



THE ROLE OF ONLINE MEDIA AS A SUPPORTER OF DEVELOPMENT TANJUNG RAJA LOCAL TOURISM

1 Rosy Febriani Daud¹, Poppy Suryanti², Henny Dewi Laras Ati³

1 Communication Sciences, Faculty of Social and Political Sciences,
Selamat Sri University, Kendal, Indonesia

Email : rosydaud@gmail.com

2 Faculty of Social and Political Sciences, Sang Bumi Ruwa Jurai University
Email : poppysuryanti21@gmail.com

3 Faculty of Social and Political Sciences, Sang Bumi Ruwa Jurai University
Email : miss.laras2023@gmail.com

Abstract. Social media, where almost everyone has an account, is sometimes still separated from the creative economy entrepreneur segment, even though if we look closely at almost all times and places, everyone is familiar with social media starting from Facebook, Twitter, Instagram and other social media, but in reality there are still many entrepreneurs who are less focused on this situation. Online media plays a very important role in effective promotion and conveyance of information, especially as a supporter of local tourism development in the very promising digital era. In accordance with the potential presented by social media as a communication medium that can help tourism marketing in various marketing elements both in media and content, communication messages. Communication also plays a role in preparing message content that will be conveyed to the public, tourists about destinations, accessibility, human resources and tourism institutions. Considering that tourism is one of the regional resources that can provide the largest income for regional income and can help increase the human resources available in North Lampung. Online media plays a very active role in developing the local tourism potential of Tanjung Raja, North Lampung

Keywords: Media, Online Media, Local
Tourism

I. INTRODUCTION

1.1. Background

The development of information technology has really penetrated various groups, starting from children, teenagers, adults, even the elderly, are still motivated to keep following and studying developments in information technology, especially in the fields of

social media, e-commerce and other digital technologies that cannot be separated from a network called the internet. The spread of the internet throughout the country means that a person must be able to master the skills in its operations, including competing in various things including the digital economy, where this market has no time and place limits in terms of place, time, market segment or payment design that truly utilizes information technology. Increasingly tight business competition in terms of the digital economy has become apparent with the increasing development of information technology, therefore



entrepreneurs, especially creative economy entrepreneurs, must really pay attention to this phenomenon and know and master digital marketing related to the digital economy. Market segments that were previously considered expensive now seem to be starting to decrease, increasingly advanced information technology must be truly utilized by entrepreneurs as a spearhead of progress in the digital economy.

Social media, where almost everyone has an account, is sometimes still separated from the creative economy entrepreneur segment, even though if we look closely at almost all times and places, everyone is familiar with social media starting from Facebook, Twitter, Instagram and other social media, but in reality there are still many entrepreneurs who are less focused on this situation. This must be a separate target for entrepreneurs as a result of the digital economy itself, because by using social media, entrepreneurs also have their own advantages, including lower costs, they can also be closer to customers so they know the advantages and disadvantages of the products or services we have, this provides feedback and improvements in the future. Social media, which has increasingly developed, should be accompanied by electronic payment methods or other online media that can support increased business income, so it is not surprising that there is a lot of use of social media.

Indonesia, as a country with thousands of islands, a variety of natural beauty and a population

consisting of hundreds of ethnic groups, actually has great natural, social and cultural tourism potential. Existing potential and natural resources can be developed into attractive tourist attractions. Most of these natural resources have been utilized and developed into several tourist attractions. Considering that the main attraction for tourists visiting Indonesia is its natural beauty and rich arts and culture, it is not surprising that this potential is interesting to develop. Tourism is part of the tourism industry aimed at tourists. It is defined that tourism is a tourist object or action that meets the provisions of Islamic law for use or involvement in the tourism industry (Battour & Ismail, 2015).

In North Lampung, especially Tanjung Raja Village, there is a lot of local tourism that has not been managed by the government, is not widely known to the wider community and its management is still partly managed by the local community and much of it is still not touched or managed by the community, such as waterfalls, hills and other natural beauties that support tourism. Therefore, there must be a mediator who can help the development of local tourism in Tanjung Raja. The role of internet media/online media is to increase the development of Tanjung Raja in the local tourism sector. Internet media/online media is a means of communicating online through websites and applications that can only be accessed via the internet. Contains text, sound, photos and videos. Based on the background description above, the researcher raised the title "The Role of Internet Media as a Supporter of Local Tourism Development in Tanjung Raja".



