SOCIAL MEDIA STRATEGIC INFLUENCE IN CHOICE OF TOURISM DESTINATION

by Dewa Putu Oka Prasiasa

SOCIAL MEDIA STRATEGIC INFLUENCE IN CHOICE OF TOURISM DESTINATION

TOURISM DESTINATION

(Case Study at Jatiluwih Tourism Village in Tabanan Regency Bali Province)

Dewa Putu Oka Prasiasa
Dewa Ayu Diyah Sri Widari

1

Praise the author extend to God, so this book is result of research on the role of social media in determining choice of tourism destination can be completed. The authors hope this book may be able to provide benefits as well as one of reference in support of development of tourism science and culture, particularly from the aspect of social media in tourism village. The presence of tourism science text book more to forward of research results associated local wisdom is a necessity. Thus the expectation is result of tourism research can enrich the vocabulary of tourism science, so that between theory, research results and implementation on the ground will be mutually reinforcing of tourism science from ontology, epistemology, and axiology aspect.

The writing of this book was based on consideration that now days in different parts of the developing world trend for making social media as a vehicle to promote tourism products with digital marketing, tourism villages as one of alternative tourism forms, as poverty alleviation, and probe to preservation of culture. Besides, object of the study include constrains of social media usage in giving information about Jatiluwih Tourism Village as a tourism destination, the role of social media in determining choice of vacation to Jatiluwih Tourism Village, and socio cultural aspects and contemporary the use of social media in selection of Jatiluwih Tourism Village as tourism destination.

The authors present thanks to executive and staff of Operational Management of Jatiluwih Tourist Attraction that has been providing assistance to give information and data required for research in progress. The author also thanks to Mr. Andrei Fotescu as editors, who spend a lot of time and gave a lot of help to author for publishing this book. Thank you also to all of leadership and staff of LAP LAMBERT Academic Publishing Europe Moldova who gave opportunity and confidence to the author to publish research results in book form.

Furthermore, the author expect input from readers for perfecting of this book. Finally, for all its shortcomings the book format as well as both the language and the contents, the author with humility we are sorry. Hopefully this simple work is beneficial to the development of tourism science.

Denpasar, 04 June 2018
The author,

Dewa Putu Oka Prasiasa
Dewa Ayu Diyah Sri Widari

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

1.1 Abstract

This research which located at Jatiluwih World Culture Heritage are focused to problem of social media influenced as choice of vacation in tourism destination. According this research, that there are significant different between domestic tourist and foreign tourist in order to use social media as preference tourism destination choice. Domestic tourist not impacted by social media in choice of tourism destination, however foreign tourist impacted by social media in choice of tourism destination for vacation motivation. In the context of selection of tourism destination, heterogeneous conditions in such decision-making needs to be approached with contemporary culture and social perspective.

Keywords: world culture heritage, social media, tourism destination

1.2 Background

The selection of tourism destinations as a place of vacation is influenced by various factors which is complex as a result of the different characteristics of each tourism destinations. The difference in the characteristics of the tourism destinations affect travelers in utilizing social media (internet, website, face book, and twitter) with the goal of keeping information on the social media can be one of the considerations in the selection of tourism destinations as a place of vacation. To realize these goals, tourism destinations need to plan, implement and control the utilization of the network information technology integrated with the participation of the public, the perpetrators of tourism, and the Government in order to improve the quality of service, management and promotion of tourism destinations to improve the number and quality of tourists.

Information search is a crucial phase in the tourist's travel destination choice process. There are a number of sources from which the tourist can gather information, these sources can be both external and internal. Internal information is usually gathered from the latent cognitive system. External search consists not only of collecting information from the marketplace but also from a variety of more or less independent or unbiased sources such as news media, guidebooks and acquaintances. The social media phenomenon such as face book, Instagram or twitter and their

possible influence on tourism resulted in diverse scholarly contributions, which are still predominantly of an exploratory character. For instance, it is indicated that there has been an increased use of electronic word-of-mouth and other internet sources in tourist decision-making processes and travel purchase intentions in the first decade of the twenty-first century (Litvin and Goh, 2002).

The use of social media in election tourism destinations related to the culture and behavior of the tourists. Integrating social media as part of their information technology needs to be coupled with an attitude of vigilance since each tourist destinations have different characteristics, in addition to information technology that fits on a country is not necessarily suitable applied for tourism destinations in Indonesia. If the incompatibility condition imposed, application of information technology may give rise to the condition of the counter-productive towards tourism destinations. One thing is undeniable, the technologies relate closely with human life and the presence of the new social landscape. Thus, the technology does not only affect technologies (hardware), information (documents/information contained therein), and organizations (Institute for applied technology places), but it will effect also on humans (man involved) i.e. tourists and local people in tourism destinations. The influence of the use of technology in the form of social media in the repackaged product information can affect the choice of a tourism destination by domestic tourists and foreign tourists.

