

ABSTRACT

The tourism industry is a sector that has undergone rapid digital expansion in the past few years. In the tourism industry, one of the implementations of the digital ecosystem is digital tourism. However, its implementation in reality still faces obstacles in digital tourism development, especially in the tourist attraction of Telaga Menjer. The application of digital tourism in introducing a tourist attraction depends greatly on the targeted consumers. Therefore, before devising strategies for developing digital tourism, it is necessary to understand how the process of tourists selecting tourist attractions as their destinations will generate demand. In developing its own tourism, the Indonesian government has launched a tourism development strategy by implementing the Pentahelix model. The Pentahelix model itself seeks to encourage the tourism sector and the tourism system to improve the role of collaboration between various parties, in this case, business as enabler, government as regulator and controller, community as accelerator, academic as conceptual, and media as expender.

The study aims to identify tourist profiles, analyze digital tourism experience, tourist technology readiness, and the driving and inhibiting factors for developing digital tourism in the Kawasan Wisata Telaga Menjer, and develop a strategy for developing digital tourism as a media promotion for Telaga Menjer. This study's analysis technique was descriptive statistical analysis used for quantitative data, and thematic analysis used for qualitative data.

The study showed that most tourists are ready to use technology in tourism activities. However, the digital experiences of tourists while on tours receive the lowest scores compared to the experiences before and after the tour. It was confirmed during in-depth interviews that the management was not ready to use technology. Therefore, the study's results suggested a strategy with the Pentahelix collaboration strategy model, where each stakeholder has an initiating strategy that is interrelated with other stakeholders. This interconnection was a collaboration between stakeholders to develop digital tourism as a media promotion at the Telaga Menjer. Future research can dig further regarding the right approach in developing promotional content that is tailored to behavioral economics.

Keywords: Tourism; Digital Tourism; Readiness Technology; Pentahelix Model