Based on the background of the problem that has been described, there are several problems that attract researchers to conduct research. With this researcher, he tries to answer the problem of the role of internet media/online media as a supporter of local tourism development. This researcher aims to find out how online media plays a role in the development of local tourism. The benefits of this research are theoretical, it is hoped that this research can provide new learning related to the development of social sciences, especially in social learning theory in communication sciences and it is hoped that it can be used as a reference for similar researchers for the next stage. It is hoped that this research can become a basis for examining the role of social media in the development of local tourism which has not been managed by the government and whose natural beauty is still very well preserved.

Literature Review

Media is a means of communication for society, which is located between two parties as an intermediary or liaison. Meanwhile, McLuhan and Quentin Fiore stated that "every age the media has become the essence of society." This shows that society and the media are always related and the media is an important part of people's lives, whether they realize it or not, the media has an influence that has a positive or negative impact on society's patterns and behavior. Mass media includes print media, electronic media and online media. Print media is divided into several types, including

newspapers, magazines, books, and so on. Likewise, electronic media is divided into two types, including radio and television, while online media includes internet media such as websites, and others. (Husnul, 2018)

Online media is also known as online media (on the network). The term online media refers to the use of communication devices connected to the internet. The existence of online media makes communication and distribution of information easier. Simply by accessing a communication device connected to the internet, such as a gadget, computer or laptop, humans can communicate with each other and send information in the form of all types or forms of media formats that can only be accessed via the internet. The media format can be in the form of text, photos, video or sound that can be uninterrupted in all corners of the world. (Kompas, 2021)

Through new media (new media/online media), a fast communication process is increasingly unavoidable. In many business activities, work, etc., online media plays a very important role, especially in the field of promotion. Therefore, to build relationships with the external public, it is necessary to have a good and extensive network with the media. Because one of the important tools in forming an image is carrying out publicity activities. (Philipus Jehamun, 2020)

Tourism comes from Sanskrit which consists of two syllables, namely "pari" means full, while "wisata" means journey. So overall tourism is defined as all phenomena or symptoms and relationships that arise from travel or stopovers made by someone for various



purposes. Etymologically, tourism consists of two syllables, namely "pari" and "wisata", pari means many, many times, repeatedly, while tourism means travel or traveling, so tourism is a trip made many times or repeatedly from one place to another. (Suryani, 2016).

Tourism is a trip that is carried out temporarily, which is organized from one place to another, with the intention not of doing business or making a living in the place visited, but simply to enjoy the trip for social and recreational purposes or to fulfill various desires. Tourism is basically a product activity in the form of services for products produced by the tourism industry which are able to create travel experiences for tourists. Apart from the above definition, tourism is also an aspect that plays an important role in increasing income in each region. Law Number 10 of 2009 concerning Tourism explains that tourism is needed to encourage equality, business opportunities and obtain benefits as well as being able to face the challenges of changes in local, national and global life. As one aspect that has the potential to increase regional income, tourism must be developed wisely Good. For this reason, there needs to be a role for the government in its management. (Putra et al., 2020)

Research Methods

This research method uses a qualitative approach with a descriptive research type with a post positivism flow, the data analysis used is data reduction analysis, data presentation as well as drawing

conclusions and verification. In determining informants, a purposive sampling technique was used where informants were selected with certain considerations and objectives. In this study, the informants were people who use the internet every day and local tourists from North Lampung. The data used uses primary data and secondary data through in-depth interviews, documents, non-participant observations and several articles obtained from internet media. Data were analyzed using data reduction analysis, data presentation and drawing conclusions and verification.

Research Results and Discussion

Tanjung Raja is a sub-district in North Lampung Regency, Lampung, Indonesia. Tanjung Raja District is one of the 23 sub-districts in North Lampung Regency which has the largest number of villages in North Lampung Regency, a total of 19 villages with an area of 33,170 Ha. The geographical location of Tanjung Raja is close to protected forests and hills, the fertile land makes the majority of the people earn an income as farmers, the abundant water is a source of life, not only that, in Tanjung Raja there is natural beauty that is still beautiful and some of it has been managed by the local community.