Concept of social media has been defined in various ways. Social media is a wide term defining writings on blogs and forums, photographs, audio records, videos, links, profile pages on social networking sites and all different content forming many other social networks (Eley and Tiley, 2009). Social media has been defined as the group of applications based on internet, allowing the creation and change of the content developed by the user and based on the technological and ideological foundations of internet (Kaplan and Haenlein, 2010). Establishments gain an important advantage over their competitors when they use the social networking sites for marketing purposes. Number of people taking part in the social networking sites increase day by day and the fact that the number is high makes it possible for the entries to be spread rapidly in a very short time to many people. So it gives opportunity for the positive news and hearsays about the establishments in the social network to be expanded rapidly (Magnold and Faulds, 2009).

Bali as one of the main destinations in Indonesia has developed cultural tourism in Bali. The year 2012 is one of the important milestones in the world of Bali tourism viewed from the context of the development of cultural tourism. It is to be important

because in 2012, Bali Provincial Government reaffirmed as the cornerstone of the development of cultural tourism through the establishment of Bali Provincial Regulation Number 2 of 2012 on Bali Tourism Culture. In addition, in June 2012, Bali received special recognition from UNESCO with determination *subak* as world cultural heritage by the label Cultural Landscape of Bali Province: the Subak System as a Manifestation of the *Tri Hita Karana* Philosophy.

In determining the Bali cultural landscape or Subak as a World Cultural Heritage, the attention of the public in Bali and Indonesia focused on the vast paddy fields in Jatiluwih Tourism Village, located in Penebel District, Tabanan Regency, Bali Province. This tourism village has a beautiful natural scenery with a unique staircase steps rice fields at the foot of Mount Batukaru. The air is also relatively cool because it is located at an altitude of 1.059 meters above sea level. Lifestyle of the people in Jatiluwih Tourism Village is agrarian religious. Jatiluwih Tourism Village established based on decision letter of Regent Tabanan Number 180/HK/& 33703 HAM/2016. Jatiluwih Tourism Village are on the world cultural heritage area (World Heritage Culture) established by UNESCO at the hearing to-36 in St Petersburg Russia 29 June 2012. Jatiluwih Tourism Village as one of the mainstay tourism destinations in Bali, in its development can't be detached from the role of social media to provide information about the potential tourism village and its community culture to domestic tourists and foreign tourists.

Related to the strategic role of social media in providing information to tourists to make choices towards a tourism destination especially for Jatiluwih Tourism Village, the research became more important to do. The purpose of this research was to study the role of social media in the choice of Jatiluwih Tourism Village for domestic tourists and foreign tourists.

1.3 Research Method

This study uses qualitative methods, namely the research methods used in natural nature object condition by researchers as a key instrument. Informants from the management of Jatiluwih Tourist Attraction determined by purposive, while tourists as sample were determined by accidental technique. The data were descriptive qualitatively analyzed. This approach is used to describe the inherent nature of the answers from the managements and tourists about the role of social media as a source of information that will determine their choice of Jatiluwih Tourism Village.

CHAPTER 2
LITERATURE REVIEW

2.1 Tourist Motivation

According to Leiper (1990), tourists are pushed by their own motivation towards places where they expect their needs to be satisfied. Push motivations have been seen to be useful in explaining the desire for travel, as they are recognized as the starting point of understanding tourists' behavior (Crompton, 1979). Pull motivations are those that attract people to a specific destination once the decision to travel has been made. They are destination-specific attributes, such as natural attractions, food, people, recreation facilities, or activities. Thus, pull motivations determine which destination travelers will choose to go from those destinations that match travelers' motivations.

The research by Rajaratnam and Nair (2015) aims to test the direct influence of the quality of destinations perceived behavioral intentions towards tourists and the effects indirectly through customer satisfaction, in the context of the rural tourism in Malaysia. The results of this study revealed there are eight main attributes, namely accessibilities, facilities, logistics, experience, information, security, cleanliness, and friendliness that contributes to the quality of destinations. Perceived destination quality significantly influenced satisfaction which in turn significantly influenced behavioral intentions. Furthermore, tourists who have made prior visit or visits to rural tourism destinations in Malaysia were less satisfied with the quality of these destinations than tourists who visited these destinations for the first time. Also, international tourists, who are satisfied, would be more likely to revisit these destinations and recommend them to others, compared to domestic tourists. The quality of destinations perceived significantly affect satisfaction which in turn significantly affect behavior intention.

