Development of Storynomics Based on Digital Information Systems as a Medium for Promoting Tourist Attractions

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Article Info	Abstract
	This research uses a qualitative research approach, which aims to find out the development of storynomics using English-based digital information systems as a medium for promoting tourist attractions in Majene Regency, as well as how the actual condition of Dato Beach in Majene Regency as a location for making promotional videos of tourist attractions and how human resources for information techniques and English, and how the form of promotion used by the Tourism Office to promote tourist attractions in Majene Regency, West Sulawesi Province. The results showed that the actual condition of Dato Beach as an example of making promotional videos in Majene Regency in order to increase the number of tourist visits after being hit by a global problem, namely the impact of Covid 19. It seems that the government has made promotions in written form in the form of tourist attraction brochures, but the making of Digital-Based storynomics videos has not been implemented, so that the number of tourist visits has not increased, and there are still many tourist attractions that are not yet known by tourists to be visited by both local and foreign tourists, therefore with this storynomics video, hopefully Majene Regency will be better known and the number of tourist visits can increase in the future.

Introduction

Development in the tourism sector is part of a multi-dimensional development, which has an impact on various aspects of life (Tosun et al., 2021). The tourism sector has now become a source of foreign exchange shows a social reality, where tourism is a complex phenomenon, not just an activity with the main object of the service industry involving product and market management, but more than that it is a process of dialogue between tourists as guests and local communities as hosts (Cudai et al., 2019).

The tourism industry in Indonesia continues to be developed and strived to achieve its vision, namely; tourism and creative economy that is advanced, competitive, sustainable, and prioritizes local wisdom in realizing an advanced Indonesia that is sovereign, independent, and has a personality based on mutual cooperation.

Tourism is a sector that plays an important role in increasing revenue. Indonesia is a country that has natural beauty and cultural diversity, so it is necessary to increase the tourism sector (Widiastuti, et al., 2021). This is because tourism is a sector that is considered profitable and has the potential to increase revenue.

The covid-19 pandemic conditions that hit the whole world at the end of 2019, made various industrial sectors affected, one of which was the tourism industry (Baloch et al., 2020). This has also encouraged the Ministry of Tourism and Creative Economy to plan programs with the concept of *quality tourism*. The concept will emphasize a more interesting and memorable

travel experience in Indonesia. According to BPS data, foreign tourist arrivals fell by 89.05% in January 2021 from 1.29 million visits in January 2020 to 141,260 in January 2021. Therefore, the government is trying to be able to encourage the tourism industry to return in the context of economic recovery, *Storynomics Tourism has* become *an* effective marketing strategy and is suitable for promoting Indonesian tourism after the pandemic. one of the efforts to promote t o u r i s m attractiveness, which h a s decreased in recent years, requires an activity and promotional media that is digital in nature. One of the media such as video creation using storynomics which uses English as an international language so that foreign tourists can get interesting information and information.Fast.*Storynomics* was first popularized author of the of the book *Storynomics* explains thatstorynomics is Story-based marketing in the *post-advertising* world, where the marketing approach is carried out using storytelling techniques in a creative content, *storynomics tourism* is a tourism approach that focuses on narrative, creative content, *living culture* and uses the power of culture as the DNA of tourism destinations. *Storynomics tourism is* used to attract tourists who are interested in traditional stories, traditions, culinary, and culture of local destinations (Parani, 2023). We need to know that so far tourism is a labor-intensive sector that absorbs a workforce of more than 13 million workers, the derivative impact or *multiplier effect that* follows includes derivative industries that are formed under it also experiencing the impact of the COVID 19 pandemic in the tourism sector.

The synergy of the creative economy and tourism will result in economic recovery and the development of positive tourism, which is expected to develop community empowerment (local communities) through the creative economy is very positive, this is one of the tourism development models in the future (Mikulić & Jelušić, 2021). Empowerment is not only in developing the economic potential of communities that are down due to the pandemic, but also an effort to increase self-confidence in order to use information technology in order to re-promote tourist attractions that have almost collapsed after being hit by the threat of the covid 19 virus.

