

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of the biggest outside trade winning divisions in Indonesia, it also gives jobs for the individuals, hence tourism has a critical effect on the nation and society, which comprises of transportation administrations, cleanser administrations, lodging administrations, nourishment, refreshments, and administrations. Other supporting administrations, numerous nations are exceptionally subordinate on tourism as a source of assessing and corporate wage, one of which is the State of Indonesia. Indonesia, an archipelagic nation that encompasses an assortment of astonishing visitor goals and is progressively recognized by nearby and remote sightseers since of their interesting and intriguing nature and culture and normal riches, particularly marine and shoreline tourism, one of which is within the Riau Islands, which is absolutely, Batam city is positioned fifth as the leading tourism goal in Indonesia (batamnews.co.id, 2017).



Figure 1.1. Map of Indonesia, Sources: On the World Map (2018)

Batam is a strategic city since it is on a worldwide shipping path, a brief trip from Singapore and Malaysia gets to be an advantage so that tourists proceed to visit. Batam could be a fast-growing city, famous in. The Batam City Culture and

Tourism Office has recorded that the number of outside traveller entries in Batam City in Riau Islands Province expanded to 173,947 in March 2019, from 150,088 a month prior. Various kinds of tourism activities are supported by various facilities and services provided by the community, business people, government and regional government including MICE Meeting, Incentive, Convention and Exhibitions tours such as shopping, sports, history, religion, culinary, nautical, tours to various other entertainment (medcom.id, 2019).



Figure 1.2 Map Batam City, Sources: On the World Map (2018)

The presence of Tourism Rebranding in Batam with various Cultural essence is the main focus of this research. Tourism Rebranding is to give personalities and identity to a whole community with many different perspectives making it unique and attractive to tourists or even locals.

The exertion was by the service to advance tourism in Batam was conducting an occasion called Batam Craftsmanship and Culture Performance. Held on October 28, 2017, at Nagoya Hill Hotel Batam, the occasion included plenty of performing expressions such as Malay and Javanese conventional moves and Malay conventional music. It is interesting to observe such a beautiful relation between countries just from a cultural perspective. as an author, it is a great opportunity to represents not just Indonesia but Batam overall to provide more information and knowledge of Batam city itself to the foreign country for them to explore (*The Jakarta Post*, 2017).



Figure 1.3 Cultural Parade in Batam city, Source: Antara news. Dec 18,2018

As shown from the Figure 1.3, a spectacular cultural parade attended by various citizen of Indonesia wearing Batik and Kebaya showing different traditional performance presenting the unique culture we have in Indonesia marking the 189th anniversary of Batam city. In the year of 2018 over 1.8 million tourists had visited Batam city. Nearly 50% of the tourist are coming from Singapore but majority of the tourist did not the hidden gem of the cultural side of Batam city, due to the lack of information provided. Many cultural destinations have yet discovered. This is why rebranding exist to find out more and provide information, on the other hand it can also sustain the cultural heritage for the next generation to learn and pass down one generation to another.

It is interesting that by just capturing a picture and sharing it online took second for people around the world to know an informative news Hence, marketing communication is very important because it is the most effective way to introduce not only cultural destination in Batam city to the outside world but also motivate government to enhance the management of the cultural destination and see the potential in Batam city.

Marketing communication plays an important role in the trend of this era. Technology are rapidly enhancing where everyone can simply search on the internet since it is now a very important role in the digital world. Great use of the

digital world from website to social life are used for promotion, leisure, entertainment, knowledge as well as business purposed.



Figure 1.4 Internet users in Indonesia, Source: websindo (2019)

From the infographic above, it can be seen that Indonesia's total population reaches 268.2 million, while it is known that mobile users (smart phones and tablets) reach 355.5 million. This means that the circulation of smart phones and tablets is more than the total population in Indonesia. Can happen if one person has 2 or more devices (gadgets) let alone people whom are rich, mutually replace the smartphone is normal.

Turning to Internet Users, there are 150 million active internet users, this means that 56% of the total population of Indonesia has used the internet. Likewise, with social media, on average 50% more of Indonesia's population actively uses social media.

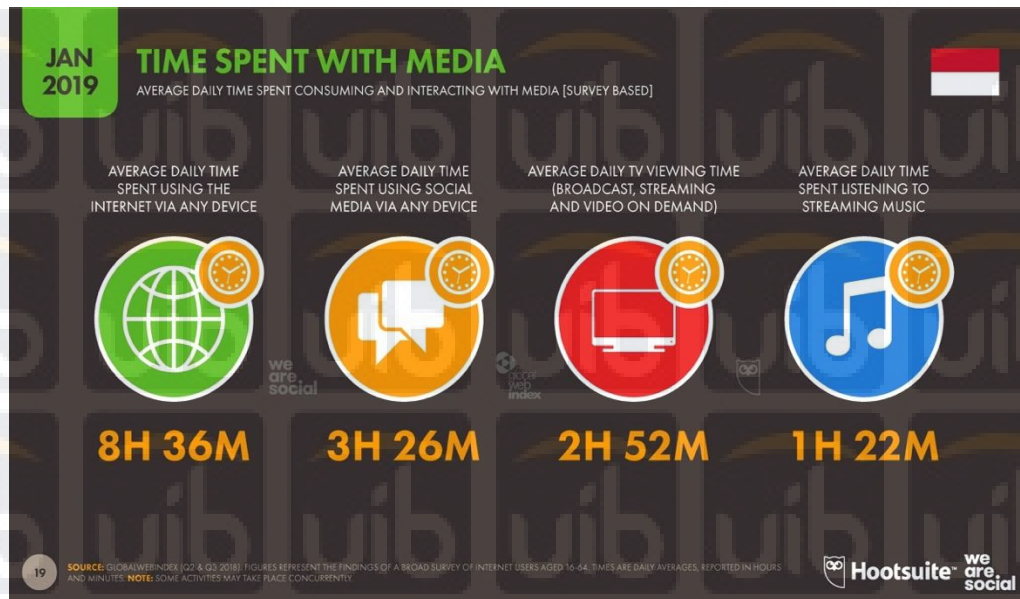


Figure 1.5 time spend with media, Source: websindo (2019)