Furthermore, research by Bashar and Ajloni (2012). The findings of this research is facilitated with the rural environment is either the primary motivation for visiting Petra. The motivation of travel to rural areas showed that there were five motivational factors that attracted foreign tourists to visit rural areas in Jordan. These factors are rural environment, facilities, weather, cultural link, and adventure. Therefore, to provide important experience revitalizing program as well as a much-needed strategy including market segmentation analysis, to improve the social and economic impact.

Research by Chiu et al. (2016), purpose of his study to explore both the cognitive and affective images and examine the effects of destination image through both

aspects on satisfaction levels and tourist loyalty. The results showed that the cognitive image had a direct influence on the affective image and confirmed the formation process of the destination image. Both cognitive and affective images had positive influences on satisfaction, and in turn, satisfaction predicted tourist loyalty. Moreover, the relationship between destination image and loyalty revealed that the affective image had a direct influence on tourist loyalty. Although the cognitive image showed no direct linkage to tourist loyalty, the authors found that it had an indirect influence on tourist loyalty through affective image and satisfaction.

Chang and Tsai (2016) verified that, regarding cultural implications, cultural integration was the main factor influencing tourism attractiveness, followed by cultural recognition and characteristics. This study show that the implications of culture and cultural integration are the main factors that affect the tourism appeal, followed by culture and characteristics. Comprehensive functions and activities at the festival allows tourists to relax and gain new experience which may affect the loyalty of travelers. Akhoondnejad (2016) in his research was to examine a comprehensive model of attendee loyalty at a local festival. More specifically, the research tested a model linking festival authenticity to festival quality, value, satisfaction, trust and loyalty to a given festival. The results show that authenticity the perceived influence of perception of the quality, value, and customer satisfaction. The direct effect of quality, satisfaction, and trust. Perceived value to customer satisfaction, confidence, and quality. Satisfaction direct effect on loyalty and trust.

2.2 Social Media in Choice of Tourism Destination

According to Yusuf (2009), there is the impact and relationship of viral marketing on the consumer decision to buy, the information sent through the Web sites relevant and credible and reliable, thereby forming a positive image of the organization sent. And there is a relationship between the concept of viral marketing and the proliferation of advertising messages via websites. Though internet has become the most popular medium for marketing, the demand factor is still a problem because a low number of web-users in some countries (Liu, 2000).

Information originates in numerous and diverse sources. Firstly, induced information includes promotional material (brochures, posters), as well as tour operators' and travel agents' opinions. Secondly, self-information also plays a role and it is obtained from mass media and popular culture. Finally, organic information comes from friends and relatives, as well as from personal experience (Gartner, 1993). As Alkharabsheh et al, (2011) conclude for their study's result show that "as

10

online viral tourism promotional information is characterized by accuracy, clarifies the details of touristic products, clarifies things relevant with time intervals, indicates the ingredients of products clearly and indicates clearly the cost of these products accurately" so tourism promotion through viral online marketing provides the needed and information for tourism programs which are adequate for decision of purchase by clients.

Research on the influence of the use of social media on the number of tourists visit is already done in some countries include United States, Germany, Japan and the United Kingdom. The four countries are the biggest internet information technology users in the world, namely reaching 79% of the world's internet population. The four countries accounted for 41% of world tourism income (WTO, 1997). The Internet is not solely a result of the findings, but technology can educate people to find information (including everything about tourism destinations) that can be used as one reference for Domestic tourists and foreign tourists in choosing the destination of tourism for the purpose of a vacation. Thus, the use of social media to select destinations tourism for tourists can make life much easier and travelers can relate to information sources without going through intermediaries.

Up to this point in Indonesia which consists of social media website is a medium or a very powerful tool to promote tourism destinations and tourism products. However, according to Prasiasa (2013:42) related to note the use of information technology is the quality of information shown includes originality, accuracy and truth, and the use of technology for tourism related stakeholders. Specifically the latter is important, because the use of technology becomes less effective and sometimes unproductive due to unready the community recipient as a result of barriers of culture (culture barrier). Efficacy of the role of the website in promoting tourism, destinations among marketing known new-truth below.

"if you are not online, then you are not on-sale. If your destination is not on the Web then it may well be ignored by the millions of people who now have access to the internet and who expect that every destination will have a comprehensive presence on the Web. The Web is the new destination marketing battleground and if you are not in there fighting then you cannot expect to win the battle for tourist dollars."