The development of tourism also encourages and accelerates economic growth (Sokhanvar, 2019). Tourism activities create demand, both consumption and investment which in turn will lead to the production of goods and the successful development of the tourism sector, means that it will increase its role in regional revenue, where tourism is the main component by also paying attention to factors that influence it, such as the number of attractions offered, the number of tourists visiting both domestic and international and the hotel occupancy rate (Dwyer et al., 2020).

The progress of a region's tourism industry will depend on the number of tourists who come, therefore it must be supported by increasing the utilization of Tourist Destinations (DTW) so that the tourism industry will develop properly. Indonesia, which has a beautiful natural landscape, is very supportive for the development of the tourism industry sector in Indonesia. As an archipelago, Indonesia's potential to develop the tourism industry is e n o r m o u s .

In West Sulawesi there are many beautiful tourist attractions, one of which is Majene Regency, the city of Majene has the charm of the beauty of a very enchanting beach, so it really needs to be introduced both nationally and internationally. Majene Regency is one of the areas that has a maritime paradise which is in West Sulawesi. The condition of tourism infrastructure and facilities in Majene Regency is currently classified as good, it can be seen that public facilities have begun to be built, as well as the development and structuring of tourism environment areas carried out by the government by involving the surrounding community.

In addition, in developing and structuring the area and environment of the tourist attraction, of course, it must be supported by the delivery of information using digitalization-based English storynomic which can disseminate information widely to foreign countries and even throughout the world based on the internet network. With the internet network, so that tourists can do various things including looking for the information needed as in the development of regional tourism assets that develop through various methods such as Facebook, WhatsApp and website-based. From the development of an increasingly advanced era at this time so that the dissemination of information via the internet is very fast with website- based information such as the potential of website-based Majene Regency marine tourism, the delivery of information using a website in English can further increase the attractiveness of information for foreign tourists, as well as the increasing use of the internet which makes the Website can be commercial or for the official interests of an agency.

One of the steps to publicize the existence of an institution, be it private or public institutions, companies and factories, businesses, even political events or for regional assets is by using a website. With this website, it is hoped that everything related to public interest can be accessed by the outside community as the function and purpose of the website.

Research on the use of websites in tourism development in the form of mobile applications has been conducted but this research has a different locus and different depictions, and in this study focuses on the development of digitization-based *storynomics* as a medium for promoting tourist attractions using English on tourist attraction in Majene Regency (Dorcic et al., 2019).

Based on initial observations that have been made at the Majene Regency Tourism Office, basically the Majene Regency tourism office already has a website page to introduce tourism in Majene Regency, but the information provided is still limited so that foreign tourists who want to know or visit tourist attractions in Majene Regency, still lack information using English regarding culture, tourism, events, culinary places that exist, especially in marine tourism spots.

Methods

The type of research conducted is descriptive qualitative, which is research conducted on natural and unnatural object conditions, researchers as key instruments, data collection techniques are combined, the resulting data is descriptive, and data analysis is carried out inductively. By paying attention to the nature of the research, this research includes a type of software engineering, which is research that applies science into a design to get performance in accordance with the specified requirements. The design is an element combined with the scientific method so that it becomes a model that can meet certain specifications.

This research is located in Majene Regency. Determination of this location is intended to simplify and clarify the target object, so that the problem is not too broad. and in accordance with the focus of the problem.

There are two data sources used in this research, namely primary data sources and secondary data sources. Primary data sources include data obtained directly from the original source through in- depth interviews and observations. In this case, primary data is collected from *key respondents*, including information or information from the Majene Regency Tourism Office, Tourism Object Managers, Secondary data is data collected and published through media tools by certain agencies and institutions related to the substance of the research being carried out.

Thus, in determining informants, several considerations were obtained, among others: 1) the person concerned already has very deep personal knowledge and experience about the

information obtained, 2) in terms of age in the sense that the person concerned already understands and understands the problem under study and is physically and mentally healthy.

