

A Good Practical Use of Digitizing in the Digital Tourism Sub-sector

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ABSTRACT

The Writer uses the Library Research method in writing this article. The first way to run a business is to find the right idea. Usually, ideas sold in the sector of a business will increase profits for the company that sells and consumers who buy the idea (the form of the idea is usually in the form of a product or service). The process of selling can occur because of market demand that has a reasonable enough reason so that there is a dependence made by consumers in meeting their needs. In this case, it can be concluded that a product is the core component of an online business. The digitization process itself is how a company changes the way it markets its products which initially used the old conventional such as word-of-mouth marketing. This method is still relevant and can be used in marketing a product, but in its application in the real world, there are better things in marketing the product. An example of the application of the digitization process is the creation of a website for the product. In this case, the product of tourism can be called digital tourism because creating a website, can make it easier to increase the exposure of a product so that it is expected to add value that is sold and needed by consumers who will meet their needs.

INTRODUCTION

In today's economic situation, when someone builds a business, of course, prioritizes profit. The profit earned earlier will be used by the owner's interests to carry out daily life, as business costs such as payment for electricity for the business, payment of salaries for employees from the managerial level to the level of staff and/or apprentices, maintenance costs for existing equipment and supplies. To put it simply, business is an economic activity, whether for-profit or non-profit. The activity referred to in this case is how a business is able to comply with consumer demand, able to carry out the sales process of a product in accordance with market demand. When someone builds a business, it is also necessary to pay attention to the vision and mission of the business. Determining a vision and mission in a business is very necessary because this will greatly affect the direction of how the business can run in the future. The business direction in question means revealing a fact of how the goals of the business will be. In general, the vision is a real picture in general that will be achieved later in the future. While the mission is an algorithm that becomes the steps to achieve the initial vision. With this vision and mission, it can become the main pillar of how the goals of this business can run smoothly and in accordance with the concept of the initial goal. If the vision and mission can run smoothly, at least this can encourage a business to consider that the vision and mission are the main pillars for business actors so that they can become a reference in developing.

After discussing the vision and mission, a business needs to pay attention to how a product can be marketed to consumers in order to make a profit. This activity is called marketing. According to Tjiptono (2020), marketing is an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and the general public. In accordance with the above understanding, it can be concluded that marketing is an activity that is able to meet customer needs where customers require a certain need for goods and/or services. the existence of this marketing,

activity is able to create competition with other businesses. The existence of business competition usually refers to a company that has the same product and/or service so it triggers a competition in which the company directly competes with the same competitor having the same goal. This business competition cannot be avoided because it returns to the initial point where when there is demand there must be supply. Therefore, it is necessary to have a good marketing strategy to maximize opportunities in selling business products and/or services.

In general, marketing activities that occur are divided into two, conventional marketing and digital marketing. Conventional marketing is a marketing strategy that is carried out when doing business. This activity is carried out directly or door-to-door. According to Ridwan Sanjaya & Josua Tarigan (2009: 47), Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, AdWords, or social networks. It can be concluded that digital marketing is a marketing strategy where the internet is used to introduce goods and/or services to the wider community. The two marketing strategies generally have the same goal, namely to attract consumers to use existing business goods and/or services. Although they have the same goal in implementing marketing strategies, both have their own advantages. In this case, an example of using digital marketing is using a website to market goods/and or services.