The result of the implementation of online sales against tourism destinations in several countries can be described as follows: (a) the Netherlands, on-line sales continue to grow with the growth rate of 20% more. Total online sales in 2008 was

up to the value of EUR 2.3 billion. This value is 24% of the total sales value in 2008; (b) South Korea, outbound tourists, 34.1% obtained information from the internet in preparation for a trip to the outside in 2007 using a travel agent. Online Travel Agent, one of the key online travel agents, experienced 33% increase in sales came from outbound tourists in 2007, sales of plane tickets and hotel rooms are also increased; (c) Australia, though still a small segment, spa package experienced the fastest development in 2008 increased 32%. Booking online at retail travel reached 11% of the total retail market travel, largely derived from the transaction as simple as from airline and hotel reservations; (d) Germany, online booking is growing with the increasing broadband penetration and strategic alliances in the form of complementary services and advertising sales. The highest share of the internet market in air transport (43%), car rental (30%) and hotels (24%) (Newsletter Informasi Pemasaran Pariwisata Kemenbudpar, 2010).

Sweeney and Craig consider that the four most important pillars in a successful communication strategy social media based are: communicating with the consumer, collaborating with the consumer, educating the consumer, entertaining the consumer. Based on these frames, companies can build a successful strategy in order to better know their target clients, to determine more precisely their needs and expectations. The purpose is, in the end, to be able to promote, efficiently and effectively, their products and services, but also, to be able to properly react when their products and services are affected by the bad publicity likely to arise from unhappy customers and expressed through social media (Sweeney and Craig, 2011). The company needs also to take into consideration the fact that the targeted public may behave differently to the message and react in different ways. The following types of behavior may be encountered: active, reviewer, viral, passive, and indifferent (Safco and Brake, 2009). Social media may be used in all developing stages of a product or a brand (Alex et al., 2009). Social media have taken tourism and travel experiences to a new level. They enable visitors to communicate with not only the destinations but also with visitors who have recently visited that same destination. Using social media tourists can gather information first-hand from other tourists and make decisions about the travel. Information gathering is possible through blogging, experience sharing; story writing that can be published on personal internet site of other people who have experienced the destination, so that the information is based on opinion and perceived authentic experience (Kiralova and Pavliceka, 2014).

Research conducted by Rhonda et al. (2008) about the "Believe it or not: the Credibility of Blogs in Tourism". The purpose of this research is to knows whether

consumers argued that blogs as credible sources of information products, and in particular, to determine how the credibility of online word-of-mouth (in the form of personal blogs and the company) compared to traditional word-of-mouth. This study shows there is nothing to beat the traditional word-of-mouth in obtaining information. The traditional way of word-of-mouth is one of the most influential sources in the pre-purchase information. Characteristics of word-of-mouth is very unique, it is usually considered more credible, trustworthy, and more accessible through a network of social media.

Some of the research done in Jatiluwih Tourist Attraction relating to promotion and perception of tourists. Wiranatha and Suryawardani (2016) stated that distribution channels of Business to Business (B2B): marketing was implemented by travel agents, freelance guides, and hotels in Ubud and environs. Distribution channels of Business to Customer (B2C): marketing have been conducted through the media (digital and non-digital). As many as 79% of foreign tourists who visited Jatiluwih have leveraged the media information and promotions. Distribution channels of Customer to Customer (C2C): marketing in words of mouth has happened during this time. As many as 14.7% of the foreign tourist who had visited Jatiluwih recommended by friends and allies. Widari (2015) stated that in addition to positive perception of tourists toward the uniqueness and beauty of Jatiluwih rice field terrace, average tourists say that cleanliness around the excellent tourist attraction. Not found the litter around the area of rice fields, along the path of trekking as well as at the restaurant facilities visited. The perception of tourists less good in terms of giving of information, comfort, and the provision of public facilities.

Media era was an era in which media developed as part of the process of industrialization. Industrialization of it form mass media. The term 'mass' as part of the spirit of industrialization (mass production), it mean as something low, down, cheap, vulgar, common or average. The term 'mass' is usually associated with the groups majority-controlled by minority groups that have a higher standard of living. Associated with the issue of taste, the term 'mass' shows on a standard 'tastes most' there was a 'mass taste'.

The development of industrialization in Europe, particularly through the role of capitalism in producing objects of culture as a commodity, then the mass culture gets strong influence of industrialization and commodification, giving rise to etymology of the word 'mass' in 'mass culture', from the connotations of low, average or below, was something that 'manufactured industrially produced' or 'standard', through what is called the 'mass production' by the media.