After the researcher obtains sufficient data from the field, the researcher analyzes the data that has been obtained with the analysis techniques that the researcher has described above, then examines it, divides it and finds the meaning of what has been obtained from the research. For the next, the results of the research are reported and arranged systematically.

Results and Discussion

Competence of informatics resources at the Majene Regency tourism office

Based on the results of interviews with Mr. Secretary and Head of Division along with marketing staff Dimas Culture and Tourism Majene Regency about human resources is as follows:

> *"The government's efforts in providing a Website, are actually available, but have not been utilized optimally, because the information technology resources at the Culture and Tourism Office are still limited, besides that the funds available for promotion are also still lacking, so that promotional activities cannot be carried out optimally."*

Based on the results of the interview above, what is a problem in promotional activities through digitalization is that informatics technology resources are still lacking, as well as the availability of a budget to create a promotional activity (Omar et al., 2020). Promotion in digital form is still lacking too, so that online promotion has not been maximized. To overcome this problem, the local government needs to hold training in the field of digital information systems, so that the human resources i n charge of the Culture and Tourism Office have the expertise to make digital destination promotions, so that tourists can get information quickly about destinations that are interesting to visit in Majene Regency It turns out that there are still many unique and interesting destinations to visit based on the results of a survey during a visit in t h e context of research around Majene Regency. Therefore, the local government should utilize digital information system applications so that tourists c a n get information about destinations that are not yet known by many people, both nationally and internationally....

Based on the results of interviews about Informatics and English resources at the Tourism Office in Majene Regency that:

> *'that resources in the field of information systems and English are still lacking, but the Office of Culture and Tourism has collaborated with several vocational high schools in the field of Information technology so that they can use social media in order to promote tourist destinations in Majene district. Besides that, human resources in the field of English are still lacking too, even in general employees have disciplines that are not suitable, even so, they still carry out their respective duties by attending training." Interview with Marketing section)*

Based on the results of the interview above, that human resources in the field of informatics engineering and English are still lacking, but for the use of digitization of information systems, the Office of Culture and Tourism has collaborated in order to make promotions through online. This year the use of the website is not activated because it is still under the auspices of Kominfo, so they will try to have their own website so that they do not depend on Kominfo, so they only use social media to promote tourist attractions managed by the Culture and Tourism Office of Majene Regency.

> *"The efforts of the Tourism Office to create a means of promoting DTW in Majene Regency are by participating in exhibition activities if there are funds available, and if there are no funds available they only use social media such as You tube, Instagram and WhatsApp, but the use of the website is not activated because it depends on the Majene Regency Communication and Information Technology" (Interview Results with Marketing Section)*

Based on the results of the interview above, promotional activities are carried out by participating in exhibitions if there are funds available, and if there are no funds, marketing activities are carried out through social media such as through WhatsApp, You Tube, and Instragran. Since the Webside is not active because the one responsible for the Webside is Kominfo, therefore every time you want to use the website you have to ask permission from the Kominfo Section, so it feels effective because of t h e use of the website. Because the Office of Culture and Tourism plansto have its own website this year, so that promotional activities are wider and more effective.

> *"The form of promotion that has been carried out by the Majene Regency Tourism Office in order to promote its tourist attractions is in written form such as making brochures, as well as online such as You Tube, Instgram and Whatsup" Interview results with the marketing department)*

Based on the results of the interview above, the form of promotion used by the Office of Culture and Tourism in order to promote the tourist attractions managed, namely in written form and through online, but still experiencing obstacles because there is no budget available to participate in exhibitions when there are exhibition activities both locally and nationally and even internationally. because promotional activities at exhibition activities are more effective than through social media.

