge related to tourism development in the case study areas. Then the researchers ask him/her about the person from other institution that can be a potential participant and then approach those people or institution that recommended or mentioned by the previous participant. An interview guide developed based on the research questions that were used as an indicative guide when conducting interviews (Kvale, 1996 as cited at Guion et al., 2011). Several themes ask in the interview process are key informant background, organization profile, role, motivation, program/activities of community empowerment in tourism development in the area.

The sampling method used to select participant are purposive and snowball sampling. Purposive sampling is a type of nonprobability sampling where the units observed are chosen by the researchers' judgment about which ones will be the most useful or representative. Snowball sampling often employed in field research whereby each person interviewed may be asked to suggest additional people for interviewing. In snowball sampling, the researchers collect data on the few members of target population he or she can locate, and then asks those individuals to provide the information needed to locate other members of that population whom they happen to know (Babbie, 2007).

Steps that taken to analyze the results of interviews are transcribing, analyzing, verifying and reporting (Kvale (1996) cited at Guion et al., 2011). Transcribing involves

creating a verbatim text of each interview by writing out each question and answer. The interviewer's side notes also included in the transcription, and properly labeled in a separate column or category. Further, to identify the themes and ideas, the data were coded manually. The researchers using open coding that involves the breaking down of data into its parts and looking for similarities and differences. The researchers used the topics and questions to organize the analysis, in essence synthesizing the answers to the questions that have been asked. Then, the data analyzed to identify patterns, themes, and ideas, from both existing theories and new issues which arose from the fieldwork, that are supported by interview quotations or observations. The themes then organized to interpret the findings and to produce a comprehensive and critical summary. The researchers described and analyze the findings from two case study communities separately. In the end, the researchers conduct comparative analysis to generate similarities and differences which led to the main conclusions of the research.

## **RESULT AND DISCUSSIONS**

### **Tourism Stakeholder Profile**

Stakeholders involved in tourism development in Namo Sialang village are local government (village government); central government (GLNP manager – representative of Ministry of Forestry); NGOs (i.e., tourism NGO - INDECON; wildlife NGO – CRU and OIC); tourism organization (LPT); and tourism industry. Some stakeholders (i.e., village government, central government, tourism NGO) were involved since the initial stage, while other NGOs involved in mid-stage. Each stakeholder has a different role in the development. In the initial stage, the village government involved in most of the tourism development (e.g., planning process, management activities). In current time, the village role is as an advisor for tourism development process; to support the LPT in legal aspect (e.g., sign a letter that needed by tourism organization); and to maintain safety and security in the village. For the central government involved because their main responsibility is to protect the national park area. Their role is to support and facilitate community in legal aspect and community capacity building. The tourism NGO is a non-profit organization focusing its activities on developing and promoting ecotourism in Indonesia. Its vision is to become the center of Indonesian ecotourism research, development, training and promotion. The mission is to develop and promote ecotourism in Indonesia to conserve biodiversity and culture as tourism assets.

Wildlife NGOs involve in tourism development are OIC and CRU. OIC involved since 2001 and works to raise community awareness to relate to Sumatran orang-utan conservation strategies. Their involvement is more likely 'on-off involvement'. They only involve when there is Orangutan issues/problem needed to address (e.g., when some of them are sick, injured, human-wildlife conflict). OIC mission is to contribute to saving Indonesian wildlife (i.e., Orangutan and its habitat). Therefore, since Tangkahan is an essential habitat for the Orangutan, and tourism can affect orangutan negatively, therefore the organization need to involve and intervene in the tourism activities. CRU, the only NGO that has a representative stay in the village, is a program conducted since 2003 by FFI, which co-operated with the national park and LPT. Its mission is to conserve threatened species and ecosystems. Initially, CRU worked at Tangkahan to support national park program (e.g., conflict mitigation and community-based forest safeguards schemes). Then, since the community has an intention to improve their welfare by developing tourism activities so that the organization felt necessary to support their effort. CRU support them with their resources such as the elephant patrol and their mahouts with unique skill, knowledge, and experiences, which used as a tourist attraction.

Tourism organization that plays an important role in Tangkahan is LPT, which is an official caretaker that responsible to organize and manage tourism development process (i.e., planning, organizing and monitoring activities). The organization, which consist of local community, works collaboratively with the GLNP manager to manage and organize tourism development. LPT missions are to preserve and utilize the potential of non-timber forest products and environmental services in GLNP; to develop Tangkahan tourism area into an international tourism destination; to strengthen potential production sectors in the village, and

develop global interconnection network. The objectives of LPT strategy are to protect, conserve, and utilize GLNP in a sustainable manner and to increase local community capacity so they will be able to optimize potential development. On a daily basis, the institution role is to manage tourism activities in the area (e.g., Organize guides and visitor management). In tourism management, LPT implements “one gate management system”, which means every activity that takes place in the area should go through or get permission from LPT. Any stakeholders who want to do some activities or cooperate with the community or other stakeholders that exist in the area should inform and discuss it with the LPT board. In term of benefit sharing, LPT shares 2.5% revenue from tourism with the village government.

Several tourism industries available are accommodation, tour operator, and guide. All those are a family business. Some owned by the local community, and some others owned by Bukit Lawang people. They build the business to increase family income and open new employment opportunity for local people. For tour operator, there is only one tour operator that operates in the area, namely the Community Tourism Operator (CTO), which is one of LPT division that *manages* tourism product, marketing, and tourist activities; and handling a tourist admission to enter the national park.

### **Stakeholder Motivation and Purpose**

In general, most stakeholders have similar motivation and purpose, i.e., to protect and conserve natural resources by increasing community welfare. They expect, with the economic improvement, community pressure on national park resources will be decreased. The village government involved in tourism development because the area is part of the village and the people who initiated the tourism development are the member of the village community, while the central government involved because their main responsibility is to protect the national park, and the tourism activities and attraction mainly located within the national park. Another reason in the area has an illegal logging issue, which becomes the main problem for the government. The government needs community support to solve the problem; therefore, they have to cooperate with the community to achieve the goal.

For tourism NGO, there is a unique condition in its involvement at the village. The organization involves because the community approaches them to help the community develop tourism activities. The NGO decides to involve because the community has initiative and motivation to change (from illegal logger to become conservationist). While for wildlife NGO, their motivation is to reduce negative impacts from tourism so it will not endanger the wildlife and its habitat. They are intended to facilitate community development process so that the pressure to the natural resources can be reduced and the community can help them achieve their goal. Tourism organization (LPT) was formed based on community awareness to be able to get an alternative livelihood. Their motivation is to transform community livelihoods, from illegal logging into ecotourism activities and to improve the local economy. The community chose the ecotourism concept because, in their opinion, ecotourism activity can provide benefits to the community. In general, the stakeholder motivation to involve in tourism development is to fulfill their mission and responsibility.

### **Activities Conducted by Tourism Stakeholder in the Area**

Tourism development in Tangkahan occurs through several stages, from the planning process, capacity building, tourism product development, local policy development, institutional development, and promotion. The community involved in all stages and supported by stakeholders. However, most of programs and activities are held in the tourism hamlet, and the focus participants are the tourism industry member and tourism organization members. It makes the opportunity only limited to those who stay in tourism hamlet and other hamlets adjacent to the hamlet. The planning process was conducted by community and facilitated mainly by tourism NGO. In the planning process, the community design an agreement on long-term tourism management principles and a master plan that define ecotourism activities conducted in the area, parking area, how to monitor ecotourism destination, and zoning.

In term of community capacity development, the central government, NGOs, and tourism organization conducted several activities namely training, discussion, and sharing

experience with other institution to get an idea of proper tourism management, in order to improve their knowledge, experience, awareness, and build pride and self-esteem in community, particularly the tourism actors, manager and policymakers. Material provided, for example, ecotourism versus mass tourism principles; inventory, identification and conservation of natural and cultural resources; guiding and interpretation; safety and security; Search and Rescue (SAR); services for tourist; tourism activities monitoring; hygiene aspect in food processing; administration; English language; handicraft for souvenirs; and tourist preference.

NGOs help communities to develop tourism product development and facilitate community in developing local/village regulation related tourism to empower them in the legal aspect. In this stage, the LPT member learns how to write and design village regulation related to tourism development. Several regulations they made are village regulation on environmental and tourism management, tourism manager role and responsibilities; benefit sharing mechanism; and policy about cooperation type between LPT and other stakeholders. The community also learns how to build a network with other stakeholder and do the marketing or promotion. All activities were done with "learning by doing" methodology, where the community gets knowledge and understanding in the room, then learn and practice directly in the field.

Tourism NGO assists community to develop organizational capacity which undertaken through meetings and training for LPT member about organizational management. The central government through national park manager conducted a program named Conservation village model. NGOs and national park manager support the LPT in marketing and promotion activities. For example, the NGOs helps LPT conducted tour trial, distribute promotion material (e.g., Brochures) in a national and international event (e.g., ITB Berlin), develop a website, website management training on a trainer, and write articles in various media. The stakeholder also facilitates CTO members to participate in tourism fairs in Medan to encourage the community to learn about market characteristic and marketing strategy. For monitoring activities, the stakeholders were mostly only doing it at the end of their program. There are no continuous monitoring activities conducted by the stakeholders. Among all stakeholders, the tourism NGO is the stakeholder that quite intensive assist the community since the initial stage of development. However, they only intensively involve until 2006. Currently, the NGO does not directly involved in the area, but they still communicate occasionally. The reason why they do not accompany the community, so there the community does not always depend on them and the limited funding.

### **Community Empowerment Process**

From the activities conducted by community, arguably, that the stakeholders create four frameworks of power in the empowerment process namely 'power over' (domination), 'power to' (agency), 'power with' (collectively) and 'power within' (self-awareness) (Knight and Cottrell, 2016). However, that the process of generative empowerment (e.g., agency, collectively, and self-awareness), is only occurring amongst community members involved in the tourism industry and planning process. While for the wider community, including the disadvantaged group (e.g., women), experienced the power over. 'Power to' occurs in the form of the increase of community knowledge and skill to organize tourism activities, and in the end would be to increase their income. This increase in agency mostly occurred from tourism revenue gained from tourism activities (economic empowerment) but is limited to those involved in the tourism industry in each village. Related to "power with", the process occurred in the improvement of public facilities (e.g., road and bridge) that build from tourism revenue that share by tourism organization (LPT). However, the improvement only occurs in certain hamlets or areas close to the tourism zone. The result indicated that the tourism organization acted collectively to empower others, in consideration to support them in fulfilling tourist needs. For "power within" (self-awareness), the self-awareness is limited to community members who are involved in tourism organization, particularly tourism organization board. Their confidence is increased, since the stakeholder often asked them to share their experience in developing tourism there

are (which is based on local community initiative) with other stakeholders, including international institution.

Empowerment is about 'agency'. However, the finding indicated that tourism stakeholder activities might increase the power over of local stakeholder (i.e., LPT) which is indicated that the stakeholder has not conducted the empowering approach. It is because their activities mostly focused only on certain community group such as a tourism community group. Based on Lukes (1974) as cited in Simons and Groot (2015), the power over occurred in the village are the power deals with access to and control over resources on which others depend (e.g., information); power to make people conform to their disadvantaged positions via values and norms (e.g., for women) and control over decision-making processes and agendas.

The study indicates that stakeholders involved in tourism development at Namo Sialang worked to increase community confidence, which has improved people's skills and knowledge so that they believe that they can make a difference and take part in and influence decisions and activities. However, all stakeholders have not worked in inclusive ways or considered that differences exist in the community. Neither have they promoted equality of opportunity and good relations between groups, or challenged existing inequalities and exclusionary practices. These external stakeholders' activities focused on only the tourism industry members with material related to the tourism industry and natural resources conservation; they have not conducted activities for other community members or disadvantaged groups (e.g., women). The literature notes that to achieve community empowerment, stakeholders should tailor activities for different participants, acknowledging their condition and needs, rather than generalizing the community as a whole (Weng and Peng, 2014). In addition, though the literature suggests that community empowerment needs continuous effort (Li and Hunter, 2015), the tourism stakeholders mostly conducted one-off, short-term programs and without follow-up, such as evaluation or monitoring.

Based on CDX & Changes (2008) dimensions, the research result indicates that the stakeholders only works in a confident and influential dimension. It can be seen from the activities that focused on the improvement of the community's skills, knowledge and confidence and makes them a belief that they can make a difference. For influential dimension, the agreement that given by central government can be seen as an effort to empowering community in political dimension since it provide legal empowerment for community and recognition them as an institution with wide rights to control the land, to make rules, and to establish mechanisms to enforce these rules (Sofield and Li, 2007)

However, they have not work in inclusive ways since the not promote equality of opportunity and good relations between groups and challenge inequality and exclusion. It can be seen from their activities that only focused on only the tourism industry member. They do not conduct activities for the community group that stay far from tourism destination or the disadvantaged group (e.g., women). Stakeholders also have not worked on an organized, cooperative approach. They do not conduct activities that could bring people together around common issues and concerns in organizations and groups that are open, democratic and accountable. They also have not positive relationships across groups, identify common messages, develop and maintain links to national bodies and promote partnership working.

## **CONCLUSION**

Support and active participation by external stakeholders are factors, among others, that support (or hinder) community empowerment in sustainable tourism development. The interaction between all stakeholders need to analyze since they will create the local spaces of empowerment or disempowerment in a particular area. By identifying, it is possible to gain insights into tourism development process and determined critical factor(s) that encourage and or inhibit the achievement of sustainable tourism goal including local community empowerment. Therefore, there is a need to identify the roles of external stakeholders to empower the community in tourism development.

The study's findings noted that tourism stakeholders have a crucial role in community empowerment. Despite the planning approach, stakeholders could influence the community empowerment outcome since they could affect the opportunity structure to increase

community empowerment. However, this study has not discussed their role in a detailed and deeper understanding. For example, how should they design or plan their programs and activities to empower the community, and afterward, how their activities and programs could empower a community and whether their approach is empowering. The finding of this study has indicated that stakeholder's motivation play important role in the way their planning their activities and program. However, this theme has not analysis in detailed.

Community empowerment is not only about how a community can become empowered, but also about how stakeholders can implement the empowering approach, a deeper study on how stakeholders' conduct their empowering process if they already implement an empowering approach is required. The aim is to help identify good practice in community empowerment. Where is the strongest? Where is the weakest? The results could be uses to help develop strategies and plans, using the empowerment dimensions to help with process and structure.

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# The Impact of Customer Relationship Management Component on Guest Loyalty toward Starred Hotel in Yogyakarta

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## Abstract

**Purpose:** This study aims to identify the overview of customer relationship management, analyze the level of hotel guest loyalty, and analyze the effect of customer relationship management consisting of services for the long term, individual service programs and partner relationships to the loyalty of hotel residents both simultaneously and partially.

**Research methods:** This research was conducted in a descriptive and verification manner, while the research method used was a descriptive survey and explanatory survey methods, using samples through probability sampling techniques. Data collection used was interviews using a questionnaire accompanied by observation techniques. Data collection in the field was carried out in 2019. Data analysis used Path Analysis.

**Results and discussions:** The results of this study indicate that; indicators of customer relationship management, and customer loyalty in four-star hotels in Yogyakarta City are generally rated well by customers, which means that four-star hotels in the City of Yogyakarta can raise good customer relationships and can provide high value and loyalty to their customer.

**Conclusion:** Customer relationship management both simultaneously and partially affects the loyalty of four-star hotel customers in the city of Yogyakarta.

**Keywords:** *customer relationship management, guest loyalty, starred hotel*

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## INTRODUCTION

Tourism development is a comprehensive development in the area of tourism as a sector proficient of driving economic activity. Tourism development is inseparable from the supporting industrial sector, where this sector is expected to increase community welfare and the number of jobs. One indicator of tourism progress can be reflected in the rising number of tourists both foreign tourists and domestic tourists. The increasing number of tourists must be balanced with an increment in the need for the accommodation and other travel supporting industries.

The growth in tourist visits is expected to increase local income and community income and can improve the number of jobs. With the increasing number of tourists coming, of course, it can drive the business activities of other related sectors, such as transportation, accommodation, restaurants, handicraft businesses, tourism information services, tour guides and travel agents.

