

CHAPTER I

INTRODUCTION

1.1 Background

Tourism can be represented as the culture or specialty of a region or place. In a study analyzing the development of the tourism sector, the Indonesian government found that tourism produced income, especially foreign exchange. As a result, the exploration of the potential of each region was conducted to optimize and develop the tourism sector, including Tegal. As the city and regency located on the north coast of Java, Tegal has no less tourism potential due to its natural resources. However, the government has not been able to develop the tourism potential of Tegal, and there is less promotion of tourist attractions in Tegal (Rostiana, 2016).

Tegal City is located in the west of Central Java and in the north of Java Island. According to BPS-Statistics of Tegal Municipality, Tegal City experienced regional expansion in 1987 from Tegal Regency and Brebes Regency, known as *Bokong Semar*, located in Margadana District. In 2020, Tegal City experienced a change of area according to the Confirmation of Regional Boundaries Program between Tegal City and Tegal Regency. The total area of Tegal City is 39.14 km², with four districts, including Margadana, West Tegal, East Tegal, and South Tegal.

The area of Tegal City is lowland, causing air humidity in the range of 61% to 91% and a warm atmosphere (BPS-Statistics of Tegal Municipality, 2023). Due to the location in a lowland, Tegal City has many beaches with different names. One of the famous beaches is Alam Indah Beach, under the management of Department of Youth, Sport, and Tourism of Tegal City, especially for Tourism Division. Alam Indah Beach becomes popular not only for people in Tegal City but also those from Tegal Regency. Nowadays, Alam Indah Beach adds new water sports attractions to increase the interest of people and income.

According to BPS Statistic of Tegal Regency (2024), Tegal Regency has an area about 983.9 km², covering highland and lowland. With the area twenty-five times that of Tegal City, Tegal Regency has eighteen districts, including Bumijawa, Margasari, Bojong, Balapulung, Pagerbarang, Jatinegara, Lebaksiu, Slawi, Pangkah, Kedungbanteng, Warureja, Suradadi, Dukuhturi, Adiwerna, Talang, Dukuhwaru, Tarub, and Kramat. Tegal Regency has big potential in the tourism sector due to the wide area. One of the iconic tourist attractions in Tegal Regency is Guci Hot Spring, which has thirteen fountains of sulfur hot water and it is believed can cure any skin diseases. The discovery of Guci Hot Spring attracts people to visit in purpose to cure skin diseases or to relax. Because of high visits during weekends or national days off, Guci improves the facilities and infrastructure, such as places to stay, culinary, and other attractions.

According to Kusuma (2017), one of the tourism development strategies is promotion in several media forms. The promotion can attract more tourists to come visit. Several media forms used to promote tourism are leaflet, brochure, booklet, website, and social media. During this digitalization era, the government of Tegal is trying to comply with instructions from the Indonesian president, Joko Widodo, in Presidential Decree Number 82 of 2023 about The Acceleration of Digital Transformation and The Integration of National Digital Services. Some services have been moved to digital services, according to the Presidential Decree.

In a study, Surentu, Warouw, and Rembang (2020) conclude that websites have become a popular promotion medium that has limitless space and time range. A website can also be an effective medium to promote and express information. According to Maharani, Helmiah, and Rahmadani (2021), after the pandemic Covid-19, almost all platforms are moved online from entertainment into government, and websites have become a choice because of these advantages: working in real time, increasing credibility, and saving outcomes for promotion.

Tourism in Tegal has fewer promotions, including promotions on social media. There are some websites that promote the tourism of Tegal, for example,

TripAdvisor and Central Java Tourism website. Tripadvisor merges recommended tourist attractions information in Tegal city and regency. Central Java Tourism website provides information on tourist attractions, culinary, shopping, and culture, along with explanations, but not specified, and this website provides almost all tourism information in Central Java.

Based on Department of Youth, Sport, Tourism and Culture of Tegal City, the promotion of tourism in Tegal City has been executed by creating printed tourism booklets that contain information about tourism in Tegal City along with the tourism map. The information about tourism in Tegal City is detailed written and classified based on kind of tourism. However, the government service also moves into digital, including in tourism. The situation in Department of Youth, Sport and Tourism of Tegal Regency was different, because the institution does not have a medium to promote tourism such as Department of Youth, Sport, and Tourism of Tegal City has. In the result, website was chosen as the media to promote tourism because the ability to reach people globally (Doolin, as cited in Iacocca, 2022).

Rizka, Suwitri, and Djumiarti (2012) studied a website that was used in Tegal Regency Government. Although Tegal Regency Government has had a website since 2007 and the contents of the website mostly about news in Tegal Regency, the implementation of using website as information media was not going well due to the lack of knowledge about websites. However, in the present day, Department of Youth, Sport, and Tourism of Tegal Regency states that a tourism information website can be beneficial in the future, however with the condition that the website can be operate by the institution staff.

Therefore, to optimize the promotion of the Tegal tourism sector in this digitalization era, a research and development about medium to promote and give information about Tegal tourism from nature tourism, culture tourism, culinary specialties, events, and trending places specified will be an alternative solution for the promotion of the Tegal tourism sector. The content of this media is classified into Tegal City and Regency.

1.2 Statements of the Problem

Based on the background explained earlier, the statements of the problem are as follows,

1. How is the process to create a website to promote tourism in Tegal City and Regency?
2. How is the feedback of stakeholders towards the website?

1.3 Objectives of the Study

Based on the statements of the problem, the purposes are as follows,

1. To explain the process of creating a website to promote tourism in Tegal City and Regency
2. To explain the feedback of stakeholders on the website.

1.4 Significance of the Study

The benefit from this research can be concluded as:

1. Promoting Tegal tourism in digital form.
2. Helping the government to develop the tourism sector, especially in Tegal Regency.
3. Helping people to understand about Tegal tourism.

1.5 Output of the Study

The output of this research takes the form of a digital medium designed to promote Tegal tourism. It features informative and specific contents in two languages, English and Indonesian, and is going to be easy to access and operate for all ages. The content is information about Tegal tourism that is specified to nature tourism, cultural and historical tourism, man-made tourism, culinary tourism, and events. In every section, there is information about addresses and can direct users how to go to the locations. The name of the website is Tegal Tips and Trips.