

CHAPTER II

LITERATURE REVIEW

2.1 Tegal City and Regency

According to BPS-Statistics of Tegal Municipality, Tegal City is located geographically in the west of Central Java Province and in the north of coast line of Java Island, directly adjacent to Tegal Regency in the east and in the south, also Brebes Regency in the west. Tegal City is also become the intersection for Purwokerto, Jakarta, and Semarang Road. Tegal City area is consisted of four districts, Margadana, South Tegal, West Tegal, and East Tegal with the total area of Tegal City is 39.14 km². The population of Tegal City in 2023 was 282.781 people with the highest percentage of population was achieved by East Tegal District in 2024, with the number percentage of 28.87%. Tegal City is famous with the beaches, and the most visited beach in Tegal City is Alam Indah Beach. It is also under the management of Department of Youth, Sport, and Tourism of Tegal City. The Tegal City map is as follow.

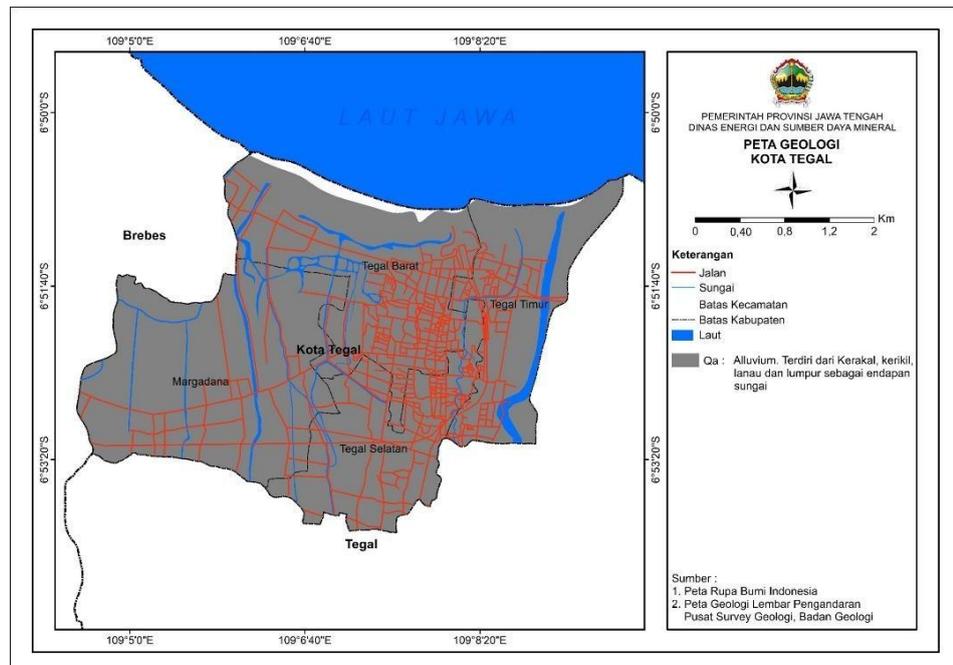


Figure 2. 1. The Map of Tegal City (data.jatengprov.co.id)

Meanwhile, according to BPS Statistic of Tegal Regency, Tegal Regency is directly adjacent with Pemalang Regency in east, Brebes and Banyumas Regency in the south, and Brebes Regency in the west. The capital of Tegal Regency is in Slawi and Tegal Regency has ten districts. The total area of Tegal Regency is 983.9 km² with total population reached 1.654.836 people in 2023. Tegal Regency has one of the most iconic tourist attractions and it is under the management of Department of Youth, Sport, and Tourism of Tegal Regency, Guci Hot Springs. The Tegal Regency map is as follow.