The tourism industry in Yogyakarta showed quite a good improvement, marked by the increase in tourism infrastructure and facilities including hotels. Hotels or accommodations are important tools to increase tourist visits to an area or tourism location. There are 252 hotels in the city of Yogyakarta, with 8,442 rooms. This number will continue to be developed until it reaches 13,317 rooms. The city of Yogyakarta has become a place to stay for 38,406 foreign tourists and 457,901 domestic tourists. This sector contributed to PAD in Yogyakarta to Rp 51.85 billion in 2015, and to Rp 60.2 billion in 2016. (Dinas DISBUDPAR Yogyakarta).

The development of the hotel industry in the city of Yogyakarta can be seen in the following table. An increase in the number of hotels will result in competition among hoteliers.

**Table 1. Number of star Hotel Based on Classification in Yogyakarta Period 2016-2019**

Star Rating	2016	2017	2018	2019
1	3	7	7	12
2	18	15	10	24
3	10	15	25	27
4	10	11	14	14
5	4	4	5	5
Number of Hotel	50	53	60	82

Source: Culture and Tourism Office, Yogyakarta City (2018)

Based on the above data it can be seen that the growth of hotels number has increased, particularly 3, 4 and 5-star hotels. In 3-star hotels in 2016, there were 10 hotels and grew until 2019 to 27 hotels, 4-star hotels in 10 years to 14 hotels, and 5 of 4 hotels become 5 hotels. In 3-star hotels in 2016 there were 10 hotels and grew until 2018 to 25 hotels, 4-star hotels in 10 years to 14 hotels, and 5 out of 4 hotels to 5 hotels. Developments like these bring a strong stream of competition, of course, this requires the management to be able to create superior value for customers or SCV (Superior Customer Value) to capture market share. For this purpose, conceptual Sustainable Competitive Advantage (SCA) is needed. Competitive advantage position that is ready to compete in the key to superior long-term business performance. Assuming competitive advantage is inseparable from the role of hotel management in identifying the fulfilment of customer needs and a customer wants and striving to fit customer expectations

The number of potential hotels and the number of rooms, both star hotels and Melati type hotels can be seen in Table 2.

**Table 2. Number of Star and Non Star Hotel Recapitulation 2019**

No	Hotel Classification	Number of Hotel	Number of Room
1	One (1)*	7	243
2	Two (2)**	16	891
3	Three (3)***	27	1.855
4	Four (4)****	15	1.080
5	Five (5) ****	5	1.122
6	Melati 1	51	800
7	Melati 2	55	1.190
8	Melati 3	76	1.261
Total		252 Hotels	8.442 Rooms

Source: Culture and Tourism Office (DISBUDPAR) Yogyakarta City, 2018

This insignificant increase in hotel occupancy rates is an symbol of the hotel's weak strategy in targeting and retaining customers. The form of value that can increase customer loyalty can be reflected by applying the concept of business practices that are focused or customer-oriented, which is known as CRM (Customer Relationship Management). The objective of CRM is to find out the customer and value. In a work culture oriented to customers or hotel guests, all resources will be optimized to support strategies that can enhance company value in the hearts of customers, by implementing a reward system to be a trigger for positive employee behavior that leads to customer satisfaction. Besides, it can improve the system of collection, dissemination, and application of information about customers in supporting various company activities. (Francis Buttle, 2007)

In the hospitality industry the creation of superior value can be done by providing hotel rooms and all their facilities properly and supported by superior service. This can be reflected as an agile, friendly and caring employee (Barsky and Nash; 2003). For hotel customers, emotional factors also play an important role in the formation of value through perceived comfort and which products or services create unforgettable emotional experiences. Market Metrix (2003) divides it into five areas, namely products, employees, arrivals, values and locations. Where this condition relates to products including rooms provided by the hotel that is related to room design, comfort of beds and rooms, as well as room and hotel cleanliness. Other additional product attributes include good food, pleasant atmosphere, calm, and safety. According to the results of this study, hotel employees have a significant influence on the feelings of hotel customers. Hotel customers expect hotel employees to be friendly, friendly, know a lot about the hotel, and pay attention to the needs of their customers. Hotel customers will feel safe and comfortable knowing that hotel employees can be trusted so that guests feel comfortable with their valuables, as well as messages to be conveyed to customers, and wake-up calls. Upon arrival, hotel customers expect to be greeted with a friendly and courteous attitude from hotel employees. Facilities provided by the hotel in the form of complimentary gifts, food or drinks, loyalty programs, and special discounts, are added value for hotel customers. Having a location that is close to the purpose of hotel customers staying provides comfort for hotel customers. Strategic locations are those close to shopping centers, tourism and entertainment venues, and business centers. This is in line with research conducted by Mukhopadhyay (2000) that other factors that need to be considered in hotel selection, besides giving hotel rooms and all amenities, including hotel location and how popular a hotel is.

Based on the explanation of urgency above, it is necessary to conduct research on the Impact of Customer Relationship Management (CRM) Components on Guest Loyalty Toward Starred Hotels in the City of Yogyakarta.

### **Customer Relationship Management (CRM)**

Customer relationship management (customer relationship management) is a new approach in managing corporate and customer relations at the business level to maximize communication, marketing through managing various contacts with customers. This approach makes it possible to retain customers and provide continuous added value to customers, while also gaining sustainable profits.

CRM (Customer Relationship Management) combines policies, processes and strategies executed by the organization into a single entity that is used to interact with customers and also to trace customer information. In the modern era, CRM implementation will always use information technology to attract valuable new customers, so they have an attachment to the company. The concept of CRM is inseparable from the concept of Relationship Marketing (RM). According to Cram (quoted in Chaffey, et., 2000; 294), Relationship Marketing is the application of the latest knowledge about individual customers consistently to design products and services that are communicated interactively in the context of developing long-term, mutually beneficial relationships (Tjiptono 2006; 422). The main assumption of CRM is the same as RM, namely that building long-term relationships with customers is the best way to create customer loyalty. Besides that loyal customers tend to be more profitable than non-loyal customers (Tjiptono, 2006; 422).

Managing relationships with hotel guests through Customer Relationship Management (CRM) is a strategy taken by the company in managing customers. Furthermore, Storbacka and Lehtinen (2001: 5) put forward three CRM concepts. First is creating customers. The purpose of creating customers is not only to maximize revenue from transactions but through competitive advantage that is not only based on price but also based on the ability of providers to help customers generate value for themselves. The second concept is to see the product as a process. Sheth, Parvatiyar and Shainesh (2001: 10) suggest that CRM has three types of programs, namely; continuity marketing, one to one marketing and partnering programs. The three programs have different forms for each type of customer, end-user, distributor customer and business customer.

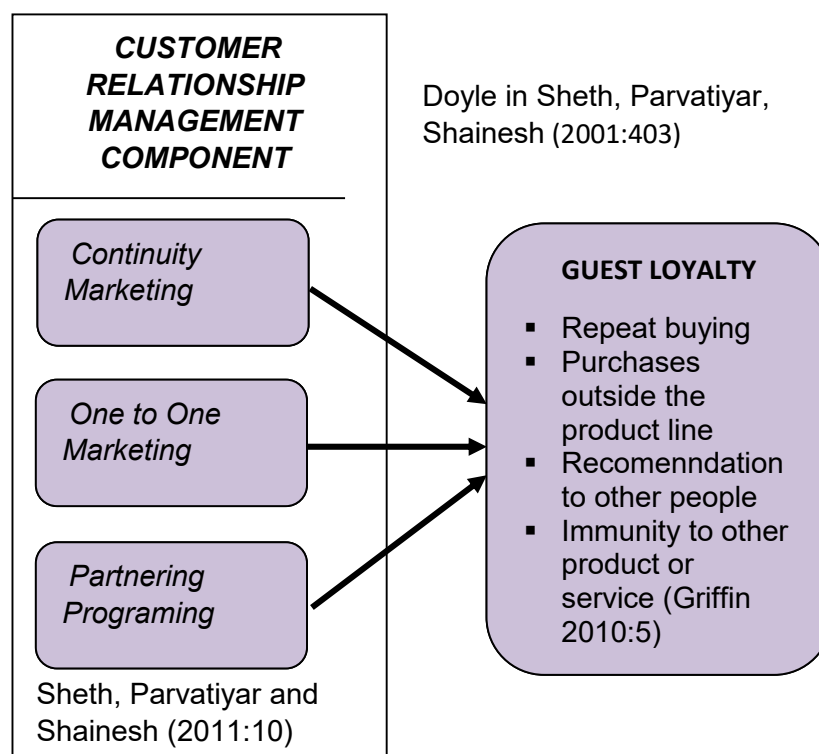
### **Guest Loyalty**

The concept of guest loyalty adopts the theory of customer loyalty. With the company's loyal guests, in this case, the hotel can guarantee the continuity of the company's business in the future. Basically, customer loyalty is defined as a person's loyalty to something. According to Oliver (2007: 392). Oliver further explained that Loyalty is the ability of customers or hotel guests to stay drifting and make repeated purchases of products or services with the company consistently in the future, despite the influence of the situation and marketing efforts have the potential to cause behavioral changes. From this compromise, we can see that loyal guests have long-term loyalty to a product/service or a company that has been believed.

Another opinion states that guest loyalty is a concept that refers to behavior rather than attitude and a loyal guest tends to show buying behavior that can be interpreted as a regular, repetitive and long-term purchase patterns, by units decision-making or decision-making unit (Griffin; 2003: 5).

Customer expectations can be shaped by customer perception of a company. The perception itself is formed by various information received by the customer. In this case, the communication from the company plays a role. This communication can be conveyed, among others, through the relationship between the company and consumers, namely through the Customer Relationship Management process. Here Customer Relationship Management basically provides optimal value to customers who rely on physical products and the process of delivering services to the needs and preferences of individual customers by communicating with them (Nykamp, 2001: 4).

From the description of the concepts and theories above, it can be formulated a research paradigm regarding the Impact of Customer Relationship Management Components on customer loyalty in Starred Hotels in Yogyakarta, as shown in Figure 1.



## RESEARCH METHODS

This research used descriptive verification, in order to get a kind of the variables of Customer Relationship Management and Guest Loyalty in 4-Star Hotels in the City of Yogyakarta. 4-star hotels were chosen because they are considered to be able to represent the CRM program that is generally carried out in large hotels compared to smaller hotels. In testing the validity of a hypothesis, it is done through field data collection using survey explanatory methods. There are 2 main variables, namely X and Y, which are derived from the concept: (a) Customer relationship management (CRM) as an independent variable (X). Independent variable is a variable that gives an impact or is the cause of change or the emergence of a dependent variable. (b) Dimensions of customer loyalty as the dependent variable (Y). The dependent variable is a variable that influences or becomes a result of the existence of an independent variable.

The population in this study were guests staying at four-star hotels in the city of Yogyakarta, with characteristics adapted to the research objectives as follows:

- The customer stays at the hotel at his own expense, so he feels more value than the sacrifice he makes himself.
- Customers who use other facilities provided by the hotel such as restaurants, cafes, and bars.
- Customers have stayed in hotels at least three times a year

Based on data from the Culture and Tourism Office (Disbudpar) Yogyakarta each of the four-star hotels in the city of Yogyakarta, the average hotel guest population for a month at star-rated hotels in 2018 was 47,500. In determining the sample, researchers use the basis according to Suharsimi Arikunto (1993: 107) stating that "If the population is less than 100 people, it is better to take all populations to be sampled so that the research is population research. Furthermore, if the population is large above 100 people, 10-15% or 15-20% or more will be taken." The total sample size of respondents can be taken using the Slovin formula

(Husain Umar: 2002,78) so that from a population of 47,500 a sample of 100 respondents was obtained.

The sampling technique in this study uses a systematic sampling technique, which is a sampling technique based on the order of the population members. Determination of the sample with this technique is done by randomizing the level of the arrival of guests based and interval of arrival. The steps in taking data samples of hotel guests who stay are as follows: (a) Data collection unit samples were taken during one month of research, (b) Data collection of sample units is carried out three times a week, namely on Saturdays for peak season, Wednesday for a moderate season, and Monday for low season. (c) Data collection of sample units is conducted from 12.00 to 15.00 with consideration to the check-in time of guests who will stay.

Data obtained from the distribution of the questionnaire then tabulated by giving a value (Scoring) by a predetermined scale. Then analyzed using path analysis (path analysis). According to Wirasasmitha (2004: 1) path analysis discusses the contribution of influence and comparison of influence contribution (both overall and partial).

## RESULT AND DISCUSSIONS

### Descriptive Respondents' Answers Regarding Customer Relationship Management (CRM)

The results of the distribution of questionnaires regarding customer relationship management (CRM) at 4-star hotels in the city of Yogyakarta can be identified through Table 3.

**Table 3. Recapitulation of Customer Relationship Management Four Star Hotel in Yogyakarta City**

Hotel Classification	No Item	Answer										Total	Scoring	Mean
		1	2	3	4	5	6	7	8	9	10			
Four (4) Star Hotel	1	-	-	-	-	-	9	10	24	7	-	-	379	7.58
	2	-	-	-	-	4	8	6	22	10	-	-	376	7.52
	3	-	-	-	-	5	3	4	30	8	-	-	383	7.66
	4	-	-	-	-	6	4	11	28	1	-	-	364	7.28
	5	-	-	-	-	4	7	9	26	4	-	-	369	7.38
	6	-	-	-	-	2	6	4	33	5	-	-	383	7.66
	7	-	-	-	-	3	-	9	30	4	2	-	374	7.48
	8	-	-	-	-	5	4	12	25	4	-	-	369	7.38
	9	-	-	-	-	2	5	6	33	4	-	-	382	7.64
	10	-	-	-	-	3	2	8	31	6	-	-	385	7.70
	11	-	-	-	-	5	4	2	36	3	-	-	378	7.56
	12	-	-	-	-	4	6	10	30	-	-	-	366	7.32
	13	-	-	-	-	2	7	14	27	-	-	-	366	7.32
	14	-	-	-	-	-	9	8	33	-	-	-	374	7.48
	15	-	-	-	-	2	5	8	32	3	-	-	379	7.58

	16	-	-	-	-	-	-	5	37	8	-	-	403	8.06
	17	-	-	-	-	3	-	11	30	6	-	-	386	7.72
	18	-	-	-	-	6	4	7	29	4	-	-	371	7.42
	19	-	-	-	-	2	7	9	28	4	-	-	375	7.50
	20	-	-	-	-	-	10	15	21	4	-	-	369	7.38
Average														7.53

Based on processed data above it can be observed that the results of the recapitulation of customer answers regarding customer relationship management are measured by three sub-variables, namely service for the long term (continuity marketing), individual service programs (one to one marketing) and relationships Partnership (partnering programming) in four-star hotels in the city of Yogyakarta shows an average variable index of and 7.53, which means customer relationship management in four-star hotels in the city of Yogyakarta can be interpreted to be in the high-grade category.

#### **Guest Loyalty in Four starred Hotel in Yogyakarta City**

Based on Table 4, it can be seen that the recapitulation results of guest answers regarding guest loyalty as measured by the dimensions of repurchase, purchases outside the product line, recommendations to others and immunity to competing products at four-star hotels in the city of Yogyakarta show an average index of variables of 7.24, which means customer loyalty in four-star hotels in the city of Yogyakarta can be interpreted to be in the high category.

**Table. 4 Recapitulation of Guest Loyalty Answer Data Four Star Hotel in Yogyakarta City**

Hotel Classification	No Item	Frequency Answers										Total	Scoring	Mean
		1	2	3	4	5	6	7	8	9	10			
Four (4) Hotel	1	-	-	-	-	-	7	23	10	10	-	50	373	7.46
	2	-	-	-	-	-	4	24	14	8	-	50	376	7.52
	3	-	-	-	-	-	10	26	12	2	-	50	356	7.12
	4	-	-	-	-	-	8	27	11	4	-	50	361	7.22
	5	-	-	-	-	-	14	30	6	-	-	50	342	6.84
	6	-	-	-	-	-	9	24	10	7	-	50	365	7.3
	7	-	-	-	-	6	9	22	10	3	-	50	343	6.86
	8	-	-	-	-	-	14	7	28	1	-	50	366	7.32
	9	-	-	-	-	-	7	13	30	-	-	50	373	7.46
	10	-	-	-	-	5	8	11	24	2	-	50	360	7.2
	11	-	-	-	-	3	7	13	25	2	-	50	366	7.32
Average														7.24

### Managerial Implication

The hypothesis proposed by the authors in this study is that there is an impact on customer relationship management components on guest loyalty at the Starred Hotel in Yogyakarta.

Overall the results of the calculation of the path analysis can be seen in figure 1.