> *"The strategy for promoting tourist attractions that has been carried out by the Majene Regency tourism office in order to promote its tourist attractions, namely; The Majene Regency Culture and Tourism Office has determined the leading destinations that can represent other destinations for the promotion of tourism. Management is prioritized due to insufficient budget. (Interview result with Destination section)*

Based on the results of the interview above, the strategy used by the Majene Regency Culture and Tourism Office to promote tourist attractions in the district,. Majene, namely by promoting tourist attractions managed by the tourism office, and is a superior attraction that can represent other tourist attractions. Because the tourist attraction has been equipped with supporting facilities that can meet the requirements to be visited by tourists, so that tourists can meet their needs when visiting the tourist attraction later.

> *"The obstacles of the Department of Culture and Tourism in promoting DTW in Majene Regency, namely the problem of insufficient funds, so that promotional activities cannot be carried out optimally, such as participating in exhibition activities organized by the government in various places that require a lot of funds, because exhibition activities require a considerable amount of funds." (Interview results in the marketing section)*

Based on the results of these interviews, it is stated that the obstacles faced in promoting tourist attractions by the Culture and Tourism Office are problems of insufficient funds, such as in participating in exhibitions in an area, promotional activities at an exhibition require a lot of money but the benefits are very large if only promoted through social media, because promotional activities can be carried out effectively by following the media. exhibition in a

certain area, meaning that it can be actively experienced compared to the passive nature of social media.

> *" The number or quantity of Informatics and English resources at the Majene Regency Tourism Office. Actually the number of human resources and Informatics techniques that work at the tourism culture office is still lacking, but the Government tries to provide training whenever possible, and has collaborated with several parties who have competence in this field. As in the field of Informatics Engineering in collaboration with the Network Engineering vocational school. (Results of interviews in the marketing section)*

Based on the results of the interview, it is stated that the number of human resources in the field of Informatics Engineering and English who work at the Majene Regency Culture and Tourism Office can be said to be still lacking, so that in making promotions through social media there are obstacles, but the culture and tourism office can overcome this problem by collaborating with the Informatics Engineering Vocational School in Majene Regency, so that they can make a promotion through social media such as WhatsApp, You Tube, and Instragram..besides that, it also cooperates in the field of training in the field of technical i n f o r m a t i c s for employees of the Majene Regency culture and tourism office, so that they can use the digitization of the information system in carrying out their respective duties in the office.

> *"Training activities that have been carried out by the Majene Regency Tourism Office. Such as training in the field of Information Technology and English because in general, the human resources in charge of the office lack a background in both fields" (source in the marketing department)*

Based on the results of the interview above, training activities in the field of digitization of information systems for employees who work at the Majene District Office of Culture and Tourism because in general employees who work at the Office of Culture and Tourism do not have an educational background in digitizing information systems.

> *"The background of Human Resources at the tourism office in Majene Regency is generally not in accordance with the section they work in, or not in accordance with the field of knowledge they have, so they need to get training so that they can work optimally. (source in the enlargement and destination section)"*

Based on the results of the interview above, that human resources at the Majene Regency tourism office are generally not in accordance with the educational background of employees who work in their respective sections, so they are given training and collaborate with schools, such as vocational schools majoring in TKJ for the field of digitization.

> *"The obstacle faced in conducting training in Information Technology and English at the Majene Regency Tourism Office is the limited organizing funds, because training activities really require quite expensive organizing costs.*

Based on the results of the interview above, the problems faced in conducting training in the fields of Informatics and English is the availability of considerable funds, so that one of the ways to organize training in the field of Informatics and English is the availability of funds.

The solution is to collaborate with the Vocational School in the field of Informatics Engineering.

Making promotional videos using English Storynomics based on digital information systems in order to promote the attractiveness of Dato Beach marine tourism in Majene Regency.

The following is an explanation used in the promotional video as a result of the development of storynomics based on digital information systems in Majene Regency.