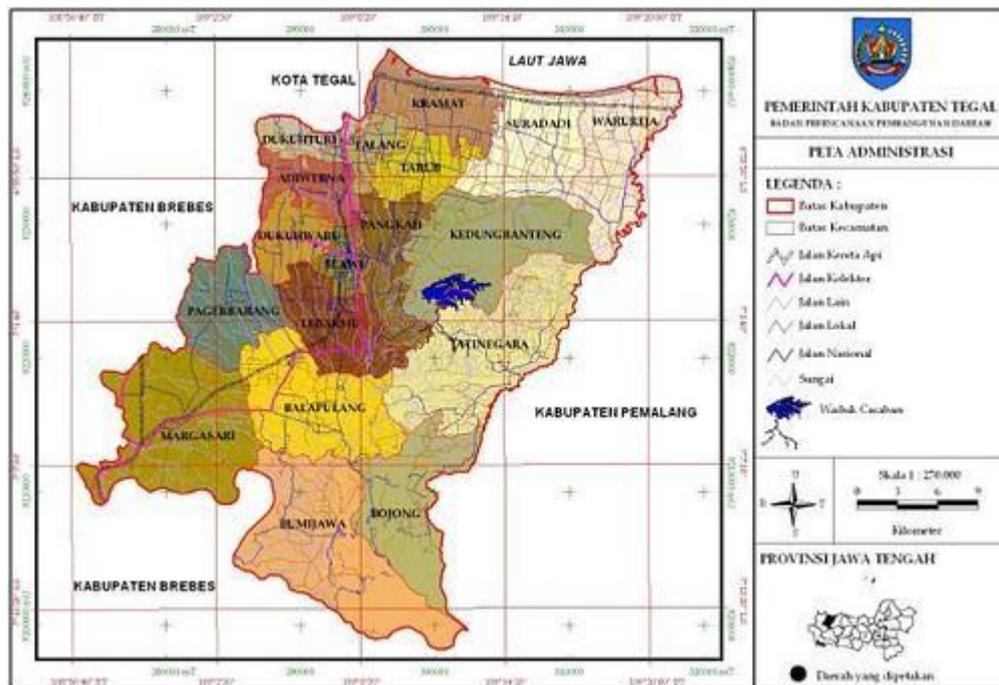


Figure 2. 2 The Map of Tegal Regency (Bappeda.tegalkab.go.id)

2.2 Tourism

According to Article 1 point 3 of Law Number 10 of 2009, tourism is kind of trips and supported with facilities and services provided by communities, entrepreneurs, Government, and Regional Government. Tourism is a trip that is conducted by a person or a group of people in a mean time, from one place to other place, with a purpose not to work but to enjoy as recreation for fulfil the

desire (Bakaruddin, 2007, as cited in Suryani, 2016). Tourism is a term to tourists who conducted a trip or can be concluded as activities related to the tourists (Soekadijo, 2000, as cited in Wibowo et al, 2017).

Tourism is trips or tours conducted many times or repeatedly, either planned or unplanned, which be able to give experiences. Tour is activities, individually or in a group, from one place to other in order to experience out of daily activities for a while. There are two tour experiences, divided into explicit experience and implicit experience (Wirawan & Semara, 2021). Tourism is an important factor in improving an economy on a country (Rudy & Mayasari, 2019). Tourism is related to SDGs (Sustainable Development Goals) and has an important role to achieve SDGs. However, tourism can be obstacles if the tourism is not well-maintained, but if the tourism is in a well-maintained condition, the tourism can be an innovation and supporting industry in the future. (Chaerunissa & Yuniningsih, 2020).

Developing tourism on a region must be based on clear planning, developing, and maintaining with a purpose to optimize tourism potentials so the public welfare can improve (Gunawan et al., 2016). Kusuma (2017) explained six strategies of tourism development:

- 1) There are standard regulations that is legally binding.
- 2) Cooperation between central government and regional government or private sector.
- 3) The involvement of locals in tourism industry.
- 4) There are special focuss on a region with high and unique destinations.
- 5) A good concept and intense promotion.
- 6) The improvement of facilities and infrastructures of tourism.

2.3 Digital Promotion

Publication or promotion is purposing on telling people or specific groups about products (Yoeti, 1990). Promotion is activities to communicate, give information, and convince people of products so the people will admit the products, buy and use the products, bind their mind and feeling to the products

as a loyalty (Suyardi, 2011, as cited in Handayani & Dedi, 2017). Tourism promotion conducted through several social media is considered more effective to reach the market target, either on printed media or digital media (Mahardika & Aji, 2018).

Warmayana (2018, as cited in digitalmarketingpariwisata.com, 2018) explained tourism digital promotion is a way to promote tourist attractions using digital media, such as website, social media, online advertising, email direct marketing, forum discussion, and mobile applications. e-tourism (IT enabled tourism/electronic tourism) is a modern promotion contains updated information about tourism, such as tourist attraction, accommodation, travel agent, and events, accessible 24 hours non-stop.

2.4 Website

Web is a service that can used by computer users as documents united and has connection or link and a group of webs is called by website (Kuryanti & Indriani, 2018). Website is information pages provided through internet so it is accessible globally as long connected to internet, divided into dynamic and statis website. Dynamic website can be updated or erased by the web admin, while statis website cannot be updated or erased by the web admin and only can be changed by the owner of the website (Warmayana, 2018). Website is created by CMS (Content Management System) or framework or other word, programming (Warmayana, 2018). CMS is an application to manage entire web sites. Skylar (as cited in Sidik 2019) states that the functions of website are divided into four categories. They are as follow:

- 1) Communication function.

Website has dynamic characteristic and has facilities to connect people by chatting, discussion forum, contact form, and webmail.

- 2) Information function.

A website has information function, determined by the quality of the contents, whether it is determined by the renewability and the validity of the information.

3) Transaction function.