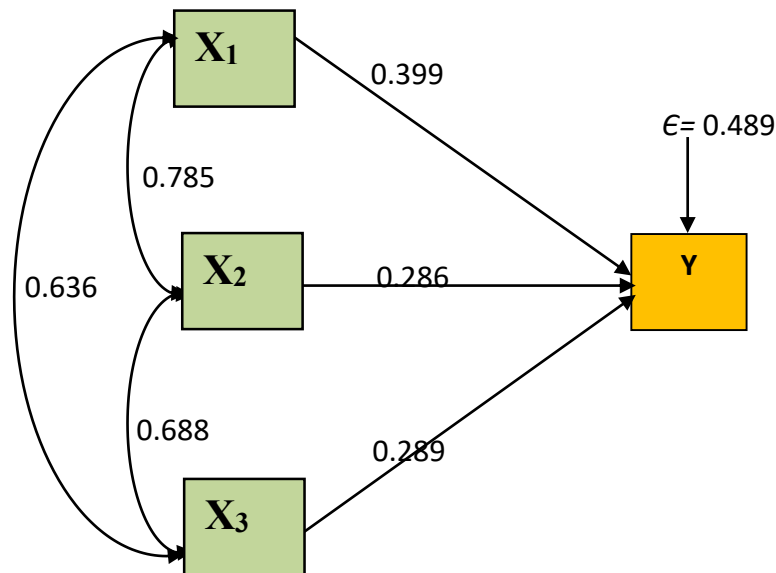


Figure 1. Causal Struktur Relationship of Component CRM ( $X_1$ ,  $X_2$ ,  $X_3$ ) to Guest Loyalty ( $Y$ )

Remark:

- $X_1$  = Long term service
- $X_2$  = Individual Service Program
- $X_3$  = Patnership Relationship
- $Y$  = Guest Loyalty

**Table 5. Impact Fort Long Term Service ( $X_1$ ), Individual Service Program ( $X_2$ ) and Partnership Relationship ( $X_2$ ) to Guest Loyalty ( $Y$ )**

Var	Direct Impact	Indirect Impact			Sub Total Indirect Impact	Total Impact
		$X_1$	$X_2$	$X_3$		
$X_1$	15,92	-	8,95	7,33	16,28	32,20
$X_2$	8,17	8,95	-	5,69	14,64	22,81
$X_3$	8,35	7,33	5,69	-	13,02	21,37
Total						76,38

Source : SPSS Data Result, 2019

From the data in Table 5, it can be seen that the impact or influence simultaneously or together customer relationship management consisting of long-term service sub-variables, individual service programs and partnership relationships to customer loyalty at Four Star Hotels in Yogyakarta City is equal to 76, 38%, while the remaining 23, 62% is influenced by other factors not examined by the author such as service quality and customer satisfaction.

Meanwhile, partially it can be seen that the long-term service sub-variable with a value of 32.20% more influences customer loyalty at the Four-Star Hotel in Yogyakarta City, followed by an individual service program at 22.81% and a partnership relationship of 21.37%.

Parvatiyar, Shainesh (2001: 403) said Customer Relationship Management (CRM) in the hospitality industry is a continuous process that manages truth momentum and seeks opportunities to create value to customers with the primary goal of stimulating customer loyalty based on constant interaction between customers, products and employees of a hotel. Mukhopadhyay in Sheth, Parvatiyar, Shainesh (2001) shows that barriers to entry and exit in the hospitality services industry are very high, therefore satisfaction, loyalty, retention, complaint handling and improvement are things that are used in the hospitality service industry to maintain relationships with the guest. In the hospitality industry, guest relations are determined by the momentum of truth which when combined with the unique characteristics of the service industry will focus on the full attention to guest expectations regarding service providers.

Guest Expectations can be formed by customer perception of a company. The perception itself is formed by various information received by the customer. In this case, the communication from the company plays a role. Such communication can be conveyed, among others, through the relationships between companies and consumers, namely through the process of Customer Relationship Management. Here Customer Relationship Management (CRM) provides optimal value to customers who rely on physical products and the process of delivering services to the needs and preferences of individual customers by communicating with them (Nykamp; 2001: 4).

## **CONCLUSION**

Customer relationship management (CRM) Component which consists of sub-service variables for long-term service (continuity marketing), individual service programs (one on one marketing) and partnership relations (partnering programming) at four-star hotels in the city of Yogyakarta has an impact on the relationship that is beneficial in the perceptions of customers. Things that need to be improved regarding the ease of accessing information about the hotel through the website, and friendliness in individual greetings and politeness in providing individual services.

Guest loyalty consisting of dimensions of repurchase, purchases outside the product line, recommendations to other people and immunity to competing for products at four-star hotels in the city of Yogyakarta is at a normal stage. The thing to consider about customer loyalty is to resist other hotel service product lines.

From the outcomes of the study record that customer relationship management provides a positive and significant impact on customer value in four-star hotels in the city of Yogyakarta that is equal to 76.38% while the remaining 23.62% is influenced by other factors which are not examined by the author such as service quality and customer satisfaction.

Customer relationship management (CRM) is an effort from the hotel to establish relationships with guests. This is a comprehensive service program to inspire trust for hotel guests. This can be started with the ease of accessing hotel information through the website, some customers still find it difficult, for that the hotel management in terms of accessing information delivery through the website can change providers from the internet network they use today and expand bandwidth so that information systems via the internet can be accessed for 24 hours without interruption. The hotel management can increase training for employees and hotel employees on how to handle complaints submitted by hotel customers politely and responsibly, such as personality training, interpersonal training and communication training. On the other hand, management must perform service recovery of customer complaints or complaints quickly, so as not to cause anger from guests or customers, to deal with customer complaints quickly the company can form a customer care program through one of its tools, namely service recovery and multicultural handling, this is because customers who stay at hotels in the city of Yogyakarta come from various regions in Indonesia.

In this research has not revealed all the variables that might have an influence or impact to guest loyalty. Therefore, it is recommended for researchers who interest conduct research in the same field to make observations about these variables. For example, service quality can affect value and satisfaction, customer trust can affect customer loyalty. For the four-star hotel management in the city of Yogyakarta, should pay attention and consider the

customer relationship management variables that have been identified from this study, which is a separate determinant in building customer loyalty.

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# Strengthening e-Branding Strategy of Sharia Hotel in Indonesian Hotel Industry

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## Abstract

**Purpose:** This research is expected to be able to identify and analyze the strengthening of e-branding strategies of Sharia Hotels in the Indonesian hotel industry.

**Research methods:** This study uses qualitative research with data collection techniques through semi-structured interviews, observation, and documentation.

**Results and discussions:** The results of the research show, firstly, hotel with Islamic nuances according to the MUI Sharia Hotels including Hilal 2 which is a management and operational manner have rigid rules that must comply with Islamic rules, while Muslim Friendly Hotels include Hilal 1; secondly, strengthening the Sharia Hotel e-branding strategy including 1) strengthening domain names, brand identity, and web design; 2) partnership with various online travel agents; 3) installation of advertising and promotion media; 4) strengthening interaction through social media networks; the third is related to the challenges in e-branding of Sharia Hotels, it is the perception of the Indonesian people whose Muslim majority religion does not need differentiation in Sharia Hotels with Muslim Friendly Hotels and the perception that Sharia Hotels only accept Muslim tourists even though Sharia Hotels accept tourists universally like Conventional Hotels.

**Conclusion:** Effective e-branding through online media in the Sharia hotel industry, it is proven can build a positive image and not only Muslim tourists who have known sharia hotels, but some non-Muslim tourists also have brand awareness in the existence of Sharia Hotel

**Keywords:** *e-Branding, Sharia Hotel, Muslim Friendly, Indonesia*

## INTRODUCTION

Indonesia is increasingly known for the existence of sharia tourism or halal tourism among foreign tourists. It is proven that Indonesia in 2017 has occupied the third rank as a Muslim tourist destination according to the study of Global Muslim Travel Index (GMTI) released Mastercard-CrescentRating 2017. In 2015, Indonesia brought 1.3-2 million Muslim tourists. This number is expected to continue to grow up. GMTI estimates the total number of Muslim tourists visiting the various countries reached 117 million people. By 2020, the number of visits is predicted to increase by 10 percent or 168 million Muslim tourists (Tempo.co, 2017).

One of the main elements supporting sharia tourism development is the accommodation infrastructure in the form of the Sharia Hotel. Sharia hotels are interpreted as a hotel that

provides services by following the principles of sharia, which is understood by following the provisions of Islam (Saad, Ali, & Abdel-Ati, 2014: 1). The availability of the number of sharia hotels in every halal tourist destination in Indonesia must be met to support the success of halal tourism. Based on data from the Association of Indonesian Hotels and Sharia Hotels (AHSIN) in 2014, Indonesia currently has 25 hotels with halal-certified restaurants and 12 halal-certified hotels (Republika.co.id, 2016; Kemenpar, 2015). The Shariah Hotel in Indonesia has been recognized by the world through awards at the World Halal Tourism Awards 2016 including The Rhadana Hotel, Trans Luxury Hotel, and Novotel Resort & Villas, and in 2015 there was Hotel Sofyan. (Auliani, 2017). Nevertheless, according to Riyanto, the owner of Hotel Sofyan and the head of the Halal Tourism Development Acceleration Team said that in the development of sharia hotels have obstacles related to the assumption of Indonesian itself which is of 250 million population reach 88% Muslim have the perception that automatically everything is halal. (Muslimah, F. & Zuraya, N, 2016; Sofyan, 2016).

Whereas for sharia hotels must have halal certification standards from Majelis Ulama Indonesia (MUI) with all the requirements that fit the rules of Islam in terms of service and the provision of facilities and food. Meanwhile, more foreign tourists from the Middle East, Europe, and China are interested in visiting Indonesia which is also increasing the need for sharia hotels in Indonesia. The potential visit is a great opportunity for the advancement of the sharia tourism sector in Indonesia itself. The potential of sharia tourism in Indonesia is very large and can be an alternative, only branding and packaging is still not have the right concept. (Kemenpar, 2015). Riyanto, Chairman of the Acceleration of Development of Halal Tourism Development, also added that nowadays halal branding has not been developed to attract the halal tourism market, because it still revolves around the branding of tourism in general. (Muslimah, F. & Zuraya, N, 2016)

By following the development of online technology requires the skill of the hotel is not enough to do branding offline because remembering this time every person is holding their gadgets that they have and tend to make purchases online. It was proven by research results in 2014 by Nielsen Indonesia, consumers who choose hotels online has reached a percentage of 40%. Besides, the Indonesian Central Bureau of Statistics also mentioned that most Internet users in Indonesia who seek information about goods or services they need are 77.81% and access social media by 61.23%. (Setiawan, 2014). Therefore, branding strategy is also needed online or can be called e-branding sharia hotels to be more powerful in creating brand awareness, brand image up to brand equity in prospective tourists for sharia hotels in Indonesia.

E-Branding (online branding) is the use of domain names to promote and protect brands online. (Murphy, Raffa, & Mizerski, 2003). Brands in the modern marketing era are concerned with offering value-added that suits customer needs. (Hudson, 2008: 160). When hotels use the brand is expected to reap bigger profits. The use of corporate brands has a wider impact on hotel profits per space when corporate brands are more valuable to customers and difficult to duplicate by other hotels. (Silva, Gerwe, & Becerra, 2017: 23) Branding is identified as a significant element for tourism and hospitality organizations in communicating the quality of its products, organization, services, and place to create a positive image and close relationship between potential customers (McCabe, 2009: 287). In the online sphere, branding becomes the marketer's primary goal to position their hotel so that guests can recall their brand at a later stage when they need to book a room (Barreda, Bilgihan, Nusair, & Okumus, 2016, 189). Customer experience about a particular brand will be more related to the customer's emotions to be more familiar with the person or place. Therefore, hotels should be able to create meaningful and valuable brand associations by understanding and knowing their target customers, their values, and their service orientation focus. (McCabe, 2009: 287). Branding is needed so that customers can distinguish between sharia hotels and conventional and know the uniqueness and specials of sharia hotels for Muslim tourists. Related to these problems, there is no research on how far the readiness of the online branding of Sharia hotels in Indonesia. Therefore, this study focuses on analyzing sharia hotels in Indonesia that reinforce their e-branding strategy in the tourist market and its bargaining position in attracting Muslim and non-Muslim tourists so that they create strong brand awareness, positive brand image,

up to brand equity. The existence of an effective e-branding strategy is expected to make the Sharia Hotel be able to compete with conventional hotels.

## **RESEARCH METHODS**

This study uses qualitative research with data collection techniques through semi-structured interviews, observation, and documentation. Primary data were collected through interviews and observations, while secondary data were collected through relevant documents from reference journals, books, magazines, and relevant articles. Semi-structured interviews are conducted with the purpose of information not limited to guidelines interviews to reveal other supporting information about the e-branding strategy of the Sharia Hotel in Indonesia. This research focuses on some sharia hotels in Indonesia that have proven their credibility with obtaining a halal certificate from MUI. Among them is Sofyan Hotel Betawi as the pioneer of the first Sharia Hotel in Indonesia; The Radhana Kuta Bali Hotel, a winner of the World's Best Family Friendly in UNWTO 2016; Hotel Syariah Solo; and Hotel Aziza Syariah Hotel Solo. Among the four hotels, only Hotel Aziza Syariah Solo can be interviewed through the General Manager, while other hotels reviewed through observation and documentation.

Observation is done by gathering various information about the e-branding strategy on the content of online sites owned by Sharia Hotel starting from a website, Facebook, Twitter, TripAdvisor, Youtube, Instagram, and mobile application specially owned by the hotel. Observation of content includes visuals and text from photos, advertisements, logos, slogans, tagline, menu facilities, hyperlinks, hotel information, photo gallery, booking room details, price lists, contact details, virtual tours, diaries, social media, and hotel promo. The selection of e-branding platforms is based on the review literature that has been described on the most widely used online branding platform in the hospitality industry including hotels. This research is also conducted using the exploratory study with its analysis unit is a general picture of the sharia hotel industry in Indonesia, the e-branding strategy of each sharia hotel, a challenge faced by sharia hotels in e-branding, the impact of e-branding to sharia hotels. Data analysis was done in two ways: the result of interviews, observations, and documentation categorized on several related themes in accordance with the unit of analysis that has been determined, then interpreted based on literature review.

## **RESULT AND DISCUSSIONS**

### **Sharia Hotel in Indonesia**

Consumer protection in halal tourism is always guaranteed by the Halal certification shown by service providers obtained from local government agencies or authoritative government agencies. The institution of authority for Halal certification in Indonesia is The Assessment Institute for Foods, Drugs, and Cosmetics Majelis Ulama Indonesia or it is known as LPPOM MUI. The institution is responsible for the decision-making process related to Halal certification on products and services, more widely certified on food, medicine, and cosmetic products. In addition to being responsible for providing certification, the institution also provides guidelines or guidance and consulting services to companies on the various types of measurements that Muslim service providers need to provide. (Mohsin, Ramli, & Alkhulayfi, 2016: 139). Sofyan Hotel is a pioneer of the Sharia Hotel in Indonesia that is a certified halal from MUI. The hotel is also awarded as the Best Family Halal Hotel in the World Halal Travel Awards event (COMCEC<sup>a</sup>, 2016: 74). There is such recognition, other sharia hotels are starting to emerge and are encouraged to get halal certification to further reinforce their branding and credibility as Sharia Hotels in the tourist market.

The Ministry of Tourism of Indonesia has drafted the Guidelines for the Implementation of Sharia Hotel Efforts through the Regulation of Minister of Tourism and Creative Economy Number 2 the Year 2014. The PERMEN (ministerial decree) contains the criteria of sharia hotels with the Hilal 1 and Hilal 2 categories assessed from product, service, and management aspects. Hilal 1 is a sharia hotel that still has leniency in sharia rules, for example, in this hotel every food and restaurant is halal-confirmed. That is, restaurant or kitchen already has halal certification from MUI, there is the ease of sacred and worship so there must be toilet shower not only tissue, halal food, but no guest selection, the kitchen is halal-certified, but only the

kitchen, the beverage can still have the type of alcohol like wine. Meanwhile, in Hilal 2, everything that is not allowed in sharia rules already applied in this sharia hotel. For the classification of sharia hotel hilal, one (Hilal 1) minimum meets 49 points of provision, to rise level to the hilal two must meet 74 points. (Kemenpar, 2015).