There is a lot of tourism potential in Tanjung Raja, such as waterfalls that flow from between the hills, terraced rice fields, hills as a telescope for rural views, gardens, rice fields, dew that can be seen from the top of the hill. This local tourism potential still needs attention from the government, but the community must also be creative in



developing this local tourism potential.

Efforts to develop the tourism sector involve the entire community, in addition to state and private administrators. Even though there have been many implementations and efforts by the government to develop tourism. The government in this case is very dependent on public and private support. This means that for the government to achieve success in implementing development, it needs to be supported by awareness of dedication and loyalty from the entire community.

Service businesses currently dominate the global economy. In fact, the service sector is capable become the largest contributor to global Gross Domestic Product (GDP). Currently industrial Services including tourism and the hospitality industry contribute 64% of GDP Global, followed by the manufacturing industry at 32%, then the remaining 4% is contributed agricultural industry (Lovelock, 2011).

Tourism has also been proven to be a solution in supporting the Indonesian economy. The tourism industry in various regions has been proven to be able to have a significant positive impact on economic development, such as: being able to create jobs, create new business opportunities, increase regional income and so on. (Hamzah Faisal, Hary Hermawan², 2018)

Tourism facilities are companies that provide services to tourists, either directly or indirectly, and their livelihoods depend largely on the

arrival of tourists, while tourism infrastructure is all the facilities that make it possible for tourism facilities to live and develop and provide services to a variety of tourists.

Nowadays, new media is not only used in the fields of journalism, politics, marketing, but has also penetrated the world of public relations. Public relations has a variety of publics, so the content or public relations also varies. Before the internet era, PR practitioners had to send publicity letters via brochures, flyers or magazines to the public which had to be distributed one by one. The presence of social media has become the latest innovation in PR activities, including government public relations. Information broadcast via social media can directly reach a larger public. Unfortunately, the advantages of new media have not been utilized optimally and are a serious concern for some public relations practitioners, as well as government public relations. Public Relations practitioners still use conventional media as the main media to socialize, promote policies, activities, programs that will or have been implemented. This condition is certainly a big problem, considering that the public today is internet users spread throughout Indonesia. This condition also occurs in government public relations, especially Tanjung Raja, North Lampung. The role of increasing the dissemination of information as an effort to build the image of regional government, improving public information services, increasing the use of information technology in public information services, improving the quality of management information system network services, improving the quality of human resources Regional



public relations. (Marta Revi, 2019)

In fostering public trust in the administration of Regional Government, the implementation here is to achieve the target of disseminating information to the public by utilizing existing information media. In its implementation, public relations conveys any information regarding the activities of regional officials, whether in the fields of economics, social, culture, and especially in the field of tourism which is very prominent in the Tanjung Raja area of North Lampung.

Social media is an online media where users can easily participate, share and create content which includes social networks, blogs, wikis and virtual worlds. Social media is used as a promotional tool because it has a direct response to its users. In fact, promoting Tanjung Raja tourism through social media has very promising prospects. In accordance with the potential presented by social media as a communication medium that can help tourism marketing in various marketing elements both in media and content, communication messages. Communication also plays a role in preparing message content that will be conveyed to the public, tourists about destinations, accessibility, human resources and tourism institutions. Considering that tourism is one of the regional resources that can provide the largest income for regional income and can help increase the human resources available in North Lampung. Online media plays a very active role in developing the local tourism potential

of Tanjung Raja, North Lampung.

Conclusion

Social media, where almost everyone has an account, is sometimes still separated from the creative economy entrepreneur segment, even though if we look closely at almost all times and places, everyone is familiar with social media starting from Facebook, Twitter, Instagram and other social media, but in reality there are still many entrepreneurs who are less focused on this situation. Online media plays a very important role in effective promotion and conveyance of information, especially as a supporter of local tourism development in the very promising digital era. In accordance with the potential presented by social media as a communication medium that can help tourism marketing in various marketing elements both in media and content, communication messages. Communication also plays a role in preparing message content that will be conveyed to the public, tourists about destinations, accessibility, human resources and tourism institutions. Considering that tourism is one of the regional resources that can provide the largest income for regional income and can help increase the human resources available in North Lampung. Online media plays a very active role in developing the local tourism potential of Tanjung Raja, North Lampung.

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