The ease of access using internet technology, of course, can help business people in marketing their products. A website has a domain, hosting, and programming language used. In short, a domain is a unique identifier that is owned by a website in the form of a website naming. This unique identity reflects how a website name is in accordance with the vision and mission of the business, the goods and/or services offered, the convenience of the domain name, and how relevant the domain name is to the business being built. While hosting is a medium that is used to store text, images, videos, and website data that will be displayed to customers through a browser application when the customer later visits the domain of the website being visited. Finally, the programming language in a website consists of HTML, CSS, and Javascript programming language. The three elements have their respective goals. HTML can be said as the initial structure of the foundation of a website, CSS is how to arrange the space and colors of a website, while the Javascript programming language is what regulates how far and how large a website is responsive. Responsiveness in question is when a customer is interested in the goods and/or services they want to order according to the business sector. In this case, the common scenario that occurs is the customer clicks a button, when the button is clicked something will happen where the Javascript programming language will perform the command according to the code written and maintained by someone who is an expert, so what happens when a button is clicked depends on the how a code is written and implemented in a website. An easy example is when a customer clicks a shopping cart button, the customer will be redirected to a payment service. With this transfer, the customer can choose any payment method that will be used as a medium of exchange for the goods and/or services desired by the customer according to the ability of the customer. When the process occurs, this can make it easier for customers to determine their needs, this process does not even need to be done outside the home and of course adds to the convenience of customers in the transaction process for the goods and/or services they choose. By simplifying this activity, it can increase the trust of customers in the business being run by increasing the credibility of the goods and/or services.

METHOD

According to Sugiyono (2012), literature studies are theoretical studies, references, and other scientific literature related to culture, values, and norms that develop in the social situation under study. It can be concluded that the meaning of library research is how the author determines, searches for, and finds a reference in the form of an article in a book written by the author, an article written by the author, a journal studied by researchers, and others. The references found by the author will be used as a reference source for writing this article. The use of these references can directly assist the author in developing article writing so that the writing of this article will increase the quality that will be presented to the reader. When the

author uses the literature study method as a method of writing articles, the author needs extra time or in short, the author needs more time to write this article because the author needs to first learn about references from books, articles, journals, and others. The author chooses literature study as a method in writing articles because the author believes that with the literature study method the author can find relevant information in accordance with the articles that the author writes. In addition, with the literature study method, the author is able to further deepen and develop the author's knowledge, and develop writing skills through reading references. By increasing knowledge and developing writing skills, the author hopes that this can encourage future writers to write articles.

RESULTS AND DISCUSSION

About the Tourism Industry

A business is impossible if it can be formed alone without other people. In its operational activities, a business has goods and/or services that are quite complex so there are many kinds of businesses. An example of a business that exists in the current state is a business in the tourism industry. According to Prayogo (2018), tourism can be simply defined as the journey of a person or group of people from one place to another to make plans within a certain period of time, for recreational purposes, and to get entertainment so that their desires are fulfilled. Through the above understanding, it can be concluded that tourism is an activity carried out by people either in groups or individually regarding a trip that is to obtain entertainment. Meanwhile, according to Winardi (2005; 181) industry is a productive business, especially in the field of production or certain companies that provide services such as transportation and transportation that use large amounts of labor capital. In general, it can be concluded from the above understanding that industry is an existing economic field and activity in which the activity is related to the production of goods and/or services by using the skills and efforts of employees or workers who are working in the said economic activity, and equipment or equipment in its activities. Industrial activities in general can be said to be a business that is able to meet economic needs where a business offers goods and/or services to be sold to customers.

The activities in the industry are divided into two, namely industry in the service sector and industry in the goods sector. Industry in the goods sector is an industry that processes raw goods or semi-finished goods into finished goods that have their own uses, benefits, and attractions for the community so that they are able to encourage economic activity, namely demand and supply. Examples of industrial goods activities are the business of shoes, clothing, electronic goods, and motor vehicles such as cars and motorcycles. While the service industry is an industry that provides a service. Examples of service industry activities are service-related jobs, barbers, and lawyers. One thing that can be emphasized in industry, industrial activities are not only related to the management of raw goods into finished goods but can be related to services, both of which are usually productive and commercial. In an industrial activity, it is not only needed in terms of how the marketing of goods and/or services can be marketed but also needs to pay attention to other aspects such as how the place is used to do business, whether the place has a strategic position so that it can encourage sales of existing businesses. If in the goods industry, it is necessary to think about how the machines are used in carrying out their production activities. It should be noted that with this machine, activities or automation that are carried out repeatedly through machines can be carried out efficiently compared to humans who carry out activities repeatedly. An example of a machine used in the goods industry is a lathe which is used to cut materials according to company standards. In addition, it is necessary to pay attention to how human resources exist in industrial activities.