Sharia hotels in the tourism industry have different concepts with Muslim friendly hotels. Muslim friendly hotels are hotels that lack the standard of certification and more to adopt their own rules more in Muslim friendly hotels. (COMCEC<sup>b</sup>, 2016: 39). Sharia hotel is a hotel that meets the needs of Muslim tourists in accordance with sharia rules. Sharia hotels usually have a benchmark and adopt standards laws and the laws that must be certified sharia. (Jais, 2016: 7). Sharia-based accommodation should have Qiblah direction, the provision of the Qur'an in every room, and the provision of halal food. (COMCEC<sup>a</sup>, 2016) The five essential components for a hotel to classify a sharia hotel usually have the following components (Stephenson, 2014):

- a. Human Resources: relating to hotel staff and staff uniforms or dress codes, worship time policy for Muslim employees, limited working hours for staff during Ramadan: codes of conduct for staff and guests, and guest delivery service system.
- b. Private Rooms (bedrooms and bathrooms): separate floors for women and families, Kiblah direction, prayer equipment, and Al-Quran, conservative television channels, Islamic decoration (calligraphy), rooms, and toilets not facing Kiblah direction, toilet facilities in accordance with Islamic rules.
- c. Dining and Banqueting Facilities: halal-certified food with no pork and alcohol, separate dining room between women and family, plus public area stipulations, no statues or decorations showing human or animal forms, no controversial music content and seductive.
- d. Other Public Facilities: there are no casinos or gambling machines, separate entertainment facilities (including swimming pools and spas) for both women and men, separate worship rooms between women and men equipped with Al-Quran, ablution is located outside the prayer room, the toilet is not facing the direction of Kiblah, and there is no art in the form of human and animal.
- e. Business Operations: ethics in marketing and promotion, CSR strategies (related to Islamic values) and philanthropic contributions, transactions and investments in accordance with principles and practices related to calculations and institutions consistent with Islamic principles, where hotels should contribute the proportion of their income to charity (known as "zakat"). This "Zakat" emphasizes the importance of sharing the same benefits and helping others especially those in need.

The principles in Islam interpret how specific business processes are like how marketing and advertising are supposed to be. Promotional strategies should be based on honest information, which is institutionally a challenge to the hotel industry that is often identified with deceptive advertising. If a hotel aims to reflect on Sharia principles, then the hotel should seriously show its offer of products and services in an Islamic way. (Stephenson, 2014: 158). Based on the government's rules, Islamic concept hotels in Indonesia can be categorized into two types; Muslim Friendly Hotel (Hilal 1) and Sharia Compliance Hotel (Hilal 2).

### **E-branding Strategy of Sharia Hotel in Indonesia**

Sharia hotels have different strategies for online branding. The first strategy is selecting the types of effective online media suitable for the hotels' needs. The dominant social media platform in the hotel branding strategy and its continued use are Facebook, Tripadvisor, Twitter, Youtube, Instagram, Pinterest. The platform facilitates brand awareness, is effective for marketing campaigns, enables direct communication, helps brand exposure, promotes brand awareness, encourages traffic, creates a positive image, and brings brand loyalty. (Debono, 2013; COMCEC<sup>b</sup>, 2016) Besides, it is mentioned that the website is an effective digital tool for the tourism business. Websites can attract visits through inspirational content, information, and e-commerce. The website is also a major container for branding and engagement with potential travelers. (COMCEC<sup>b</sup>, 2016). Branding through the website can be with brochures and advertisements on the website. (Hudson, 2008). Besides, tourists prefer

to download mobile applications to get detailed information such as their plans. Therefore, the hotel must have a mobile application to increase the opportunity to communicate with potential customers. Customers in this digital era greatly contribute to the promotion of hotels with various comments about their experiences and give ideas to other customers about recommended hotels for them. (Sezgin, 2016: 25). Based on the online media used, the differences can be seen in Table 1:

**Table 1. Online Media of Sharia Hotels in Indonesia**

No.	Hotel	Website	Instagram	Youtube	Twitter	Facebook	Lainnya
1.	Sofyan Hotel Betawi (Three-Stars Hotel)	<a href="http://sofyanhotel.com/sofyan-hotel-betawi-halal-hotel-jakarta/">http://sofyanhotel.com/sofyan-hotel-betawi-halal-hotel-jakarta/</a>	Sofyanhotelbetawi_jakarta	-	<a href="#">Sofyan Hotel Betawi (@betawihotel)</a>	<a href="#">Sofyan Hotel Betawi</a>	Line Whatsapp Website Sofyan Group (sofyanhotels.com)
2.	The Rhadana Kuta Bali (Three-Stars Hotel)	<a href="http://www.rhadana.com/">http://www.rhadana.com/</a>	Rhadana_kuta	Rhadana Kuta Bali	<a href="#">Rhadana Kuta Bali (@RhadanaKutaBali)</a>	<a href="#">The Rhadana Kuta, Bali</a>	- <a href="http://www.the-ohm.com/">http://www.the-ohm.com/</a> - <a href="https://www.aacorhotels.com/gb/hotel-A7K8-the-rhadana-kuta-bali/index.shtml">https://www.aacorhotels.com/gb/hotel-A7K8-the-rhadana-kuta-bali/index.shtml</a>
3.	Syariah Hotel Solo (Four-Stars Hotel)	<a href="http://www.syariahhotelsolo.com/">http://www.syariahhotelsolo.com/</a>	syariahhotelsolo	Public Relation Syariahotelsolo	<a href="#">Syariah Hotel Solo (@syariahsolo)</a>	<a href="#">Syariah Hotel Solo</a>	Lorinhotel.com
4.	Aziza Syariah Hotel Solo (Three-Stars Hotel)	<a href="http://Aziza.horison-group.com">Aziza.horison-group.com</a>	Aziza_hotel_solo	-	<a href="#">AzizaHotelSolo (@AzizaHotelSolo)</a>	<a href="#">Aziza Hotel Solo by Horison</a>	Myhorison.com

Source: Data processed by researchers

Based on Table 1, sharia hotels have a variety of online media that have been used for e-branding. The four hotels have various types of online media that are favored for branding, but only Sofyan Hotel Betawi has mobile applications, Line, and Whatsapp while using Youtube only in Rhadana and Syariah Hotel Solo. All sharia hotels are the same in terms of branding that not only uses its website but also the group that shelters it. It is also revealed by General Manager of Aziza Syariah Hotel Solo that for branding they remain attached to the hotel group, that such a way will be more easily recognized by the customer because the level of customer brand awareness is higher in the hotel group than its hotel.

The second branding strategy based on website design and social networking. An e-branding strategy must have an interactivity website dimension that is interactivity system (user control) and social interactivity (two-way communication) to create positive brand awareness and brand image online in the context of online media. User control describes that the important component is hotel website design. (Barreda, Bilgihan, Nusair, & Okumus, 2016,

189-190) Branding is commonly obtained through naming, trademark, packaging, product design, and promotion. Successful branding is to provide a unique identity for the product. The identity generates a consistent image of the perception of tourists that facilitates credible quality assurance. (Hudson, 2008). There are two factors in building a sharia brand. First, it is tangible factors such as halal certification, which is important to recognize as an Islamic brand. Brand logo and brand name are also able to shape customer perception. The use of the Halal logo is important in sharia labeling. Muslim customers are more interested when they see halal logos on their products. Halal accreditation in brand Islamic from authoritative institutions is very important to show to gain consumer trust. Halal certification is a major factor recognized in Islam so halal certification is recommended to be installed on the hotel's online media platform. Halal certification is a document that the organization needs to certify that its products comply with Islamic guidelines in terms of content, process, transportation, storage, and distribution. (Maamoun, 2016; Yusof & Jusoh, 2014)

Second, intangible factors, such as brand values, brand authenticity, and brand tagline. Slogans or taglines affect perceptions of a brand and are needed to preserve brand identity. Using foreign languages such as Arabic or using Islamic terms can maintain feelings on the brand of Islamic nuances. (Maamoun, 2016: 427). According to Bandyopadhyay (2016: 9-12), there are key factors in the success of building a brand online (e-branding) include; creating brand recognition by creating unique, memorable, and spelled names to attract customers and are different from others. It can also be added in the form of mascot or Jingle Company on the website. And the presence of advertising features, customer service quickly, and other special or unique services are different from other products; and distinguishing brands by providing good navigation tools for users, having easy-to-remember domain names (simple but attractive websites), offering a variety of products that are relevant to the customer's target needs, providing relevant gifts or promotions

Each sharia hotel has a unique domain while still giving sharia atmosphere. Sofyan Hotel Betawi takes the name of "Sofyan" which is typical with Muslim people. Through its website is the "Halal" logo of MUI, halal certification, and there is a privacy policy that guarantees its users about the security of personal data. Through its Facebook also Sofyan Hotel Betawi uses branding through profile pictures with female employees who use the hijab. Rhadana, Kuta, Bali branding through its website by stating on its profile about the halal certification that it has from MUI for its food and service, pictures for the service menu, and its facilities that show the prayer room and also have a privacy policy. The two hotels are the achievements of awards from UN World Tourism Organization (UNWTO) displayed on the website page to make customers believe in the concept of their sharia hotels.

Meanwhile, Syariah Hotel Solo has a strong branding through its website with the domain name "Syariah" which must show the concept of sharia, hotel logo in the form of domes mosque and picture profile on the page "Home" shows hotel facilities in accordance with the rules of sharia mosques, prayer gear and pictures of female hotel employees wearing a hijab. Besides, Syariah Hotel Solo performs e-branding also through the YouTube platform with the account ID "PublicRelationSyariahHotelSolo" by uploading various hotel profile video showing starting from its employees who wear closed clothes and hijab, praying facilities, up to halal food provided. As for Aziza Syariah Hotel Solo's branding through online media by using the word "Syariah" and in its tagline "Islamic Boutique Hotel" which reinforce the concept of sharia it offers and various profile pictures shown by Islamic nuance like other hotels featuring the image of her female employee using the hijab. Similarly, Syariah Hotel Solo and Aziza Syariah Hotel Solo's branding also through the promotion of halal food brochures and video profile on their official Instagram account whose content that shows the concept of sharia.

The third strategy is about the partnership. According to Ibeh (2005) explained that a successful e-branding strategy is a collaborative strategy such as by starting strategic partnerships and partnerships with web portals and distributors; making information about resources or financial statements; promote and manage the website by registering it on the search engine system, displaying banner ads and adopting attractive web designs; customer relationship management with licensed e-mail marketing; ensuring superior messaging in

various marketing areas. The four hotels are the same in branding by partnering with several online travel agents (OTA) both nationally and internationally. Their partnership mapping is based on observations as follows in Table 2.

**Table 2. E-Branding Partnership of Shariah Hotels in Indonesia**

No.	Hotel	Partnership
1.	Sofyan Hotel Betawi (Hotel Bintang 3)	Tripadvisor, booking.com, agoda.com, traveloka.com, pegi-peg.com, misteraladin.com, klikhotel.com
2.	The Rhadana Kuta Bali (Hotel Bintang 3)	Tripadvisor, booking.com, agoda.com, expedia.com, hotels.com, traveloka.com, pegi-peg.com, trivago.com, hotelscombined.com, wotif.com, hotels.jetstar.com
3.	Hotel Syariah Solo (Hotel Bintang 4)	Tripadvisor, booking.com, agoda.com, traveloka, pegi-peg.com, id.hotels.com, misteraladin.com
4.	Aziza Syariah Hotel Solo (Hotel Bintang 3)	Tripadvisor, booking.com, agoda.com, traveloka.com, pegi-peg.com, misteraladin.com

Source: Data processed by researchers

Based on the research results, each hotel has a partnership with various online travel agents both domestic online travel agents and international online travel agents. Domestic travel agents consist of traveloka.com, pegi-peg.com, misteraladin.com, and klikhotel.com. Meanwhile, international online travel agents consist of Tripadvisor, booking.com, agoda.com, expedia.com, hotels.com, trivago.com, hotelscombined.com, wotif.com, hotels.jetstar.com, and id.hotels.com. In addition to the partnership, they have their website that provides their customers with booking services. Rhadana through the Accor Group website, Syariah Hotel Solo through Lor in International, and Azizah Syariah Hotel Solo through myhorison.com, while Sofyan Hotel Betawi through Sofyan Group. Each of the sharia hotels is back to their company group. Through these websites groups, the customer could compare the price with other hotel members either sharia hotels or conventional hotels.

The fourth strategy, related to display advertising and the promotion content, the four sharia hotels more use their Instagram to be more up-to-date in addition to its website. It is supported by the statement of General Manager of Hotel Aziza Solo that the current era of Instagram becomes the favorite media for branding and promotion. The reason for using this Instagram is that it is easier to use for the user through the smartphone and more interesting in terms of visual and messaging services more interactive. Based on observation, the four hotels indeed use Instagram as the most up-to-date online media for branding. Meanwhile, Twitter is considering the limitations of characters and Facebook that is too broad (difficult to be specialized) which then it was felt not quite effective in online branding. E-Branding through promotions is made through brochures and advertisements shared through websites and social media networks that are more visible on halal food and beverage as well as stay packages with Islamic nuances. Related to hotel promo is also more emphasized on its OTA with the aim of customers can comparing the various prices of sharia hotels with other hotels in a group of companies.

The last strategy is related to the interactivity dimension in branding to create two-way communication and user control. The hotel website design needs to provide a two-way interaction system for its users so that when they use the website it will recognize the brand and accept its brand positively. The existence of interactivity helps build a positive opinion on the brand as well as will affect the individual who can assume the website is valuable. (Barreda, Bilgihan, Nusair, & Okumus, 2016, 189-190). Hoteliers and brand managers should recognize the significance of interactivity-linked website features such as chat rooms, bulletin

boards, online shopping, feedback mechanisms, navigation tools, search options, and location maps. (Barreda, 2014: 175). Interactivity system built more hotels on social media such as Instagram, Facebook, twitter, youtube, and mobile application that does provide interactive columns between corporate users with its potential customer. Sofyan Hotel Betawi provides mobile application Line and Whatsapp, it will facilitate the customer in getting to know the hotel with all products and facilities personally without the term pending. Through mobile applications, customers can also freely communicate directly with the hotel, asking about various things related to the hotel according to their needs without being limited by space and time. In contrast to Facebook, Instagram, and twitter which the form of interaction tends not to be like a chatroom. The given feedback will be longer than Whatsapp and Line.

This interactive system is also visible from the hyperlink which is provided on the hotel's website; it is connected with twitter, Instagram, and Facebook. Especially Sofyan Hotel Betawi website provides google maps links that provide navigation of hotel locations and TripAdvisor. Meanwhile, The Rhadana provides hotel newsletter delivery facilities via personal email customers for promotional updates or exclusive offers from the hotel. Based on the results of the discussion, the framework of e-branding strategy undertaken by Sharia hotels can be formed as the below figure 1:



Figure 1. E-Branding Strategy of Sharia Hotel  
(Source: Data processed by Researcher)

### The Challenges of Sharia Hotels in e-Branding

The challenges faced by Halal Tourism especially the hotel itself is how they serve non-Muslim tourists and meet their needs without clashing with the Islamic rules. Besides, some hotels said that if on their website they display sharia contents will make it unattractive to non-Muslim tourists. However, it can be a business opportunity to use their creativity and flexibility in serving the diverse needs of Muslims and non-Muslims. Moreover, in the proper use of social networking and marketing programs geographically it is a challenge in this market. Geographic marketing programs should be designed and distributed to the targets where the majority of Muslims are located, both in Muslim and non-Muslim countries. (Battour & Ismail, 2016: 153)

Although the government provides halal certification rules for hotels and restaurants, the industry is still hesitant to implement it because they assume it is Halal and there is no need for certification. (COMCEC<sup>a</sup>, 2016: 55) There is still a constraint in implementing sharia tourism that needs to be addressed; it is the aspect of halal certification on their products. The number

of restaurants and hotels that guarantee halal food is still rare. Many suggestions in the hotel kitchen there is should provide a separation between halal and non-halal food. (Kemenpar, 2015). Therefore, the perception and commitment of the sharia hotel itself becomes a big challenge for destination marketers and planning halal tourism.

Besides, the challenge also comes from its public perception that identifies that the Sharia Hotel is only willing to accept Muslim tourists only. Based on the results of research, sharia hotels are not only segmented in the Muslim tourist market but more universal. As stated by General Manager of Aziza Syariah Hotel Solo that the segment of sharia hotels not only on the Muslims but also open to non-Muslims, it's just for the service facility will still be served according to Islamic rules or halal standards. However, for now, there are still few people who can accept the existence of sharia hotels because, with the word "sharia", customers are sometimes still afraid to choose it with the thought that hotel rules will be so strict. This challenge encourages Sharia hotels to be stronger in sharing brand knowledge related to sharia hotel market segmentation.