The media is a form of human position as 'individual' to 'subject', i.e. as a target or people who feel 'called' by an idea, concept, meaning or particular beliefs. The media often become spaces for naturalization a painting reality actually is false 'reality' (pseudo reality). In other words, the media often forms the subject of wrong (false subject line) or false consciousness as a public opinion. The formation of public opinion is very central in hegemony concept, for it required mediation be public spaces including the media as public space. The media as a space with language and symbols are produced and disseminated, not seen as a tool of the dominant power that is passive, the reverse was seen as a place of meeting, war of language or war of symbols (symbolic battle-field), in order for a public game over ideological ideas that championed, through a fight between a hegemony with a rival for hegemony (counter hegemony) acceptable to the public.

In order to win public acceptance, the power of language and symbols (symbolic power) have a very central role in the media. Capital of language and symbols are very important in the mastery of attention and consciousness of the mass. That determines not only the system of ideas or by the meanings and values is dominant, but more important is how the language, meaning, and the dominant values are always questionable, sued, countered through various forms of political struggle symbol (politics of signification) by society of post-industry. The transition from industrial society to a society of post-industry can be seen as a transition from the information society towards the post-information society. In the information age, the media become the place of delivery of information and truth of the information. Whereas in the era of post-information, media is no longer used as a messenger of truth, but rather as the event 'free game' information signs and so brought on the turmoil of information (chaos). The era of post-media is when the media become free information of game field.

Through technology, reverse engineer media imagery so presented is not the image of reality, but the reality of that reality's version has been distorted. Media is evolving in such a way so that it is transformed into simulacrum which creates a distortion of reality. The real events are filtered out and presented in a better form. The image shown on television, video, social media (website, internet, face book, twitter) can now be created, engineered or made simulacrum. According to Baudrillard (1983b) image is reality masks, camouflage reality, hyper reality, or hide the real truth. In it are all considered more real than reality, the issue is more trusted than information.

Various images on the television screen was nothing more than the ways of masquerade of information. The images shown be emptied from the image

information, due to the wide variety of images that are displayed in order to masquerade, distort or falsification of reality. A variety of imagery in a variety of events (such as war) is displayed as if as an information (humanity or cruelty), whereas a disinformation. Simulacrum information that lasts continuously at one point will cause the conditions of distrust on the information itself, even on any information. Simulacrum herding information toward uncertainty or chaos, which can cause a variety of problems in the search for truth. Simulacrum creates a crisis of confidence in the information itself, because the information is no longer reveals the truth and no longer represents reality.

Social media has also been encouraging the development of logic in the community speed, evolved a culture by Paul Virilio called "dromology of culture", a culture that is moving toward speed without control. Conditions of the accelerated in all areas (production, consumption, spectacles) has set up a space of life trapped into a fast paced lifestyle. Life trapped in a pattern of instantaneous or temporality that everything comes at once and then disappear quickly and were replaced by others, are endless. The power of information from social media is able to create the environment that continually change. This is called constant upheaval marked by a brief pause. The speed of this change is sometimes unpredictable and occur suddenly, giving rise to effect chaos.

The speed of social media brought on a sort of ecstasy media, namely the human drifting in speed and the acceleration of change. Baudrillard refer to it as the ecstasy of communication. Speed (image, information, communications) has been brought on the life of immediately, instant and fast, moreover at once by trapping mankind in the flow velocity itself, namely by making the speed as a form of dependence. Social media now days becomes a space, in which nothing in the past kept secret is now opened to the mass. Social media is a place, in which secrets in a private room (private space) brought and republished in public space. The secrets of personal space that is now in the public space belongs to the mass. The media has now lost its role as a public space due to have private space.

Baudrillard (1990:55) mentions tend as a sort of obscene, which explains the phenomenon of broader social (social, political, cultural, information, media), which takes place in all forms of the secret, expose all forms of signs, disclosure of any meaning. According to Baudrillard was a kind of "hyper-visibility" i.e. showing into the media room all the banal, without limited. The banality of the information is when the foundation of any information. The banality of the commodity is a condition when the foundation of any commodity. The banality of the sign is a

condition when any sign and given meaning (status, prestige, symbols) and packaged into a series of social and lifestyle differences. Lasting is the sort of excessive signed (over signified), i.e. when the sign, the image and meaning to invade into almost all the corners of the social life. In the world of information, any banality was changed to information, become a spectacle, being headlines, being data. No matter how banality of something, its remains a subject of the information. Mass surrounded by myriads of signs and images, no longer able to internalize and sublimation meaning is generated.

