CHAPTER 1
INTRODUCTION

1.1   Research Background

As the one of the biggest archipelago country in the world with 17.508 islands, Indonesia is a country with many possibility of income especially when talking about tourism sector when in this globalization era many countries economy are mainly supported by this sector. This happen because tourism sector brought multiple impacts in bigger scale like foreign exchange or even in smaller scales like in the regional government who gets the benefit such opening many job opportunities, raising the local economic, and stimuli the infrastructure development (Sofyan, 2019). The reason for tourism sector can creating job opportunities is the increasing visit number of foreign tourism which can be seen by the data from Detik Travel articles who said that in the year of 2019 the visit number of foreign tourism reach 16.11 million which increased 1.88% from the last year of 2018 with 15.81 million visit (Banauli, 2020), which make the need of increasing labor as one of important factor for the demand of tourism activities. When this condition is on reach the needs of a better infrastructure will come after and this will lead to an increasing economic for the businesses inside this community area.

After knowing the importance of the tourism sector for Indonesia, we need also to know that this economy advantages cannot be implemented fully in every side of the country or we can called it as a problem in economy equity for tourism sector. Based on the number of foreigner tourist from their entrance to Indonesia that provided by Badan Pusat Statik (BPS) from 2017 to 2020 many foreign tourist does prefer to come to Indonesia by air transportation and mainly people choose to land at Ngurah Rai airport and Soekarno Hatta airport (BPS, 2020). This shown that many foreign tourism chooses to spend their holiday mainly on the area such as Bali and Jakarta as there were more popular and accessible. If we

look more closer even the most popular province such as Bali showing of this problem in their economic growth which we can see by the number of "Tingkat Penghuni Kamar" for Non Star Hotel base on the regency report in 2019 provided by BPS many people choose to stay only in certain area like Denpasar City with total of 29.22% of the hotel filled in December and Klungkung Regency with total of 77% of the hotel filled in December.

Even the current president of Indonesia Ir. H. Joko Widodo try to duplicated the success of Bali through "Ten New Bali" project that introduce in 2016 that include places such as Matotai at Maluku, Toba Lake at North Sumatra, Tanjung Kelayang at Belitung, Wakatobi, Labuan Bajo & Komodo National Park, Mandallka at Lombok, Bromo Tengger Semeru, Borobudur & Prambanan Temple, Seribu Island, Tanjung Lesung, and Lake Toba show at Figure 1.1. Although the work is still in progress a lot of obstacles that need to focus on such as accessibility, infrastructure setting, human resource, local product and promotion said President Joko Widodo from the 2019 CNBC Indonesia article called "Pengembangan 10 'Bali Baru', Jokowi Sebut 6 Kendala Utama" (Asmara, 2019).

Figure 1 10 New Balis

Source: (Chan, 2017)

In February 2021, I had a change to attend a program called "Bangkit 2021" held by the ministry of education, culture, research, and technology of Indonesia who's partnering with Google, Gojek, Tokopedia, and Traveloka to prepare student from around of Indonesia with in-demand skill and tech certifications with three different learning paths such Machine Learning, Mobile Development, and Cloud Computing. This program hopes that the student will be the future generation that can lead the technology growth in Indonesia with participating the whole program and doing the final project called "Capstone Project". To explain the final project it consist of teams of six people from different kind of learning path that assigned to make an application that can help with Indonesia's problems as a country from the given themes such as economy resilience, healthcare, food security, etc. Therefore my teams come up with the idea to give a solution from economy equity in tourism sector through using digital media as our platform to promoting and marketing tourism spots. The features that we are focusing are recommendation features, easy travel plan maker with social media feature, detect nearby tourism places and reward system with QR scanner. This will be further explained later in this research report.

1.2   Problem Statement

As a country of many islands Indonesia also faced problems regarding their tourism sector such as the equity in their economic. This can be easily saw by the amount of tourist that came into Indonesia mostly are going to Bali with 38% of foreigner tourist who's visiting Bali from the total foreign tourist going to Indonesia in 2019 (BPS, 2021). On the other side many of small tourism places get no exposure and this can be fixed in many ways especially when talking about marketing mix but in this research the researcher's team decided to focus on the promotion with the reason of the harder access for many of this small tourism spots to have a good media that can promote them when fighting against the popular competitor. Therefore in this condition as a team we want to combine this matter with the digital media practices especially in the world where everything is based on Internet usage, many activities that we usually had start to change in

shape especially the way we perceive our own entertainment and the advertisement behind it. Therefore researcher will use some features that the team members of this project decide to make the application from. This will include personalize recommendation, social media aspect, easier travel planner, nearby places scanner and reward system as the answers to marketing the tourism spots regarding of tourism sectors in the current condition. Hence in this research the researcher ask for this question:

1. How to create a personalized recommendation feature inside of travel application to help marketing the tourism places?

2. How to create a social media aspect inside of travel application to help marketing the tourism places?

3. How to create an easy travel planner feature inside of travel application to help marketing the tourism places?

4. How to create a nearby places scanner feature inside of travel application to help marketing the tourism places?

5. How to create a reward system inside of travel application to help marketing the tourism places?

1.3   Research Objective

Based on the problem statement above this researcher objective for this research is as follow:

1. To create a marketing media for tourism places that can be the solution to the lack equity in tourism sector.