### **The Influence of e-Branding in Indonesia's Sharia Hotel Industry**

The results showed that e-branding will be known as brand awareness and brand image of the hotel. Brand image can be viewed through the social media platform and OTA which becomes the hotel partner. Through the rate of partnership owned OTA, the four hotels have a rate ranging from 7.6 / 10 to 8.6 / 10. The rate indicates that the majority of tourists who have used the sharia hotels provide good reviews. Despite the concept of sharia, it appears that through Instagram photos which are not only Muslim tourists who stay but also non-Muslim tourists, especially foreign tourists, many of them choose sharia hotels such as The Rhadana, Sofyan Hotel Betawi and Aziza Syariah Hotel Solo as their accommodation choice.

In fact, for its uniqueness of Rhadana, despite having the halal label, the hotel guests are mostly foreign tourists from non-Muslim countries like South Korea, Australia, Netherlands, and Russia (mendunia.id, 2017). Brand awareness has been created not only on Muslim tourists in Indonesia but also has come to foreign tourists who are non-Muslims. The implementation of e-branding sharia hotels is also different from conventional hotels. The e-Branding of Sharia hotels is done from an Islamic perspective, so it must conform to Islamic rules. The practice is while e-branding, promotion carried by da'wah (carry out with devotion of Islamic teachings). As stated by General Manager of Aziza Syariah Hotel, foreign tourists choose sharia hotels because they like the serenity given by the Hotel Sharia. This is indeed remembering the Islamic rules every time praying time is heard, they are not doing activities that provide peace and provide a clean and comfortable environment in accordance with Islamic Sharia.

### **CONCLUSION**

This research can be concluded that e-branding strategy of Sharia Hotel in Indonesia consists of effective online media selecting; brand identity management through the website and social media network starting from the logo, domain name, tagline, image gallery; partnerships with web portals and online travel agents; displaying advertising and promotion content; and online interaction space management through social media networks. As a sharia-based hotel has challenges that must be faced, ranging from the lack of brand awareness related to the sharia hotel segmentation that is universal not only on Muslim tourists only. And, the assumption of the hotel itself by showing the concept of hotel sharia will be difficult to attract tourists because of the mind-set that still exists in the public that sharia hotels are full of strict Islamic rules. Nevertheless, effective e-branding through online media in the Sharia hotel industry is proven can build a positive image, and not only Muslim tourists who have known sharia hotels, but some non-Muslim tourists also have brand awareness in the existence of Sharia Hotel.

This study has a limitation in interview data only from Aziza Syariah Hotel Solo so that less exploring the point of view of sharia hotels. Besides, the e-branding effect on the hospitality industry is still not too deep data obtained. Therefore, further research is expected to make mapping of Sharia hotels in Indonesia as a whole. Further research can also be added by conducting a deeper analysis specifically related to brand awareness, brand image, and

brand equity of domestic and foreign tourists, Muslim and non-Muslim tourists. Research can be done with qualitative and quantitative with a large number of respondents to get valid results.

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# The Development of Attraction Potency to Improve the Quality of Denpasar City Tourism

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## Abstract

**Purpose:** The purpose of this study is identifying and mapping to select pre-existing potential and the management of tourist attraction which have been developed both from attraction and supporting facility on all tourist attraction in Denpasar city.

**Research methods:** This research used qualitative method with technique of participant observation collecting data, comprehensive interviews and documentation.

**Results and discussions:** The results of this research are recommendation of tourist destinations equally considered for development using Integrated Model of the destination competitiveness model created by Dwyer and Kim (2003). The final results of development strategies are based on the analysis of SWOT.

**Conclusion:** In order to be able to focus on the competitiveness of a destination, a macro business perspective is required for the entire tourism industry, meaning that all stakeholders should work with each other by focusing on the common benefits of destination rather than on opportunistic objectives.

**Keywords:** *tourism development, destination competitiveness, potential attractiveness of tourism, innovation, SWOT analysis*

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## INTRODUCTION

The tourism sector in Bali is growing rapidly from year to year. Almost all regions in Bali are engaged in this industry. Denpasar, the capital of Bali, is not spared from this trend, and has since become one of the main destinations for tourist visit in Bali. Denpasar city has prioritized the development of tourism city based on Balinese culture. The potential and advantage of Denpasar city in attracting the attention of foreign visitors has been gradually improved by developing and create better facilities through supported infrastructures for visitors. Even though the tourism attraction and a number of alternative tourism destination within Denpasar city has been developed, it needs to be stressed that knowing the characteristic or attributes considered to be important and desirable in a region with Potency and Tourist Attraction Destination insignificantly about the development and improvement of infrastructure, but also how the development and improvement of pre-existing potential are done according to the target and current issues so that tourism activity would goes smoothly in the future. The sustainability of tourism development is not guaranteed and will depend upon official action and commitment, the acceptance and exercise of its responsibilities by the tourism industry

and the maintenance and enhancement of stability in economies and domestic and international politics (Henderson: 2015).

In order to be able to focus on the competitiveness of a destination, a macro business perspective is required for the entire tourism industry, meaning that all stakeholders should work with each other by focusing on the common benefits of destination rather than on opportunistic objectives. Consequently, a stakeholder approach seems to be appropriate to analyse the complexity of the destination competitiveness issue (Hildebrandt & Isaac, 2015). Building a sustainable tourism is a process that integrates all elements available within a region, requires the involvement of all parties. The support from the government and the people with consistent and continued implementation of planning and developing in managing the sector, along with ensuring that the development will bring benefits while simultaneously suppressing the social and environmental impacts. According to Aqueveque (2017) The analysis of the complex phenomena of destination competitiveness development from a supply-side perspective in a developing country. Despite the importance of the issue, this perspective and setting has been scantily studied by previous research in the field of tourism. Second, our findings show that different from established destinations in developed countries where a large amount of research has been conducted, awareness and promotion of the destination is extremely relevant for destinations in emerging economies, and therefore future analyses of destination competitiveness in developing countries must include this aspect. The indicator for measuring the effectiveness of management and the promotion for certain tourist destination can be gauged from tourist visiting absorption of the destination. The attractiveness of tourism in Denpasar city cannot maximally absorb tourists are due to several reason, but the most prominent are: the lack of tourist knowledge regarding tourism destination in Denpasar, lack of promotion, travel agencies which unplay the role to help promoting the tourism, the improperness of some tourism destination alongside a slew of other reasons that needs to be reviewed. So far there are 26 tourism destinations that have been listed in Denpasar's tourism agency. Related to this condition, there is a need for identification and mapping to select pre-existing potential and the management of tourist attraction which have been developed both from attraction and supporting facility on all tourist attraction in Denpasar city.

According to Abreu-Novais, Ruhanen, and Arcodia (2016), studies on destination competitiveness which have gained scholarly attention in the early 1990s, are still significant due to the tough competition amongst tourism destinations. Competition is inherent to societies and tourism destination territories are not an exception. It is assumed that a competitive advantage requires the management's ability to balance the multidimensional components of the tourism system (Perna et al, 2018). A destination's competitiveness depends on its ability to increase tourists' expenditure and visitors' arrivals by providing them with satisfying and memorable experiences (Wong: 2015). Pike and Masson (2011) opinions is about branding is regarded by many researchers as an important tool to increase the competitiveness of a tourist destination. In Azzopardi and Nash (2015) opinion Although competitiveness on tourism-specific attributes is necessary to maintain tourism destination competitiveness (TDC), it is not sufficient to ensure overall tourism success. Business and management considerations play a major role in achieving tourism growth. Without a distinctive value proposition that is tourist-centric in perspective, it is difficult to exploit the destination's comparative advantages and create the competitive advantages to distinguish the destination from competitors. For small island destinations, marketing and accessibility represent the lifeline to tourism. Long-term marketing strategies are critical to putting the destination on the world map; creating images, emotive bonds and relationships; and communicating the destination to potential markets. The success of a tourist attraction or destination on the global market depends on advantages value) of the tourist attraction. For a tourist attraction to be able to compete and succeed there needs to be a comparative profit. This comparative profit is rated based on its natural resource, historical values, and cultural values supported by economic, human, knowledge and conceptual factors which become the cumulative foundation of an infrastructure desired by tourists and could attract them to visit. The dimensions of tourism destination competitiveness investigated in this study can be

sequenced in decreasing order as follows: destination management, tourism resources, tourism superstructure, infrastructure, and destination-supporting factors (Wang, 2012). Market segment of the economic growth is an indicator for consideration based on its relation with the accessibility of tourist attraction and tourist destination which are grouped with the indicator of cultural heritage. Many destination competitiveness studies (Chen et al: 2016) took into account assessment from international tourists to gain objective evaluations of various tourism experiences. Based on Dwyer and Kim (2010), since existing and potential tourism flows to any destination are inextricably linked to that destination's overall competitiveness there exists the need to develop a framework and indicators of destination competitiveness. The development of a set of competitiveness indicators can serve as a valuable tool in identifying what aspects or factors influence tourists in their decision to visit other countries. Dwyer and Kim started their research since 2003 and found 83 indicators of competitiveness attributes within four major groups and it known by Integrated Destination Competitiveness Model. The result of this model that final goal of tourism destination competitiveness is to attract visitors in order to maintain and increase the socioeconomic prosperity of a destination. Based on the continues research, besides shorten the competitiveness into 55 indicators, it also measures specifically the indicator of supporting resources and management of destination about the forwardness of internet support and also the utilization of information technology in manage the destination (Dwyer and Kim, 2014). This research using 18 indicators. The indicators measure the level of uniqueness, cleanliness, availability, the quality of foods and beverages, number of activities, available information and local guide, comfort, the diversity of shopping centers, event/festival availability, supporting facilities (ATM, Wifi, Money Changer, etc), Parking facility, security, accessible location, integrated location with other destination, quality of service, Collaboration between government and private company in managing the destination, training and development of human resources related to tourist attraction, the influence of tourist destination to business environment around it, optimal used of technology and information and number of visitors visit.

Environment of a business is the pattern of all the external and internal conditions and influences that affect its survival, growth and development. Hence, it is important on the corporate strategist to keep abreast with the factors of the business environment. Furthermore, the analysis of business environment is the appraisal and examination of opportunities and threats inherent in the environment. Consequently, external analysis examines threats and opportunities that exist in the environment while internal analysis examines strength and weakness within the business (Ndife, 2014). The suitable management used of SWOT analysis as a shorten form of Strength (S), Weakness (W), Opportunities (O) and Threats (T). The analysis of Strength, Weakness, Opportunities, and Threats then formulated in SWOT matrix. It clearly describes the overcome Opportunities and Threads (Extern Factors) and then suit to the strength and weakness (intern factors) of a tourist destination. Thus, the program and right strategy can be formulated and implemented in a destination.

## **RESEARCH METHODS**

The research is conducted in tourist attractions located in Denpasar city, from August until October 2017. Several authors have suggested employing qualitative methodologies in tourism as they can help researchers to have a deeper understanding of specific topics through the voice of participants (Banki & Ismail, 2015). The used methods are qualitative research by using descriptive through participant-observation data collecting technique, comprehensive interviews and documentation. The informants are: The management of the tourist attraction, the visiting tourists, and locals with experience and knowledge of the tourist destination. This research also records the experience of the locals and people who are directly involved with the tourist attraction. Focus group discussion is focused on people and figures who have involved with the tourist attraction in Denpasar city. These informants who live and interact directly in developing tourism on each tourist attraction, in a focus group discussion, will fill in any missing information and correct a group who may take the wrong or misleading information. The obtained data result from on-field collecting and from focus group discussion then will be analyzed during discussion and will be associated with theory or

literature review. The data will be explained and discussed before drawing conclusion and recommendation that is considered to be appropriate with the research's result. This research focuses on newer tourist attraction deemed suitable for development to add to Denpasar's tourism value. There are four stages which are collecting data, reduce data, data presenting and drawn conclusion.

## **RESULT AND DISCUSSIONS**

### **The potential and assessment of tourist destination**

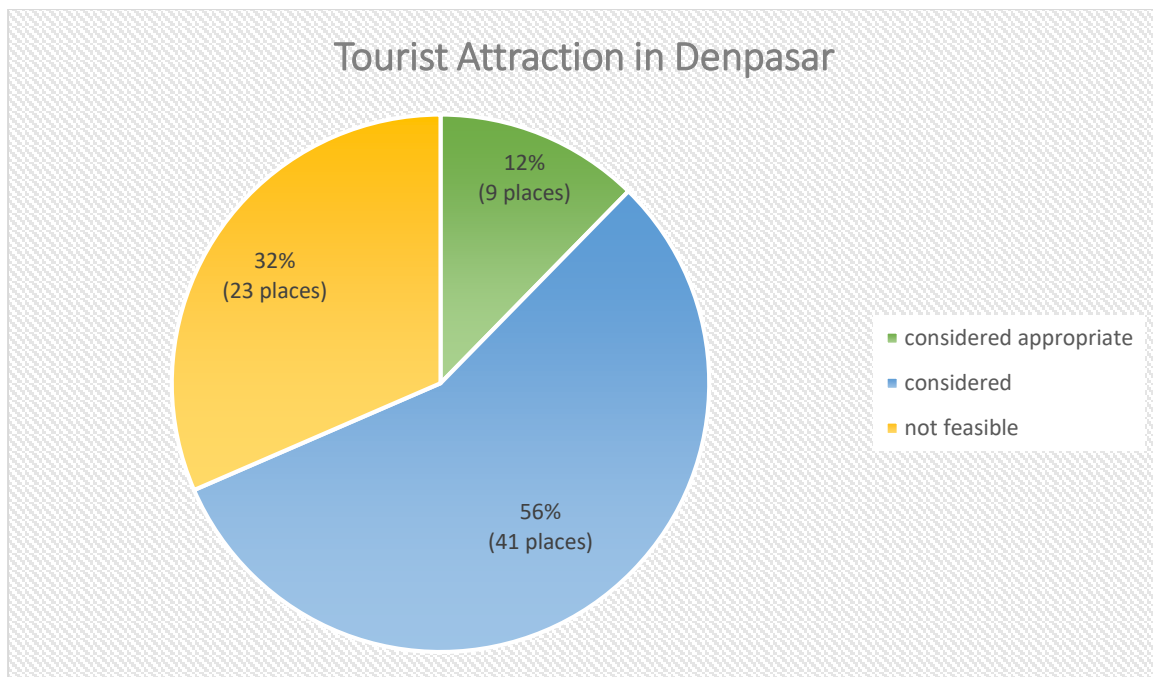
Associated with this growing competition are the substantial changes that are taking place globally, influencing the kinds of experiences that tourists seeks, Dwyer et al, (2014) argue that a key element of a successful tourism industry is the ability to recognize and deal with change across a wide range of key trends and the way these trends interact, "a destination is competitive if it can attract and satisfy potential tourists and this competitiveness is determined both by tourism-specific factors and by a much wider range of factors that influence the tourism service providers" (Traditionally, previous studies regard destination competitiveness as a static concept. The grouping or Mapping of Tourist Attractions/destination in Denpasar city is divided into 4 regions, those are North Denpasar, East Denpasar, South Denpasar, and West Denpasar.

There are 18 indicators used on this research i. e level of uniqueness, cleanliness, availability and quality of food and drinks, diversity of activities at the destination, availability of information and local guides, comfort atmosphere, diversity of shopping centers, festival/event availability, supporting facilities, parking facilities, security level, ease of achieving location, ease of location to be integrated with other destinations, service quality and hospitality of personnel, collaboration with government and or private, HR training and development, the influence of the destination on the surrounding business environment and optimization of the use of technology by management. The range for each indicators is 1- 5, the very low competitive level rated by 1.00 – 1.80, low level of competitive advantage rated 1.81 – 2.60, when a competitive advantage has enough level, the rate was 2.61- 3.40, the good advantage competitiveness on rated 3.41- 4.20 and the very good level of competitive advantages around 4.21 – 5.00.

### **Grouping Based on the Value of Tourism Attraction Excellence**

The tourist attractions in the city of Denpasar after being grouped according to the assessment based on aspects of the requirements or eligibility of a destination or tourist attraction from the calculation of the assessment that has been done on each tourist attraction in the city of Denpasar can be clustered into 3 (three), namely Appropriate tourist attraction, tourist attraction that can be considered and tourist attraction that is not feasible. The three clusters are obtained from the grouping of tourist attractions that have good and very good ratings including Decent clustering, assessment of tourist attraction with sufficient value entered in the clustering can be considered, and assessment of tourist attraction in the city of Denpasar with very low and low value entered in the clustering Inappropriate tourist attraction.