After knowing the meaning of industry and tourism, it can be concluded that the tourism industry is a business venture that exists in the industrial sector, whether commercial or non-commercial where the business can run and produce a service needed for people who will carry out tourism activities. The existence

of this tourism industry activity aims to increase income for workers who work in the tourism industry, increase the scope of association for workers who work in the tourism sector, reduce unemployment in the community so that with the construction of this tourism industry it can be expected to be able to reduce the unemployment rate. and as an aid for the community so that they can be able to be directly involved in society and contribute to it, increasing knowledge for tourism customers about tourism objects. Tourism industry activities have a fairly unique scope, here is the scope of tourism

Scope of Tourism

1. Restaurant

According to Soekresno (2001), a restaurant is a commercial business that provides food and drinks services for the public and is managed professionally. From this definition, it can be concluded that a restaurant is a business where the business sells food and beverage products and services in the form of serving food or additional requests from customers.

2. Lodging

Lodging can be classified into hotels, resorts, motels, and others. According to Widanaputra (2009:16), the definition of a hotel is a type of accommodation that is managed commercially by using part or all of the existing buildings to provide lodging, food, and beverage service facilities, and other services where the facilities and services are provided for guests and guests. general public who want to stay. Through the above understanding, it can be said that the hotel is a business where the business provides room and food and beverage facilities.

3. Travel service

4. Transportation

5. Development of Tourist Destinations

6. Recreational Facilities

7. Tourist attractions

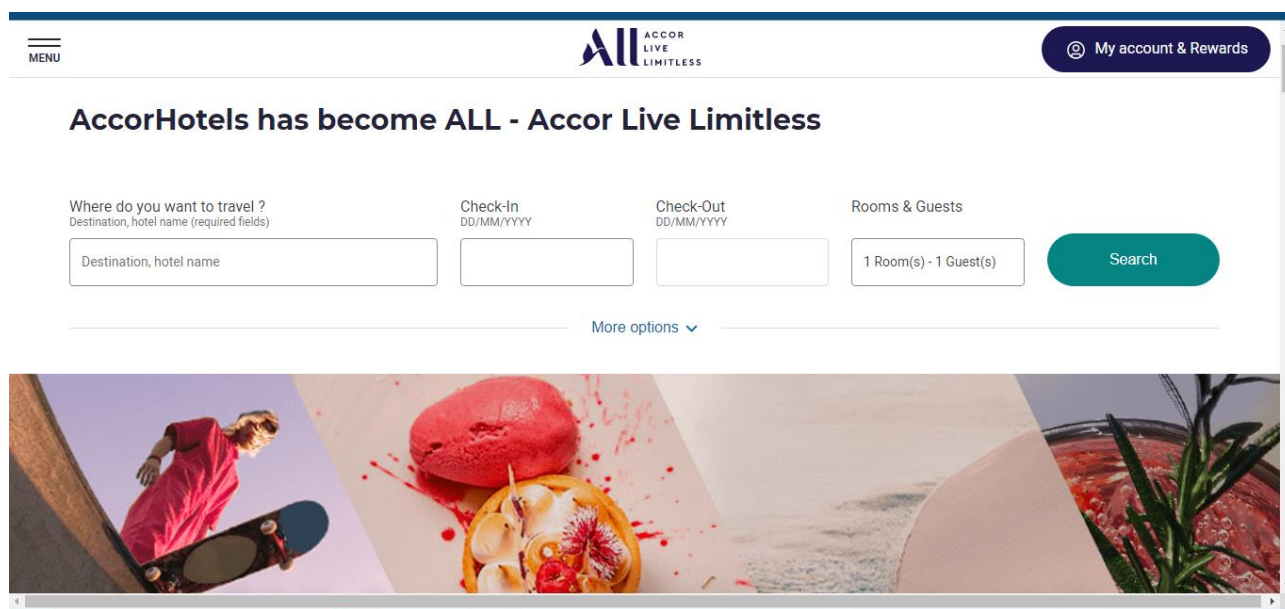
Between Conventional Marketing and Digital Marketing