2.3 Tourism Village

Tourism village with a variety of terms such as village tourism, rural tourism, farm tourism, agro tourism (Leu, 1992:212; Naisbit, 1994:137; Saglio, 1995:110; Dolors, 1995:49; Iakovidou, 1995:87; Oppermann, 1996:212; Dowling, 1996:220) has been widely implemented in various countries, such as: in Switzerland, Kenya, Senegal, Greece, Germany, and Muangthai. On the other hand, the development of tourism is an alternative that is sensitive, because if wrong in development would cause for existence of the customary village which place of village was developed (Pitana, 1999:105). Furthermore, with regard to tourism in the land of Toraja, Adams (1990:33) state that the fact a village referred to as "tourist attraction" only reinforces the tendency of officials Directorate General of Tourism to regard its inhabitants as "object" is passive, i.e. as a commodity that is ready to be marketed.

The concept of Tourism Village does not appear so, but as a result of a process of development of tourism in Indonesia, especially after observing the experience of Bali to develop a tourist area that is closed (enclave) as developed in The Tourist Area of Nusa Dua. Tourism development is allegedly much cause negative side for Balinese. On the basis of the consideration that the development of tourism should be able to overcome various weaknesses of the concept being applied, then designed the concept of the alternative model tourism village. Tourism villages, according to the Consulting Team (in Pitana, 1999:108) defines it as follows.

"Tourism village is a rural area with an overall atmosphere that reflects the authenticity of "the rural Bali", either from spatial structure, the architecture of the buildings, as well as patterns of socio-cultural life of the society, as well as being able to provide staple components of tourists, such as: accommodation, food and beverages, souvenirs, as well as tourist attractions".

Tourism villages as a concept in the development of alternative tourism, associated with the experience of the country of Senegal (West Africa) to develop tourism

village called by the term integrated village tourism can be used as alternative concepts. The program of integrated tourism village in Senegal is not only type of the desired tourism of the country, but rather are intended to supplement other forms of conventional tourism as one of the types of alternative tourism.

According to Anonymous (2000:126-129), which is the background of the development of integrated tourism village in Senegal began in the last 1960's and early 1970's. At that time, tourism in the country are generally based on the tourist areas on the coast and hotels in urban areas as well as occasional sightseeing excursions to the hinterland. This type of tourism do not offer an opportunity for tourists to get experience the lifestyle of African and met with the people of Africa just spontaneously. Local residents of Senegal looked at this as a condition of social degradation. Local residents often feel that they must meet the expectations of tourists. In addition, there is also consideration of need for the provision of employment and income for rural youth in Senegal so they do not move to the city to improve his life. Furthermore, to meet the need for accommodation, then the simple accommodation is built, managed, and operated by the villagers in Senegal. Lodgings designed in traditional style and built with local materials. According to the model, the management of inn known as camp fully handed over to the villagers. The cooperation is carried out so that they are responsible for the operation of the camp. Meals are planned using local food products and traditional cuisine. The promotion is done by describing what was offered by the integrated tourism village.

From description it appears that what happened in Senegal between years 1960 and 1970-80s year has similarities to that occurs at the beginning of 1990 year-early 1992 in Bali, with the development of tourism villages in three districts in Bali. Development of tourism villages in Bali was to compensate for the concept of a tourist area covered (enclave) and to complete concept development of enclave. When in Bali tourism village offers rural nature and its culture, then in Senegal was also the case, namely the means of accommodation as a simple all-round camp uses shapes and local building materials, the maximum number of rooms 30 room, comfort offered was very minimal, and the food served was traditional food.

To understand the concept of a tourism village, will become increasingly evident when comparing it with the concept of ecotourism that both have the concept of returning to nature. According to Audumon (in Naisbitt, 1994:137) provides a limit about ecotourism as follows.

"Travel with the purpose of natural areas in order to understand the culture and natural history of the environment, while (maintaining) the integrity of the ecosystem

and provide economic opportunities that strengthen conservation of the natural resources of financially profitable for residents in the area".

The concept of ecotourism was substantially not much different from the concept of a tourism village. Because both of them back to nature and use of the nature as a tourist attraction. In the case of Bali, tourism village was featured as a subsystem of tourism culture. The concept of cultural tourism here considered a concept that uses the culture not only for tourism, but most important is tourism for culture. In the development of cultural tourism, because tourism village as a subsystem of tourism culture then it should be an integral part of culture as always should be evaluated in order to keep cost and benefit, balanced and continues (Picard, 1996:100). An alternative development of enclave model of tourist area model to Bali has become a prosecution should not be suspended in order that the equitable tourism results as soon as possible can empower people of Bali. Villages in Bali are already qualified to develop and implement a model of tourism village.