There are 73 research sites located throughout the city of Denpasar. Based on the data that has been processed, there are 9 places that are considered appropriate (12%), 41 places considered (56%) and 23 places (32%) are not feasible as can be seen in the following diagram:



The tourist attraction included in the appropriate clustering in the future has the potential to increase and develop in terms of management, supporting facilities and an increase in creative and innovative tourist attractions. So by maximizing the management and development of tourism attractions that are already feasible in the city of Denpasar it can contribute or have a positive impact on increasing local revenue in terms of tourism. Clustering, which includes attraction that is considered, is a category of tourist attraction that still needs an evaluation of the ability of a tourist attraction to attract tourists. Aspects or feasibility of a tourist destination already owned in the group of tourist attractions considered in the city of Denpasar, but these aspects have not been maximally implemented or developed for their use. The next clustering is inappropriate is a tourist attraction in the city of Denpasar which is included in the category of tourist attraction that has a low advantage/very low so it is not feasible to proceed because some aspects as a tourist attraction are not owned by a tourist attraction and cannot be forced for example in terms of inadequate accessibility, inadequate tourism support facilities, lack of carrying capacity of the community (manager), contrary to current tourism trends which lead to friendly tourism and care for the environment of a tourist destination visited, the absence of attractive tourist activities and characteristics the unique characteristics of a tourist attraction do not yet exist.

### **Strategy of Managing Tourist Destination**

Every tourism area in Denpasar have its infrastructure repaired and maintained, while also increasing its promotional activity. Tourism region in Denpasar city other than having physical potential also have non-physical potential. Non-physical potential in this case is everything that could attract the interest of tourist such as local culture, behavior and tradition that functioned as its own attraction. According to the tourist destination allotment in Denpasar with the internal environment and the overall external tourist destination, generally as follow:

#### **1. Condition of Internal Environment**

##### **a. Human Resources**

Human resources in this term is an important factor in managing a tourist destination since it has significant role in planning, managing, develop, control and as a center of making sustainable decision of tourist destination (sustainable tourism). The Human

Resources also has role in developing innovation and creativity in packaging the tourism potency become an unique destination to attract the tourists.

- b. Amenities in each destination in Denpasar  
Except having an endowed resources, naturally or inherited, a tourist destination should has supporting factors and resources, such as adequate infrastructure to attract the tourist and enjoyable for them. The provided amenities in every destination and it is adjusted with the condition of the place.
  - c. The frequency of Tourist Visit  
In order to attract the tourist and increase their visit in a destination, the government, in this case is tourism department of Denpasar should have a suitable and effective strategy to attract them.
  - d. Hygiene of a tourist destination in Denpasar  
The hygiene of a destination is one of the determined factors the frequency of tourists visit, so they can enjoy and revisit those destinations.
2. Condition of External Factor
- a. Political factor  
Political development in a region will affect the tourist destination development, since it directly related to the decided policies regarding construction process of a region including tourist destination.
  - b. Economic factor  
Tourism sector can increase a region's economy
  - c. Social Cultural Factor  
The support from the communication is very influetial toward the destination development, the support and culture in a specific destination would increase the quality of destination.

The SWOT analysis of tourist destination to obtain the strength, weakness, opportunity and threat that will be overcome in developing the destination in Denpasar.

#### **Strengths**

1. The tourist destination in Denpasar has a various attraction such as nature, cultural heritage and each artificial uniquenesses.
2. Having attraction of Cultural destination and local food
3. Every destinations in Denpasar is close and accessible
4. The partnership with tourism partners in managing the destination, such as ASITA, PHRI, and etc.

#### **Weakness**

1. The amenities maintenance of tourist attraction in Denpasar is insufficient and inoptimal, such as dirty and broken public toilets and minimal parking space.
2. Support, awareness and knowledge of community is less toward developing and managing the tourist attraction in their region
3. Inoptimal utilization and packaging of tourism potency in Denpasar
4. Inoptimal promotion carried out in an integrated manner, conventionally or digital from the management or government.

#### **Opportunity**

1. The destination's location in Denpasar is strategic and some of them are an access to other Region's destination and it is close to the Airport
2. Denpasar tourism potency is various and packaged as a new destination
3. Denpasar tourist attraction can increase the economy and community's prosperity
4. The level of visit to Bali is increasing every year and it will be an opportunity for visiting other destination in Denpasar

#### **Threat**

1. The development of other tourist destination outside Denpasar to compete
2. Lack of public awareness in destination about the importance of the tourist destiantion toward waste management
3. The lack of merchant discipline in selling around destination.

Then, according to Strength, Weakness, Opportunity and Threat by SWOT analysis. The strategy that can be used for managing every destination in Denpasar in order for the sustainability of the destination, as follow:

**1. Strategy S-O (Strength-Opportunity)**

The study followed the rationale that a destination should strengthen its competitive position by surpassing competitors in meeting tourists' needs (Pansiri, 2014).

The strategy which optimize the strength to utilize the opportunity, such as:

- a) Developing and packaging tourist attraction by accentuate the uniqueness and authenticity every destination in Denpasar  
The recent expected attraction is the authenticity which can devise it with other place, by this characteristic a destination automatically will attract tourist to come
- b) Increasing the role of society to develop and manage the destination. The development of a destination needs the role of local society in order to sustain the destination forth, since the one who know and need this destination is the local society itself.
- c) Optimizing the partnership with stakeholder related to tourism in managing and developing tourism. This activity can be done related to this thing is marketing strategy and developing tourism trend for better management.

**2. Strategy W-O (Weakness-Opportunity)**

The strategy which minimize the weakness to have an opportunity such as:

- a) Increasing and repairing the infrastructure in destination in Denpasar
- b) Developing and increasing the various tourist destination by package it in interesting and more attractive way and also eco-friendly.
- c) Increasing the human resources talent and skill in managing tourist destination through training and coaching involving support from stakeholder of managing a destination particularly from marketing factor.
- d) Fully involving society role around destination in planning, managing and developing tourist destination.

**3. Strategy S-T (Strength-Threats)**

Obtained strategy to create power in avoid threat can be done by :

- a) Accentuate the uniqueness and authenticity of destination in competition
- b) Socializing to society about the benefit and importance of destination it that area
- c) Providing place and train the merchants in serving good and service adjust the standard of tourism activity, so automatically the economy will be increased in Denpasar.

**4. Strategy of W-T (Weakness – Threats)**

This strategy aimed at minimizing the weakness and avoid the threat by:

- a) Increasing the human resources quality (hardskill and softskill) professionally through socializing and training in planning and managing tourist destination in Denpasar city in order to compete with other region's destination.
- b) Giving comprehension to society to bring them to the importance of tourist destination mainly about the waste management.
- c) Arranging, developing, maintain and controlling the provided and yet provided facilities in every attractive destination in Denpasar.

The application of right strategy in developing and managing the excellence of each destination in Denpasar, then it will be able to compete with other destination in which providing similar product, in forthcoming the sustainability of the destination will be assured.

## **CONCLUSION**

According to Chin (2015) Since Bali is a small, but mature, destination with interrelated problems, by systematically analysing where its problems and challenges lie, it is now possible to begin to make a destination more competitive and allow it to compete more effectively. This

should, in turn, significantly assist both the tourism industry and the host community. This research obtained SWOT matrix analysis toward each tourist destination in Denpasar. The strategy produced aimed at sustainability of a tourist destination and make it able to compete for destination in Denpasar. Then, according to the result of research above, it can be concluded as follows:

1. The implementation of management strategy in every destination in Denpasar need to increase the role of local society in its planning, managing, control and developing.
2. The amenities and promotion in every tourist attraction in Denpasar is unoptimal, it needs to develop the facility and marketing strategy in conventional or digital
3. The majority of tourist attraction in Denpasar is unoptimal to give significant impact toward social economy development of local society.
4. The various tourism potency in Denpasar is yet optimally packaged and developed to become a tourist attraction.

In order to be able to focus on the competitiveness of a destination, a macro business perspective is required for the entire tourism industry, meaning that all stakeholders should work with each other by focusing on the common benefits of destination rather than on opportunistic objectives. Consequently, a stakeholder approach seems to be appropriate to analyze the complexity of the destination competitiveness issue (Hildebrandt & Isaac, 2015). Suggestions for the management of the new tourist attractions are more exploring the potential tourism possessed, maintain quality and also utilize the technology such as creating a special website containing details of activities, promotion of attractions to make potential tourists traced easily.

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# Balinese Art Studios: The Learning Process of Art and Culture to Support Sustainable Tourism

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## Abstract

**Purpose:** A lot of perspectives have been discussed about Bali and this paper will discuss it from the angle of the learning process of art and culture in the Balinese art studios in Gianyar Regency.

**Research methods:** The research was conducted on the months of July and August 2019. Qualitative data was obtained during the research because the method of data collection was interviewing the owner of the dance studio.

**Results and discussions:** One of the A's in tourism is attraction and Bali have a strong attraction for tourists both domestic and foreign tourists. The art and culture is the breath of tourism in the island of Bali, which is based on the Hindu religion. The resources for these art and culture are nurtured in several forms, which one of them is through sanggar or studios, which is a non-formal education institution for learning Balinese art and culture. Various types of art and culture and developed and nurtured in these studios, such as performing arts, fine arts, and local wisdoms. The tourism industry has given positive and negative impacts for Balinese art and culture, depends on how one may argue if seen through different perspectives. Performing arts have flourished in terms of daily performances taken places in hotels and designated performance theaters. The types which can be easily watched are the music and dance of Bali.

**Conclusion:** Tourism in this sense is not a direct aspect but, in the future, has a direct impact: providing culture resources for performances in tourism objects and destinations. This as a part of social sustainability, also the *sanggars*, is a part of the sustainable tourism family.

**Keywords:** *Balinese art studio, art and culture, sustainable tourism*

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## INTRODUCTION

Bali as a small island is limited in natural resources but can be proud that it has a rich culture. Its strengths in arts and culture is used as the platform of the Balinese policies regarding tourism policy (Udayana, 2017; Roth and Sedana, 2015; Pitana, 2010). This can be seen in the Bali Provincial Regulation Number 2 year 2012 about Bali Cultural Tourism (Genta dan Sarjana, 2016). Cultural tourism that is owned by Bali is very different from that of other regions

so that there are peculiarities owned and are the main reason for the government's consideration in making regulations.

The implementation of this regulation can be seen visually in the everyday life of the Balinese people and especially those involved in the tourism industries. The Balinese culture is the foundation of visual representation of the Balinese culture (Picard, 1996, 2008) thus we can witness these in the form of architecture of tourism objects and destinations; the physical appearance of the staffs working in tourism industry, ie. costume of guides, hotel staffs, and tourism officials in tourism objects; and the feeling of that Balinese culture that can be experienced by the greetings and gestures made by the tourism community (Astuti *et al*, 2018).

The product of any culture can be visible and/ or invisible. The visible products are those that can be sensed by your senses directly. An example is the architecture, handy crafts, and music and dance. Those that are invisible are the values that are practiced daily by the Balinese people. Such values include *Catur Paramita* (Astuti *et al*, 2018) and the Tri Hita Karana, a harmony and balance between religious, social, and the environment (Windia & Dewi, 2007; Pitana, 2010; Adi *et al*, 2015; Purana, 2016; Ardika, 2017; Mudana *et al*, 2018; Ginaya, 2018; Dewi *et al*, 2018, Astuti *et al*, 2018).

The image of Bali as a destination known because of its culture has shaped the island as a destination of unique attractions. The understanding of image as a pull factor in decision making of tourism destinations can be seen from the quote from Gallarza, Saura, and Garcia in Pitana and Gayatri (2005: 65) which states that “... *image are more important than tangible resources, all because perceptions, rather than reality are what motivate consumers to act or not to act*”. The impact of good brand image can bring more tourists to Bali and this is what seems to be the objective of the Balinese government.

The existence of tourism has made changes in the function and meaning of art in Bali, which in this case will discuss the Balinese dance. In the past, people learned to dance in order to be able to perform in temples. But nowadays, besides the previous reason, people who study dance are able to get financial rewards if they appear in tourism activities (Barker *et al*, 2006; Picard, 1996).

Gianyar Regency is well known to have big potentials in various forms of art for tourism, one of them is dance (Picard, 1997). There are more than several villages in the regency which have been known to produce dancers, such as Ubud, Singapadu, Bona, and Sukawati. These villages have had dancers for generations thus making them well-known as places of rich potentials in Balinese dancers.

The United Nations World Tourism Organization defines sustainable tourism as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. This definition clearly states that while ensuring that the needs of the tourists and the host region are met, the urge to keep whatever it is being offered and consumed today must be able to be served also in the future. The UNWTO also says that rather than being a type of product, it is an ethos that underpins all tourism activities. The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment.

Sustainable tourism has three aspects, which are environmental sustainability, economic sustainability, and social sustainability. The *sanggar* as an informal art and culture institution can be part of the social sustainability, and in the future can also be part of the economic sustainability. In this paper, the existence of dance studios in Gianyar Regency are discussed and how the learning process is conducted. Children being the main participants in the activities in the *sanggar* or dance studio, will also be mentioned accordingly. Art and culture being an important part in the social sustainability element will be the main spotlight in this article.

## RESEARCH METHODS

The rich potential that Gianyar Regency has in Balinese art and culture, has encouraged the establishment of art studios all around the regency, several of them being focused on Balinese dance. With numerous studios scattered around Gianyar Regency, it is necessary to select a few as the source for this article. To limit the discussion in this article, we will use Sanggar Paripurna in Bona Village, Blahbatuh and Sanggar Lokananta in Singapadu Village, Sukawati as the sample. There is no exact terminology for the word *sanggar* thus in this article the closest word to describe *sanggar* is studio; which we will use continuously until the end of this paper.

The research was conducted on the months of July and August 2019. Qualitative data was obtained during the research because the method of data collection was interviewing the owner of the dance studio. Interview guidelines were previously prepared to have a structured interview. As the interview continues and answers given, other questions emerged as to obtain other related information for the research.

## RESULT AND DISCUSSIONS

The object for this article is Sanggar Paripurna in Bona Village, Blahbatuh and Sanggar Lokananta in Singapadu Village, Sukawati. These two dance studios were purposely selected based on their achievements, such as number of students, triumph in various dance contests, their involvement in preserving Balinese dance, and popularity among Balinese parents. Participation in the activities of the dance studio is needed to understand clearly about the vision and mission of the dance studio (McIntosh, 2006). I have visually participated in the dance practices in the dance studio with the owner/ organizer as well as the children/ participants, in which to obtain a much easier approach to retrieve data.

Sanggar Paripurna was established by I Made Sidja, a multi-talented artist from the village of Bona, Blahbatuh in 1990. The purpose of establishing this studio was to be the center of preservation, development, and creation of arts. There are various form of arts that can be found in this studio, such as performing arts, theater, puppetery, and the art of making offerings. As I Made Sidja grew older, the studio was then continued to flourish under the leadership of his fourth child, I Made Sidia.

Sanggar Paripurna at the moment has a large student body and supporters of around 400 people. Its weekly activity includes the learning process of children learning about Balinese art and culture, especially Balinese dance. Young children come to study dance which starts of as a hobby; as a mean to kill time. It is also motivated by the possibility of them to dance in temple ceremonies. The feeling to be able to dance in a temple ceremony usually comes from the parents, which urges their children to learn Balinese dance. There is some pride of the parents if having their child as a performer in the temple.

This studio since its establishment has grown into an ecosystem of performers which accommodates young to old performers for their performance. Sanggar Paripurna is one of a few studios that have a daily and weekly performance for tourism.

Sanggar Lokananta in Singapadu Village, Sukawati is another *sanggar* that is actively nurturing young talents in Balinese Dance. It has more than 100 students currently, and hundreds of alumni's. This *sanggar* was first established as a place to distribute the hobby of I Wayan Sutirtha, its owner and founder, when he was still studying Balinese dance at the Indonesian Institute of the Arts in Denpasar. The *sanggar* was also formed to accommodate the children around the neighborhood to have a place to study dance and Balinese culture.

The existence of Sanggar Lokananta in the following years flourished because of its consistency in teaching children and producing skilled dancer that are able to compete in various competitions in Gianyar, Denpasar, Badung, and Tabanan. These four regions currently has consistently hold competitions that children of various ages can participate in. Because of the quality if dancers it produced, parents outside of the neighborhood is attracted to educate their children in this *sanggar*.