There are facilities from a website to check the account balance, conduct money transfer, purchase, payment, infestation, and administration because website has transaction function, means can help people conducting transaction by digital.

4) Entertainment function.

Website can display pictures, videos, audio, or animation to increase the visualisation and the examples of this website function is seen on social media website, game website, movies website or music website

2.3.1 Website as Tourism Information Media

As an information media, website can show the quality of the content, which is the information renewability and truth. The examples of website as an information media are the availability of news website, company website, or Wikipedia website (Sidik, 2019). Website can help government in sharing accurate and factual information to public. As a media to share information, the content of information should be dynamic (Syaban et al., 2018).

In tourism, website can give information about tourism of a region because of the ability to contain text, pictures, videos, or sounds. Website can contain information about tourist attractions, such as the location, history and description, or the entrance fee if it is necessary. Other information such as cultures, culinary and services about accommodation can be added in tourism promotion website (Muqorobin & Fitriyadi, 2023).

2.3.2 Component of Website as Tourism Information Media

In building a website there are tree important components; words, pictures, and code. Words means words that is built contents, pictures mean pictures that is adorns words and code means command lines in a code, such as HTML code (HyperText Markup Language). These three

components expand the scopes into structure, means the content or information of the website and presentation, how the visual of the website (Sidik, 2019).

1) Structure

As tourism information website, the information or the content can contains such as tourist destination, cultural tourism, nature tourism, and others that related on tourism (Iaccoca, 2022).

2) Presentation

As tourism information website, the visual of website information is have to be attractive to attract users visit the website page (Surtikanti et al., 2021). A presentation of websites also should consider UX (User Experience) Design, which to test the effectivities from the attractive of the website design visual, and Interface Design, which the sense of art related to the website is needed (Kalbuadi et al., 2018).

2.5 Wordpress

Wordpress is an open-source platform first launched in 2003 as blogging platform (Information Technology Directory of Andalas University, 2024). Requirements to create website with wordpress are e-mail and internet connection (Santoso, 2009).

Wordpress has two versions, divided to wordpress.com, usually to make blog and wordpress.org, as CMS. Both can be used for free and Wordpress for blog uses wordpress domain and hosting. At the end of website addresses, it will be written as subdomain.wordpress.com. wordpress.org will have separate hosting and domain, so it is different from wordpress.com. Wordpress for blog allows users to design but the control of users to design is limited. Wordpress as CMS allows users to control design and determine theme unlimited so the users have full control of all access (Samsudin, 2020).

Wordpress is easy to learn for beginner who would like to create or design a website because users can create or manage website without coding.

Wordpress is often used to write information because of the big community in global (Utomo et al., 2022). Wordpress can also be accessed by every browser on laptop or computer, smartphone, and tablet.

2.6 Previous Works

Several previous works are used as reference toward this research. In 2016, Rostiana conducted research about the analysis of tourism sector in Tegal City. Based on the analysis, it was concluded that increasing tourism in Tegal City require expanding access and increasing tourism quality, increasing human resources, strengthen the system, and increasing the strategies of product, price, promotion, and place. Another research was conducted by Surentu, Warouw, and Rembang (2020) was about the importance of the website as information and promotion media in Minahasa Regency. It was concluded from the research that government can use website as an effective media for tourism information and promotion because it is accessible anytime and anywhere along with unlimited uploaded data.

Another research was similar conducted by Syaban, Norma, and Gohung (2018) about the role of using website as information media in North Halmahera. The research concluded that government website can be used for an effective media for tourism information and promotion. The difference was this research explained the factors of the lack of tourism information on website, such as website was not managed by tourism division, the lack of special skilled staff in website management, limited resources, and the use of social media as tourism promotion. Another research was conducted by Ardhiyani and Mulyono (2018) was about the analysis and design of tourism information system web for promotion media. This research analysed the design of a website prototype for tourism promotion and used UML (Unified Modeling Language) model to design the website prototype with login account system to access the website and the result of the research was a prototype of application-based website that required an account to be accessed.

Another research about tourism website design was conducted by Iacocca (2022). The research was about the design of website for tourism information and promotion media in West Manggarai. The website was designed by Wordpress, using SDLC (Software Development Life Cycle) method. The pages of tourism information consisted of home page, attractions, how to get there, travel guide, blog, and maps.

Beside of journals, wisatategal.com (2013) was a website reference toward this research. The website consisted of home page, attractions, tourist map, annual events, and videos of tourism in Tegal. The design of this website was minimalist. The content of attractions gave many options. The information of tourist attractions was the highlight of the tourist attractions itself. However, the website did not classify the tourist attraction exact locations, whether the tourist attractions is in Tegal City or Tegal Regency. The website also had not been updated the information of any fees or any information related to tourist attractions. Thus, the gap of this research is creating a website to promote tourism of Tegal City and Regency specifically based on the location of the tourist attractions.