Based on the research and studies from the UNDP/WTO and some Indonesian consultants, reached three approaches in drawing up the framework/concept of village development into a tourism village (UNDP and WTO, 1981) as follows:

a. Indirect interactions

Development model is approached in a way that the village benefit without direct interaction with tourists. Forms of activities that occur for example: writing books about a thriving village, village lifestyle, traditional architecture, historical background, making postcards, and more.

b. Half straight interaction

Forms one day trip undertaken by tourists, its activities include eating and joint activities of the local communities, then tourists can go back to accommodation. The principle of this type of model is that tourists are only in transit and do not live together with the local communities.

c. Direct interaction

Tourists it is possible to stay overnight in accommodation/owned by the village. The impact that occurs can be controlled by a variety of considerations namely power support and potential of local communities.

Tourism village is a form of integration between attractions, accommodation, and facilities are presented in a structure of people's lives that blends with the ordinances and tradition. The determination of a village as part of a tourism village must meet requirements include: (1) accessible, so easily visited by tourists by using various types of transport; (2) has an interesting objects in the form of nature, art and culture,

18

legends, local food, and so on to be developed as a tourist attraction; (3) the community and the village authorities to receive and give support to tourism villages as well as tourists who come to his village; (4) security at the village is assured; available accommodation, telecommunications, and adequate workforce; (5) the cool or cold climates; and (6) relate to the other attractions that are well known by the public at large (Nuryanti, 1993).

Alternative form of tourism village is more emphasized on the appeal and providing tourism facilities that can blend with the ordinances and tradition. Meanwhile, the development of tourism with the concepts covered in the process allegedly turned out to be a lot of negative side of experienced community. On the basis of the consideration that tourism should be able to overcome various weaknesses, then designed an alternative tourism models, namely tourism village.

According to Kementerian Pariwisata dan Ekonomi Kreatif (2016:14-15) village typology according to the type of tourist resources are distinguished into four, namely (1) the village tourism-based on the uniqueness of natural resources as the main tourist attraction, (2) village tourism-based on cultural resources of local uniqueness as a major tourist attraction, (3) village tourism-based on activities/uniqueness of creative work as a major tourist attraction, and (4) tourism village-based on combinations (the uniqueness of natural resources, the resources of the local culture, and activities/creative works) as the power tourist attraction.

Development of tourism villages expected to really reflect the atmosphere of the countryside. Therefore, concept of extracting products directed at the development of tourism village of cultural interaction from human to human, and humans to nature village (Universitas Udayana, 2003). Thus, a variety of tourist attractions that can be developed, among others, as follows:

a. Activities of rice paddy fields. Tourists can be directly involved in piracy activity fields, seeding, planting rice, planting crops, harvesting the fruit as well as other activities.

b. Activities of arts village. The tourists can be directly involved in activities such as: village art dance, sculpture, martial arts, traditional beauty art, art crafts, cooking and so on.

c. Sports. Tourists can be directly involved in various sports with natural countryside, for example tracking, jogging along the dykes of rice fields, walk down the village area with natural scenery, kites, fishing, and other sports activities.

d. Activities of ceremony. At certain ceremonies, with specific requirements need to be developed the possibility of tourists get involved in it either in preparation or implementation.

e. Other activities such as meditation, construction of houses, as well as other custom activities.

CHAPTER 3
AN OVERVIEW OF JATILUWIH TOURISM VILLAGE

3.1 Geographic and History

Jatiluwih Village is a mountainous area that is located on a plateau. The altitude of Jatiluwih Village approximately 685 meters above sea level, and the topography of the hilly territory that is approximately 70%, bumpy more or less 20%, and ramps more or less 10%. The broad reach of the village of 22.33 km² or 15.7% against a broad Sub District Penebel or 2.7% against a broad Tabanan Regency. The condition of climatology of Jatiluwih Area generally follows climatology condition of Tabanan Regency which has a tropical climate with average rainfall is quite high. The average temperature in the area of Jatiluwih reach 27° C with the lowest temperature of 24°C and the highest temperature to 30°C. Type of rainy is characterized by the decline of seasonal rains that are generally in November to May, and the dry season from April to September. Based on climatic conditions and precipitation, majority of Jatiluwih community to develop activities of agriculture and plantations.