Sanggar Lokananta currently only teaches children to dance, even though it occasionally participates in several festivals in Bali. In previous years it also performed for tourism activities, mainly in the South of Bali such as Nusa Dua and Kuta. The demand and terms from the festival officials sometimes is not beneficial to the children such as performing at night, the distance of the venue from the homes of the children, and other terms that the *sanggar* must adhere in order to perform according to the official's request.

Currently these two *sanggars* have a weekly schedule in educating its students, twice a week. The learning process of Balinese dance in the *sanggars* is strict but also it adjusts to the capability of its students. The *sanggar* will divide the students according to its age or its dance capability. Then it will be determined what kind of dance that is suitable to be learned for that group. Basic dance movements are always taught in the beginning of the lesson, to give a warm up and also to perfect every movements of the basic dance techniques. The basic movements and techniques is very important to be mastered in order to be able to master any Balinese dance.

A teacher or teachers will then teach each group in turns or separate each group to teach them separately. In each group, a specific dance is taught and is usually practiced for several months, with the schedule for learning being twice a week. This method of teaching Balinese dance can be seen in almost every *sanggar* in Bali and suitable for the teachers and students.

While practicing the dance, values contained in the dance are also implicitly and explicitly mentioned. The students are motivated by the teachers using stories of the importance of Balinese dance to the Balinese people and culture, such as used in temple ceremonies in their villages. Encouraging words are also conveyed to the students to maintain their spirit to study Balinese dance.

Younger children are taught Balinese dance as a means to introduce Balinese art and culture, nothing mentioned or motivated to perform in tourism performances. Older children which understand tourism, especially those from tourism villages such as Sukawati and Ubud, are explained the benefits of Balinese dance in the perspective of tourism.

Learning the Balinese dance by children and Balinese people for tourism is never the main factor to study it, but it is explained by the teachers as well as parents the benefits of studying it for tourism. Yes it will benefit economically but it is more strongly emphasized that the preservation and development of Balinese art and culture is way more important.

## CONCLUSION

The art and culture in Bali has grown deep in the roots of the Balinese people: understanding that the preservation of Balinese art and culture is the most important reason to study it. Balinese dance is nurtured, developed, and preserved in the Balinese art studios or *sanggars*. These informal institutions play a big role in preserving the values of Balinese art and culture, specifically Balinese dance. The learning process in the *sanggars* is casual but at the same time has its aspects of discipline and seriousness. The students, mostly young children, learn Balinese dance in the *sanggars* to follow the recommendation of their parents, to be able to perform in temple ceremonies, and to be able to dance as a casual hobby. Tourism in this sense is not a direct aspect but in the future has a direct impact: providing culture resources for performances in tourism objects and destinations. This as a part of social sustainability, also the *sanggars*, is a part of the sustainable tourism family.

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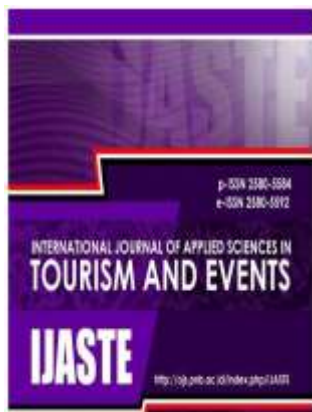
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# Okokan Tradition: Understanding Noble Value in the Frame of Symbolic Interactionalism

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## Abstract

**Purpose:** This study aims to explore the meaning of the noble value of the *Okokan* Art tradition in the Village of Kediri, Tabanan, Bali Province by using the symbolic interactionism point of view.

**Research methods:** The case studies are used as a method in discussing symbolic interactions that occur in the *Okokan* tradition performers.

**Results and discussions:** Based on the results of scientific studies in the field, it was found that the *Okokan* tradition is a form of representation of noble values in each symbolic such as the representation of seeking safety to Sang Hyang Widhi through the offerings of the performer, the noble value of the work ethic in the manifestation of dance movements, the attributes imposed reflecting the noble values of human nature to always harmonious, and the representation of folklore displayed is the harmony of humans and nature.

**Conclusion:** Symbolic interaction in the *Okokan* tradition is a representation of the noble values that exist in Kediri Village, Tabanan, Bali, Indonesia.

**Keywords:** *Symbolic meaning, Okokan tradition, bali regional art*

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## INTRODUCTION

The terminology of society is a group of people who interact with each other. The life of a group of people is jointly carrying out collaborative actions with ties of social dependency between one another. The ties possessed by the community are a unique pattern of behavior about all factors of life called customs. Apart from the bond of customs and traditions which constitute the life sector of a society is a sense of identity among its citizens or members. In the context of anthropology, society is the unity of human life that interacts according to a particular system of customs which is continuous, and which is bound by a sense of identity. Community life is inseparable from the history of the ancestors, one of which is about art. Art as an inseparable part of universal cultural elements. Overview of culture is basically a whole system of ideas, actions and results of human work in the rare life of society which is made to belong to humans by learning (Koentjaraningrat, 1990).

Art is one element that becomes a portrait of human civilization. In a simple community, art tends to be seen as an expression and cultural product related to the social system of society (Macaryus, 2008). Art becomes an aesthetic experience embodied in behavior or activities that can be clearly enjoyed. Indonesia is one of the countries famous for its art from various regions. The categories of art in Indonesia are as diverse as the performing arts, art in the form of songs, art in the form of dance and others. One area that has a stake in introducing Indonesian art is the island of Bali.

Denpasar is the capital of Bali province in Indonesia. Bali is known as 'the island of god' and has become one of favorite tourist destinations in South East Asia. The population of Denpasar has grown from 532,440 in 2000 to 788,445 in 2010. Tourism industry is the main driver of migration to Bali. According to Bali Statistical Bureau 30.6% of population in Denpasar migrated to Bali with the highest number migration from the island of Java. (Tri Anggraini Prajnowrdhi, Sadasivam Karuppannan, 2015) Denpasar is also the center of government, commerce, business, and education.

The potential possessed by the island of Bali is inseparable from the frame of art, tradition, and culture. Art in Bali is very closely related to religious ceremonies, beliefs and customs. This series of cultural forms cannot be separated from one another. Hindu religious affiliation is a pillar of the arts that grow on the island of Bali. (Budiarta, 2018) The development of art on the island of Bali is currently one of the factors that increase tourism that is able to bring in foreign exchange for the country of Indonesia. The art and beauty of Bali is a reflection of the social life of the people there. The Balinese social system has been initiated by artists such as dancers, painters, carvers, and others. The Provincial Government of Bali supports the arts as a tourism potential by holding a Bali Arts Festival or *Pekan Kesenian Bali (PKB)* every year. This aims to appreciate the arts, especially the Balinese artists so that they are not eroded by time. (Janiasa, n.d.).

Kediri Village, Tabanan is one of the villages that pioneered the tradition art, the *Okokan* Tradition. *Okokan* is well known by foreign tourists as a performance art. *Okokan* is generally made of wood which is hollowed like a block, but inside it is filled with a bat called a *palit*. Sound instruments are generally installed on pets such as cows or buffaloes, which function as decorations or markings of these animals. The agrarian community is always close to the tradition of farming, *Okokan* is also used as a means of entertainment or ritual events that is related to magical things. Nowadays *Okokan* is an art show at events held by the Tabanan government and even the island of Bali. This traditional art creates a mystical impression for tourists who are watching. (Gd, Wira, & Natha, 2017).

The development of today's modern world is indicated to threaten the traditional art of *Okokan* if there is no effort to defend the existence. The existence of traditional arts depends on the ability of society to maintain, the art of an area can be given meaning when run by the community. (M. Gina, 2014) The existence of the arts depends on the public use of which can be the sublime values or symbolic meanings contained in the arts. *Okokan* Traditional art can become the identity of tourism and culture of Tabanan village.

The development of tourism based on a city identity will have positive impact for the increase of foreign exchange in an area (K.M Woosnam, Norman, 2009). The involvement of society in tourism service industry has an important role. As a tourism based on a city identity, it needs action from the society themselves to keep their identity and features. Because the involvement of features does not only sell and get profit, but also the satisfactory level of the tourists has become the benchmark of tourism activities. The continuation of tourism activities cannot be separated from the society who manage those tourisms well (Meitolo Hulu, M. Baiquni, Chafid Fandeli, 2019). Seeing the importance of preserving features, as in this case the *Okokan* Art Tradition, then it needs to be done a preservation of the values contained in this art form so that the culture aspect of this Kediri Village art form in Tabanan can get through the current development.

Identity becomes a function of communication to assert certain distinctive features in order to reveal the existence of a person or group of people in the community. Communication can be a process, symbolic activity and interhuman meaning exchange. Therefore, communication became a basic pattern to attract others to participate together (Carole, 1999)

The dynamic movement of a city is inseparable from the role of the younger generation as the successors who assume the task as actors of change to create a better city than before. This has become an important basis to rise the interests and artistic talents of the younger generation as art performers in order to be able to provide innovation in the midst of an increasingly modern world but cannot be separated from the essence of the noble values of *Okokan*.

The change in the city area based on the modern times cannot be separated from the younger generation, who bear the task of being the actor of change in order to create a better city than before. This is an important base to generate interest and artistic talents that are owned by the younger generation in order to provide innovation in the development of an increasingly modern world. Preserving and gaining interest and artistic talent can be used as a means of preserving the sublime values of *Okokan* art.

Based on the description above, an in-depth study will be carried out on the meaning of the *Okokan* tradition for artists in the frame of symbolic interactionism belonging to Hebert Mead. This study is important to know how the symbolic interactionism of art performers in interpreting the noble values of *Okokan* art.

## RESEARCH METHODS

This research is a single case study, in which a directed research procedure is on one characteristic which means that this research is only conducted at one target / location. Case study in this research is included in the type of qualitative research in which this research is a social research that contains an understanding as a one of the main approaches which is basically a label or a general name from a cluster of research methodologies. (Sutopo, 2002) In conducting qualitative research, the researcher can be a flexible instrument, so he/she can assess the situation and can make decisions. In addition, only humans can relate to respondents or other objects and only humans are able to understand reality on the ground.

A cross sectional study technique was chosen to solve the problem on this research. Cross sectional study is a technique used in qualitative research with the aim of shortening observation time through observation in certain parts and finally getting a conclusion (Bungin, 2003). Cross sectional is a method that allows research time to be shortened to several months. The use of cross sectional technique is carried out by observing and recording the presence of symbols found in the *Okokan* tradition art performers in Kediri Village, Tabanan Regency. This study not only collects factual data but also examines the meaning of the noble value of the *Okokan* tradition by using the perspective of symbolic interactionism. Artists in the *Okokan* tradition were chosen as informants in this study. The selection of informants is based on the classification of age and social status in society. In addition, the informants who were considered to be able to provide information related to research problems were local religious leaders who were considered to have a role in this tradition. Art figures from government circles were also selected as informants by categorizing the two groups namely the old and young groups.

A stage of the social research process is inseparable from determining the results using data analysis. Data analysis is a process carried out to organize data (Moelong, 2007). The process of data analysis in qualitative research is basically carried out simultaneously with the implementation of data collection. There are three components that must be present in conducting data analysis including data reduction, data presentation and drawing conclusions.

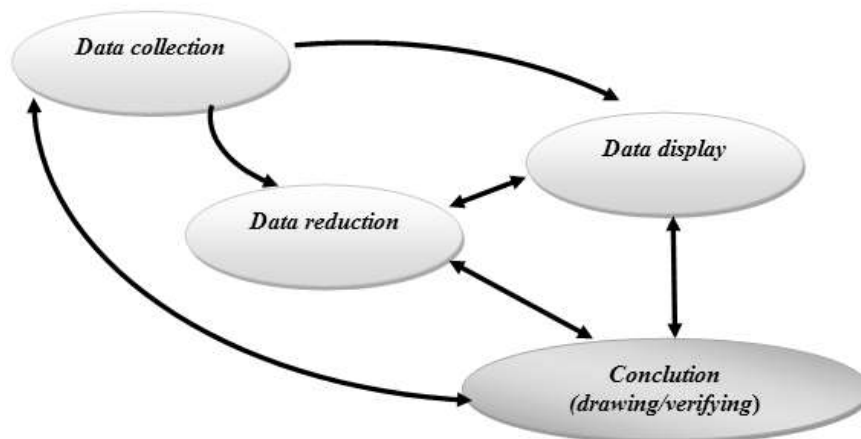


Figure. 1 Interactive Data Analysis Technique  
(Miles,M.B, Huberman,A.M dan J, 2014)

## RESULT AND DISCUSSIONS

In this chapter data will be presented as well as analysis of the *Okokan* tradition by interpreting noble values using a symbolic interactional frame that targets art practitioners. Traditional art was born as a form of condescending aesthetics and entertainment. Its existence is closely related to ideology, outlook on life, traditions that are applicable and enforced by the surrounding community. The existence of art that prioritizes local wisdom is currently alienated because it is considered to be inadequate to meet the demands of the tourism industry standards which are biological children of the global world (Maladi, 2017). The development of local or traditional art can not be separated from the meaning, function and socio-cultural conditions that surround the scope of the community. The performers of traditional arts in their era felt more comfortable in communal life than individuals. Based on the socio-cultural conditions that create togetherness, traditional performing arts are held collectively in order to prioritize peace and as an embodiment of the ancestors who created the art. Starting from the attitude of prioritizing peace and tranquility in the socio-cultural conditions of a society, a number of rules, norms and forms of traditional art expression are passed on to the next generation through traditions to sustain and maintain social collectivity.

Pereira, 2017 said that along with the journey of the demands of the global world, the inheritance of traditions to sustain and maintain collectivity encountered quite serious obstacles. (Pereira, 2017). One obstacle that occurs is the fading of cultural identity that has been inherent in the community. In addition to cultural identity, symbolic meaning in traditional and cultural arts also faded. Speaking of culture, basically the relationship between humans and culture cannot be separated thus humans are referred to as cultural creatures.(Billy Tanius, Tiurma Sinaga, 2018) The culture itself consists of ideas, symbols, and values as a result of the work of human actions. Humans as creatures with symbols and they give meaning to these symbols. Humans think, feel and behave according to symbolic expressions. Culture is also a very complex problem, as is culture that is related to the way people live, customs, and manners that is held firmly by their people. Indonesian society is heterogeneous with a diversity of different customs based on customs or traditions that are still maintained today including one of traditional arts. It is important for generations, especially cultural practitioners, to know the symbolic meaning of the arts, culture and customs that are carried out so that it does not create cultural imbalances, the lack of understanding of symbolic meaning as a result of the flow of modernization in the global world.

### 1. *Okokan* Tradition: Reviewing the Track Records of Balinese Traditional Art

Bali is the result of the representation of the planting of cultural traditions that are currently still rooted and pervasive. Starting from religious ceremonies, traditions in each region, customs, and art that is carried out every day and at certain events. This is an attraction for domestic and foreign tourists. (I Wayan Gede Lamopia, 2018) One tradition that is still not getting

enough attention for foreign and domestic tourists is the *Okokan* tradition. *Okokan* is generally made of wood which is hollowed like a block, but inside it is filled with a bat called a *palit*. Sound instruments are generally installed on pets such as cows or buffaloes, which function as decorations or markings of these animals. Grafting is installed on domestic animals such as cattle or buffalo as aesthetics of the mark of the animal.

A long time ago, a group of agrarian societies were always close to the tradition of farming, *Okokan* was also used as a means of entertainment or ritual events that is related with magical things. *Okokan* is a mystical activity to ward off disease outbreaks. At dusk the inhabitants would go around the village to ward off evil spirits that spread disease outbreaks. They brought a kind of bamboo sticks and pounded it which made sounds. In Kediri Tabanan, it is not the bamboo that is brought, but the *Okokan* that usually hangs on the neck. In ancient times, outbreaks of disease were considered by the surrounding community as a stub of spirits, and therefore must be driven out by sounding instruments that produce sounds. So the local people of Kediri village use *Okokan*, which is played by several people.

The *Okokan* tradition has now begun to be developed in various districts in Tabanan or villages in Tabanan. According to information from existing community leaders namely from the village of Kediri, that the *Okokan* tradition or *Tektekan* in the village of Kediri is a hereditary tradition which at first the community did not know when it started. This means that this tradition has existed since ancient times. Due to the fact that in writing there is no inscription or lontar which writes about the history of *Okokan*. The *Okokan* Culture Perpetrators are the entire Kediri village community consisting of children, adolescents to adults both male or female.