Regarding on how much time do an Indonesian spend on accessing the media? The champion is the Internet, the average person spends 8 hours 36 minutes per day. Followed by Social Media with 3 hours 26 minutes. Television, as we have written above, is still a favourite of viewers with 2 hours and 52 minutes of watching time. Last streaming music with 'only' 1 hour 22 minutes.

The development of the digital world in Indonesia is very promising, in terms of internet users, social media users, even smart phone users. This certainly offers business opportunities and where the direction of business goals going forward. Companies that only rely on conventional and traditional methods will be crushed by companies that have implemented information technology in their business operations.

In conclusion, from the background above, this work report associates an important element between cultural destination in Batam and media marketing.

Hence, it will be titled as **“CULTURAL DESTINATION IN BATAM USING WEBSITE AND SOCIAL MEDIA”**

1.2 Scope of Project

1.2.1 Scope of time

The scope of practical work time is carried out for 3 months from 4 September 2019 to 4 December 2019. The observation is carried out on Sundays estimated from 10.30-17.00.

1.2.2 Scope of place

Project is done through observing cultural attractions in the city of Batam, covering the districts of *Nongsa, Bengkong, Lubuk Baja and Sungai Panas*.

1.2.3 Scope of substance

Based on the description from the background above, the scope of this practical work is included:

1. Media mass

Through website, video and social media to enhance the knowledge and introduce cultural tourism destination in Batam island for tourist and also local.

2. Attraction analysis

This analysis aims to find out what are the historical and cultural value in the tourist attraction.

1.3 Writing purposes

Writing this report aims to:

Apply the learning material obtained during campus lectures and compare the information picked up through theory on campus and within the world of business.

1. Discover new learning and increase knowledge in the rebranding department.
2. Design the branding of Batam city, which is an exertion to present the personality of the City that raises the potential and uniqueness of the city of Batam city.
3. Providing information to prospective tourist about cultural attraction in Batam city.
4. Attracting tourists to visits cultural tourism in Batam city.
5. Providing and sustain the cultural tourism in Batam city and pass down to the next generation.

1.4 Project Output

Product or outcome resulting from the implementation of this practical work which include:

1. Social media

Social media is one of the marketing media that is quite effective due the generation after generation of an increase of technology, almost 90% of the population have a social media account hence, we made a social media in the form of Instagram and Facebook which will display the information about the cultural attraction in Batam city.

2. Website

Everyone have an access to internet. website creations provide information about different culture and cultural attraction contained in Batam city which allow information and insight to the readers.

3. Video and photography

Providing a visual content about the cultural tourism in the city of Batam city which will then be uploaded to YouTube tourism bachelor program.

1.5 Project Benefit

The benefits of writing that are authorship are:

1. For student

- a. To apply theory that has been obtain during the learning process on the campus with real practice in the field.
- b. as a graduation requirement for tourism program students.

2. For academic

- a. used as one of the references for students, the other benefits of this report are to create better and brighter future evolution or improvement toward cultural destination in Batam.
- b. expand the introduction of tourism bachelor program and strengthen collaboration between academics and institution.

3. For readers

- a. can provide knowledge as well as balancing materials in carrying out similar activities in the future.
- b. Be able to understand the culture of Batam city better in detail

4. For cultural attraction of Batam city
 - a. can increase tourists in the city of Batam, especially for foreign tourists
 - b. can benefit the economy of the group of community around attractions
 - c. can introduce cultural tourist objects in the city of Batam to the wider community

1.6 Systematics of writing

The writing of this practical work report is divided into the following arrangements:

BAB I INTRODUCTION

In this chapter, author will discuss the background of the author in carrying out on the field training and interest in choosing it, the benefit of writing, writing purposes and writing systematic.

BAB II LITERATURE REVIEW:

This is chapter the author, discusses the theory and information from previous researchers as the basis for carrying out fieldwork practices.

BAB III GENERAL DESCRIPTION OF DIGITAL MARKETING OF BATAM:

This chapter, the author discusses the brief history of the city of Batam, the administration of the city of Batam, and the organizational structure of the city of Batam.

BAB IV PROJECT METHODOLOGY:

In this chapter, the writer discusses the methods or approaches used to achieve the objectives of the fieldwork practice and explains the stages of the fieldwork practice.

BAB V DATA ANALYSIS AND DESIGN:

In this chapter, the author discusses the results of observations and interviews of writers to cultural attractions in the city of Batam and the design of the products produced.

BAB VI IMPLEMENTATION:

In this chapter, the author discusses about the process happening in the implementation phase and good feedback obtained from the design results that are implemented in the field of work practices of the author.

BAB VII CONCLUSIONS AND SUGGESTIONS:

In this chapter a summary of the report on the field work practices of the author and advice to the cultural tourism object management in the city of Batam.