Broadly speaking, the purpose of marketing is to increase the reach both locally and internationally regarding the goods and/or services offered in the business. From these conclusions, it can be explained that conventional marketing and digital marketing have the same goal, namely increasing product reach, but in practice, conventional marketing activities and digital marketing are not completely the same in carrying out procedures. Digital marketing activities use online media, for example through a website, while conventional marketing activities are carried out offline, for example by distributing brochures about goods and/or services in the business, advertisements in newspapers or billboards, and others. Digital marketing activities in their marketing targets can be carried out locally and internationally more easily because they are online, while conventional marketing activities target consumers are not as broad as digital marketing but can be carried out internationally but the costs required are greater than digital marketing. In carrying out the existing interaction activities, the results of digital marketing activities can be seen in real time and can see whether the performance of the advertisements marketed is in accordance with the target market or not. Whereas in conventional marketing, the data obtained is generally not in real time or directly, it is necessary to wait a while to find out the ad performance data.

Using Websites to Improve Marketing

Website is one of the facilities on the internet that can be used as an event for product digitization. With this website facility, it is hoped that the website can be accessed by all people as a means of product and company exposure and as a place to provide information about company profiles in order to explain what businesses are sold by the company. In this case, before doing marketing in digital form, it is necessary to do a SWOT (Strength, Weakness, Opportunity, and Threat) analysis that contains aspects of the website in general.

Here is a direct example of a website used in the tourism industry.



Source [Book Hotel Online - Best Price Guarantee - all.accor.com](https://www.all.accor.com)

From this source, the writer concludes that

1. Strength

Users can create accounts to carry out required activities such as room reservations. So that guests who will stay do not need to check in by walk in but can be done online so as to be able to make the time of guests who will order online more efficient because it can be done at home without the need to visit the hotel that will be ordered according to guest orders.

2. Weakness

In setting up a website, you definitely need to do paid hosting to store website data that will be displayed to customers. When using a website to run a business, it is also necessary to pay attention to the cost of hosting a website.

3. Threat

The threat that exists and is real is competition against similar companies. Of course, in the face of competition, it can be done in accordance with the provisions and policies that exist within the company.

4. Opportunity

Can see how the customer reviews or feedback on the goods and/or services offered by the company. The existence of this review can help to complete anything that is lacking or needs to be improved

CONCLUSION

In today's economic situation, when someone builds a business, of course, prioritizes profit. The profit earned earlier will be used by the owner's interests to carry out daily life, as business costs such as payment for electricity for the business, payment of salaries for employees from the managerial level to the level of staff and/or apprentices, maintenance costs for existing equipment and supplies. When someone builds a business, it is also necessary to pay attention to the vision and mission of the business. Determining a vision and mission in a business is very necessary because this will greatly affect the direction of how the business can run in the future. In general, marketing activities that occur are divided into two, conventional marketing and digital marketing. Broadly speaking, the purpose of marketing is to increase the reach both locally and internationally regarding the goods and/or services offered in the business. From these conclusions, it can be explained that conventional marketing and digital marketing have the same goal, namely increasing product reach, but in practice, conventional marketing activities and digital marketing are not completely the same in carrying out procedures. Digital marketing activities use online media, for example through a website, while conventional marketing activities are carried out offline, for example by distributing brochures about goods and/or services in the business, advertisements in newspapers or billboards, and others. The ease of access using internet technology, of course, can help business people in marketing their products using a website.

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