The process of cultural activities begins with worship activities at the respective *banjar* hall. Furthermore, those who are "*negen*" or shouldering the *Okokan* will choose *Okokan* which will be paraded later. After completing their selection, they marched out of the *banjar* hall and performed a *mapekeling* ceremony with *Okokan*, then after that *Okokan* was first played in front of each *banjar* hall, continued to the other *banjar*, meaning after the attraction was done in the *banjar* itself, the *Okokan* parade walks to the other *banjar* while playing *Okokan*.

Entering 2013, based on the results of Paruman (meeting) of the Traditional Village of Kediri, the *Tektekan* Art tradition began to be revived to preserve the tradition so that it would not become extinct. *Tektekan* held 1 (one) month before the Nyepi celebration in 6 traditional *banjars* in the area of the Traditional Village of Kediri. This tradition is carried out as a substitute for staging *ogoh-ogoh* which is usually done before the celebration of Nyepi every year. According to Bendesa Adat Kediri, Anak Agung Ngurah Panji Wisnu, the *Okokan* or *Tektekan* Tradition Art needs to be introduced to the younger generation as an effort to preserve ancestral traditions without losing the sacred values contained therein. Further development, in 2014 *Okokan* was reorganized by Bendesa Pekraman Kediri. Every *banjar* adat is obliged to do a *tektekan* every night for 1 month before Nyepi Day. Since then, the *Tektekan* Art Parade was held at the time of *Penggrupukan* (one day before Nyepi) by conducting a walking tour in the area of the Traditional Village of Kediri. This parade was held to preserve and reintroduce the sacred arts that had been in the village of Kediri, Tabanan. (Tenaya, 2018).

The existence of traditional arts and culture in the modern era is now threatened. The phenomenon that is currently happening, traditional art in the area is quite alarming both in terms of presentation, as well as the opportunity of time to make a presentation. Several factors affect both the influence of the art itself, especially the arts supporting community or influences from outside the art environment, both directly and indirectly. But this does not happen to the people of Kediri Village who are never bored to preserve traditional art which is an element in a culture. The *Okokan* tradition is one of the distinctive features of the traditional arts of the Kediri village and is a *prima donna* for the artists who run the art.

Tradition in a cultural setting has an important meaning if it continues to be carried on from generation to generation by each practitioners during the procession of implementing tradition. In general, the older generation mostly dominates as practitioners in cultural, artistic, and cultural activities, so that some mention of pinning them as elders. (MacKenzie, 1996)

Concern is quite felt by the artists of the *Okokan* Tradition regarding the existence of the tradition due to seeing various other cultures that exist in Indonesia lacking in the form of failure of regeneration for the Balinese traditional art, especially *Okokan*. Soekanto said that a generation is a group of people who are born and live within a certain period of time. From this understanding, regeneration can be referred to as a process of changing community groups that takes place continuously. The process of regeneration carried out by *Okokan* traditional art activists is natural. They joined without coercion and planning to be prepared in carrying out this *Okokan* tradition. The regeneration of the *Okokan* Tradition originates from young people who are members of the local *Banjar*. In fact, there is one of the affiliated *banjars* in the shelter of young people to be trained in the *Okokan* art, the Bali Brahma Diva Kencana Studio. The regeneration process starts from the Bali Brahma Diva Kencana Studio. Packing the *Okokan* tradition with the collaboration between the mystical rituals carried out and innovation due to the development of time can produce commodities for generations to continue to carry on this tradition for generations. The younger generation as heirs of art and culture in an area will later bear the task of advancing their area. awareness participation and support from all groups both young and old can facilitate this regeneration to run well. The young generation as cultural heirs also have a creative spirit and a high spirit so that it hopes to be a supporting inspiration for the preservation of traditional art traditions. One of the originators of the Bali Brahma Diva Kencana Studio was Mr Ngurah Adnyana.

Many have had scientific study about the *Okokan* Art Tradition in the Village of Kediri Tabanan, but unfortunately there are still many weaknesses and need further study. Like the research that has been done by Ni Pt Wikantariasih, etc regarding *Okokan* in terms of arts. This study only examines *Okokan* from the visual elements of the use of *Okokan* for religious ceremonies and home decoration. This is seen based on differences in material, color and shape and *Okokan* motives. *Okokan* used for religious ceremonies lies in the sound of *Okokan*, the motives used also do not prioritize aesthetic values. As for home decoration, the priority is the aesthetics of the color, and the symmetrical *Okokan* shape. (Ni Pt Wikantariasih, Gd Eka Harsana Koriawan, 2018).

Other scientific studies have also been conducted by I Made Yoga Sedana, et al on the use of *Okokan* in Tawur Kasanga (Perspective of Socio-Religious Education). This literature study resulted in a procession of performing rituals on the use of *Okokan* in Tawur Kasanga, beginning with preparation, performing the performance and ending with the placement of *Okokan* in *Banjar*, Kediri Tabanan Village. The *Okokan* function in this study is the religious function, the complementary function, and neutralize the negative power, the function of cultural preservation, aesthetics and harmonization. The value of religious social education contained in this *Okokan* is the value of Parhayangan, Pawongan and palemahan (I Made Yoga Sedana, Made Sri Putri Purnamawati, 2019).

Scientific studies of *Okokan* Art are unfortunately still very minimal to be found so that further research needs to be done as an exploration of knowledge about the *Okokan* Tradition of Art. To realize the preservation of *Okokan* is not only limited to providing information to the general public about this art, but also needs to be done it is necessary to instill values for the people of Kediri Tabanan Village, especially the younger generation so that the preservation of the *Okokan* art is not only outwardly but also mentally expressed in attitude and the ethics of these artistic virtues.

## **2. Noble Values contained in the *Okokan* Art Tradition**

### **a. *Banten pejati***

*Banten* (offering) is a fruit of thought that means a complete and clean mind. When deeply lived, *Banten* is a form of complete thought based on a sincere and pure heart. Creating *Banten* that will be witnessed to be beautiful, neat, lively and unique, containing symbols, begins with a clean, sincere and pure mind. The form of *Banten* has a high meaning and value containing deep philosophical symbols. *Banten* is then used to convey a sense of love, devotion and love. *Pejati* comes from the Balinese language, from the word "jati" gets the prefix "pa". *Jati* means truly, sincerely. *Banten pejati* is a group of *banten* which is used as a means to express sincerity before Hyang Widhi and his manifestations, will carry out a

ceremony and ask to be witnessed, with the aim of obtaining salvation. (Wijayanandha, 2003) The use of *banten pejati* at the peak of the event serves as a sign or proof of sincerity before the previous announcement, that the ceremony will soon be held, His testimony is also requested. *Banten pejati* can also be used at the end of the ceremony with a philosophy of acknowledgment containing gratitude and apologizing for any possible shortcomings related to the activities that have been carried out.

*Okokan* art performances always begin with a ceremony to Hyang Widhi using *Banten pejati* which aims to maintain safety during the performance. *Banten pejati* that is used consists of *Daksina*, *Peras*, *Ajuman* and *Tipat Kelanan*. The symbolic interactionism matrix on the cultivation of the noble values contained in the *banten pejati* is as follows:

**Tabel 1. Symbolic Interactionism Matrix in Understanding *Banten Pejati*'s Noble Values**

No.	Elements of <i>Banten Pejati</i>	Description <i>Banten Pejati</i>	Symbolic meaning	Categories of Noble Value Meaning
1.	<i>Daksina</i>	<i>Bebedogan</i> – made from palm leaf material at the bottom is round, it is used as a place to arrange all the <i>banten pejati</i> equipment	The basic round shape of <i>daksina</i> symbolizes concentration of mind towards Hyang Widhi Wasa	The Nature of Safety and Success in Life
2.		<i>Tampak</i> – made of young coconut leaves that are crossed so that it will look like Tampak Dara.	The symbol <i>tampak dara</i> has the meaning of swastika in a form that is still neutral	
3.		<i>Benang Tukeman</i> - White cotton yarn placed above <i>Tampak</i>	Liaison from all aspects	
4.		Rice - basic food for human	Prosperity	
5.		<i>Base Tampelan</i> - made from betel leaf which is used as a base and one sheet attached above, filled with chalk and areca nut that is folded up and down then sewn together	Symbolic manifestation of devotion	
6.		Coconut	The symbol of the fruit from earth which is called Bhuwana Agung	
7.		Duck's egg	Wise	
8.		<i>Bijiratus</i> - combination of five grains wrapped using dried banana leaves ( <i>keraras</i> )	The results of the earth as thanksgiving symbol	
9.		<i>Gantusan</i> - seasonings, salt and anchovies wrapped in	Prosperity	

		a container of dried banana leaves		
10.		<i>Perselan</i> - consists of five different types of wood leaves	Symbolizes cooperation ( <i>Tri Hita Karana</i> )	
11.		<i>Uang Kepeng</i> (traditional Balinese Money)	The power core to create life and source of life	
12.		<i>Sesari</i>	Essence symbol of karma or work	
13.		<i>Canang Sari</i> or <i>Canang Genten</i>	symbol of <i>Asta Aiswarya</i> and <i>Panca Dewata</i> which occupy the five cardinal points. <i>Canang Sari</i> contains <i>porosan</i> .	
14.	<i>Peras</i>	Means for announcement with sincerity to get the success of the event to be held. Consists of <i>Tumpeng</i> , <i>Rerasmen</i> , Fruits, Snacks, Rice, and <i>Sampian</i>	<i>Tumpeng</i> - the cone shape symbolizes power only on one axis, Hyang Widhi Jajan - symbolizes if you want to get success you must integrate all elements of the body namely mind, speech, energy and conscience	
15	<i>Ajuman</i>	Contains two <i>penek</i> which is a symbol of the lake and the ocean or <i>Purusha</i> and <i>Pradana</i> . Then on top of it is placed <i>Sampyan Plaus</i> in the form of a triangle, which is equipped with <i>poros</i> , flowers, <i>kembang rampe</i> , and <i>miyik-miyikan</i> .	As an offering to <i>Ida Sang Hyang Widhi Wasa</i>	
16	<i>Tipat Kelanan</i>	<i>Tipat Kelanan</i> is a rice <i>ketupat</i> with a total of six pieces that are bound together by two using a mat in the form of <i>Tamas</i> . This <i>tipat</i> is placed in a circle with the end of the bond in the middle and arranged with <i>ituk-ituk</i> as a place of salt and eggs	Purge symbol	

Source : (Wijayanandha, 2003) & Dept Interview, 19 October 2019

The above Matrix shows that *banten pejati* is the planting of sublime values of the safety and success of mankind in this case is the art of *Okokan*. The offerings for ancestors in the form of *banten pejati* are believed to affect performances at every *Okokan* event. It is also influenced

by the belief of Bali's customary social system which believes in the presence of Ida Sang Hyang Widhi in the tradition. Here is a picture of *banten pejati* that used to show *Okokan* art.



Figure 2. Banten Pejati for *Okokan* Art Performance

#### b. Attribute

Understanding an art is not only limited to doing it every day without basis of appreciation. The value of art and culture of the region is the values contained in the culture of the region itself. Cultural values are not easily replaced or removed because the cultural values as stated above are good and are considered valuable and serve as guidelines for behavior. In *Okokan* art, many values are contained in the attributes and movements of this art tradition. In the Movement for example, every movement that is displayed always tells a story about puppet life, one of which is the story of Mahabarata. This art movement must go hand in hand. Bringing *Okokan* which weighs approximately 4kg must be done together and in full cooperation. The symbolic interactional matrix in interpreting the noble values of *Okokan* traditional art can be seen in the following table:

**Table 2. The Symbolic Interactionism of the Symbolization of The Noble Values of The Traditional Art of *Okokan***

No.	<i>Okokan</i> Symbolic Description	Meaning of Noble Value
1.	The <i>sesajen</i> ceremony uses <i>banten pejati</i>	Representation of seeking safety in performing
2.	Manifestation of movements in the <i>Okokan</i> art training process	The storyline that will be played in the show contains learning about teamwork, perseverance, patience reaching the level of success of a movement. This is interpreted with the noble value of the work ethic, where in every effort or work will produce the desired goals.
3.	Representation of folklore such as <i>Giri Toh Langkir</i> , <i>Mahabarata</i> , <i>Nangluk Merana</i> .	Submission of this folklore as a form of instilling the value of local wisdom of the life of the island of Bali that instills the value of family, the value of human relations and nature and the value of harmony in life.
4.	Attributes used in the Performance	<ul style="list-style-type: none"> <li>- <i>Tapel</i> (mask) decoration in form of <i>Bona</i> - as a symbol of anger in casting out evil spirits</li> <li>- Beating the right and left movements as a manifestation of the noble value of harmony with each other. All</li> </ul>

		<p>personnel must cooperate with each other.</p> <ul style="list-style-type: none"> <li>- <i>Poleng</i> Pants - as a form of life there are good and bad things. The value that is raised is the balance of life between humans and nature</li> </ul>
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Source :Interview, 19 October 2019

The significance of the value of the noble value of the art of the show *Okokan* consists of the value of the family in the representation of folklore, the value of life safety of *Ida Sang Hyang Widhi* from Banten prepared, the value of work ethic in doing Dance movements, and the value of life balance between humans and nature. *Okokan* images used during performing arts events. Equipment used like wood *Okokan*, *Poleng* pants in *Okokan* show can be seen on the figure 3 and 4.



Figure 3. One of *Okokan* Instrument



Figure 4. Two *Okokan* Performances

The activity in the picture above is a manifestation of *Okokan* art performers wearing *Poleng* (black and white) pants attributes during the *PKB* Event and *Penggrupukan* Day before

Nyepi Day. *Poleng* is generally interpreted with a touch of magical and mystical atmosphere. *Poleng* attribute is interpreted as an element of mutual duality in synergy such as *rwa bhineda* and the concept of *sekala niskala*. *Poleng* is often found in pelinggih buildings, sacred sculptures, and also the artistic needs of dancer clothing and decoration in the *gamelan*. Rupawan said that *poleng* cloth in Bali is often used as a traditional Balinese outfit called *saput*. In the *Okokan* performance art in Kediri Tabanan Village, they combine the elements of *Tri Datu* Fabric or *Saput Poleng*, which are white and black and red. This fabric is generally understood by the Balinese people as a symbol of human nature where red means hard, black means lazy, and white means wise. In addition to using *Tri Datu Poleng* types, in certain events such as *Penggrupukan* Ceremony before Nyepi Holiday, they use the *Rwa Bhineda Poleng cloth* attribute, which is black and white which means to teach a balanced life between humans and nature.

### **Analysis Of The Symbolic Interactionalism Traditional Art Of Okokan**

The art portrait of *Okokan* tradition in the village of Kediri Tabanan is a manifestation of the symbol created from the interaction of the art actors. The symbol contains a meaning of sublime values that can be used as a means of communication to influence one another so that when displaying the art of performing the tradition *Okokan* will be more meaningful and interesting. The traditional art of *Okokan* is a cultural product that must be kept in existence and existence. This art is not only a performance but also teaches moral guidance for the people of Kediri Tabanan and surrounding communities. The sublime value contained in the interaction symbol of the *Okokan* art forms the same value classification pattern of the universal value developed by Kluckhohn. According to Kluckhohn, the value of the Kluckhohn value includes a universal problem concerning the nature of life, works and work ethic, human and natural relationships, and human relationships with a contraman. (Kluckhohn, 1951) Thus, the symbol that creates interactions in the art of *Okokan* contains a lot of live learning to be defended by the younger generation.

### **CONCLUSION**

Symbolic interaction in the *Okokan* tradition is a representation of the noble values that exist in the Tabanan Kediri Village. These noble values include values about the nature of life, noble values regarding the balance between humans and nature, values of prosperity, noble values about work ethics and gratitude towards *Sang Hyang Widhi*. These noble values are important to be applied to social life, especially for young people as artists. The meanings and symbols contained in the *Okokan* Tradition Art are derived from *banten pejati*, *Okokan* art attributes, movement manifestations, folklore plot is a representation of the cultivation of noble values in daily life such as the *Mahabarata* story, *Giri Toh Langkir* story, and Nangluk Merana story. Representation of these noble values is also a form of preservation of the *Okokan* tradition as an identity or tourism icon in the Kediri Village of Tabanan in the aspect of art and culture so that it is expected that young artists who can follow the development of the era by innovating but not separated from the essence of the meaning of noble values contained in the *Okokan* Tradition of Art.

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