The Text of the Story Telling can be seen as follows:

> *"Majene Regency is one of the districts in West Sulawesi Province, the capital of this district is located in Banggae. This district has an area of 94794 km2. Most of the population is the Mandar tribe, an indigenous tribe from West Sulawesi, and they generally speak the Mandar language. Majene Regency is one of the districts that has great potential in the tourism sector. With diverse tourist attractions such as natural, cultural, culinary and historical tourism. One of the famous marine tourism attractions is Dato Beach, this beach is located in the Pangale neighborhood, Baurung Village, East Pride District. The Dato beach area was opened in 1998. This beach has white sand and charming coral cliffs, suitable for all types of marine tourism. Such as swimming, snorkeling, fishing and playing in the sand.*
>
> *Dato Beach also offers a variety of tourist facilities to support your travel activities, the coastal area offers comfortable chairs for relaxing, gazebos as a gathering place for visitors. There is also a choice of food stalls available, offering a variety of culinary delights and clean toilet facilities and ample parking space, so that it can provide good tourist activities on Dato beach. In August to September. Dato Beach has always been the location for the traditional Mandar tribe boat race, known as the Sandeq Race. This is a type of outrigger boat that is propelled only by the help of wind blowing on the sail. To visit Dato Beach, visitors can use two-wheeled or four-wheeled vehicles with a travel time of around 10 minutes or 7 kilometers from the Majen Regency Government Center".*

Translation: In Indonesian Language

"Majene Regency is one of the regencies in West Sulawesi Province, the capital of t h i s r e g e n c y i s located in proude. The   district has an area of 94794 km2. Most of the population is Mandar tribe, an indigenous tribe of West Sulawesi, and they generally use Mandar language. Majene Regency is one of the regencies that has great potential in the field of tourism. With various tourist attractions such as natural, cultural, culinary and historical tourism. One of the famous marine tourism attractions is Dato beach, this beach is located in the pangale neighborhood, Baurung Village, East banggae District. Dato beach area was opened since 1998. This beach has white sand and charming coral cliffs, suitable for all types of marine tourism. Such as swimming, snorkeling fishing and playing in the sand.

Dato Beach also offers a variety of travel facilities to support your travel activities, the coastal area presents comfortable chairs to relax, gazebos as a gathering place for visitors. And there is a choice of dining warung.

Dato Beach offers a variety of culinary and clean toilet facilities as well as a large parking lot, so that it can show the tourist activities well at Dato Beach. From August to September. Dato Beach is always the site of a traditional Mandarnese boat race, known as the Sandeq Race. This is a type of outriggered boat that is driven only with the help of wind blowing on the sails. To visit Dato Beach, visitors can use two-wheeled or four-wheeled vehicles with a travel time of about 10 minutes or 7 kilometers from the center of Majene Regency Government ".

Based on the research results described above related to the third problem formulation, namely the digitization of information systems using English through Storynomics based on digital information systems in promoting DTW Bahari in Majene Regency, as well as the presentation of data on the second problem formulation that the ability of resources in the field of digital information systems to promote tourist attractions in Majene Regency.

Conclusion

That the actual conditions in general on tourist attractions in Majene Regency actually have very promising potential, but the provision of facilities and other facilities is still not optimal, besides that promotional activities have not been expanded. And one of the aspects that must be in place is the support of the local government in providing a website in Majene Regency. Actually, it already exists but has not been maximally utilized because the information system resources are still lacking. Competence of informatics resources at the Majene Regency Culture and Tourism Office. It is still lacking so that making digitization-based promotions is very difficult to do, besides that the ability to use English is still lacking, so that promotions in the form of videos in English do not yet exist. Making promotional videos using Storynomics based on digital information systems in promoting DTW Bahari in Majene Regency, has been completed properly, hopefully it can be utilized by the Department of Culture and Tourism of Majene Regency in order to promote its tourist attractions, so that it can increase tourist visits in Majene Regency, both domestic and foreign tourists. However, in this video, researchers only took one tourist attraction location in Majene Regency, namely Dato beach, because this beach is one of the tourist sites managed by the Majene Regency Culture and Tourism Office, with the hope that it will serve as a sample among the many tourist attractions in Majene Regency.

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