Jatiluwih Village is 27 kilometers from the capital of Tabanan Regency or 48 kilometers from the capital city of the province of Bali (Denpasar) can be reached by means of transportation in the form of public transportation and private vehicles. Public transportation in the form of minibus through Penebel and ends in Senganan and Jatiluwih. If use of the private vehicles, there are four alternative path that can be traversed to reach Jatiluwih Village, i.e. the first alternative: Tabanan-Penebel-Wongaya Gede-Jatiluwih; second alternative: Tabanan-Penebel-Senganan-Jatiluwih; a third alternative: Mengwi-Clan-Senganan-Jatiluwih; and a fourth alternative: Mengwi-Pacung-Senganan-Jatiluwih.

Jatiluwih Village consists of two *desa adat* (indigenous villages), namely Desa Adat Jatiluwih and Desa Adat Gunungsari. Besides, it is also divided into eight *dusun* (hamlets) namely Dusun Gunungsari Desa, Dusun Gunungsari Umakayu, Dusun Gunungsari Kelod, Dusun Jatiluwih Kangin, Dusun Jatiluwih Kawan, Dusun Kesambi, Dusun Kesambahan Kaja, and Dusun Kesambahan Kelod.

As identity of the existence Jatiluwih Tourism Village and thus geographically dividing the village, Jatiluwih Tourism Village build a gate is the main entrance from the East towards to Jatiluwih Tourism Village (see Figure 1).

Figure 1. Gate of Jatiluwih Tourism Village

History of Jatiluwih Village so far which could be dug, could not be found in written sources, but only from the utterance of the old village community members and elders of the village. According to interviews, there are two sources of the origin name of Jatiluwih. First source suggests that the word derives from *jaton* (means fetish) and *luwih* (means good), which when combined means a great fetish. While the second source suggests that because of this village there is the grave of the bird *Jatayu*, hence the name of *Jatayu* being closely linked to this place, and gradually changed pronunciation became *jaton ayu* (*ayu* means good , *jaton* means fetish) and eventually became Jatiluwih.

Regarding the buildings of temples, one source suggests that in the past this village into a destination range of prayer among *Brahmana, Kshatriya, Vaishya,* and *Sudra* who build Luhur Petali Temple, Luhur Bujangga Temple, Rsi Temple, and other temples. Inhabitants of Jatiluwih is immigrants from various regions of different times. Therefore there is some group that is believed to be closely related to the original. There is a community group which is an escape from the area of Kusamba Klungkung. The group is believed to be closely related to *Banjar* Kesambahan. Other groups originating from the region of Singaraja which is derived from *Pasek Gobleg* who fled because of the falsely accused and sentenced to death by the King of Buleleng. In addition there is a group that comes from a run because Buduk unwilling to submit to the King of Mengwi in the time of King defeated Buduk. Due to its fertile soil, the newcomer feel at home and settlers trying to open rice paddies and fields, and his descendants became the villagers of Jatiluwih.

3.2 Potential

As the rural areas, Jatiluwih Village has the potential both culturally as well as potential agricultural potential. Such potentialities as follows.

3.2.1 Cultural Potential

Most of the local dwellers that worked as a farmer. This made Jatiluwih Village have many ceremonies associated with the activity of the farmer. The ceremonies that are prominent in this village is a typical ceremony carried out by farmers, i.e., worshipping to ask God to successfully cultivate land in the water, stay smooth, and a lack of pests that attack their plants.

The ceremony was performed, both on their own rice paddies as well as ceremonies conducted at Subak Temple property of *Bedugul*. Implementation to be attractive because it was carried out in the rice fields with background views of Mount Batukaru and terracing. Good implementation based on *sasih* (month), *thithi suklapaksa* (date) or on the basis of the *pawukon* system combined with *pancawara* (system of five days), *sadwara* (system of six days) and *saptawara* (system of seven days). However there are also ceremonies are purely incidental as the ceremony *panca yadnya*. The ceremonies associated with the agricultural activities in Jatiluwih Village is as follows.

a. *Mapag Toya* Ceremony is ceremony to pick up the water to the source of the springs. The ceremony was followed by the whole members of subak performed on *sasih katiga* or around September.

b. *Kempelan* is activities open drains to the source of the water flow in the upper reaches of the water, then water will irrigate the entire field concerned subak (September).

c. *Ngendag Tanah Carik* Ceremony is invoking the salvation to God while plowing a rice field soil. The ceremony was performed by members of subak in each land farmer on *sasih katiga* (September).

d. *Ngurit* Ceremony is nursery ceremony performed by all members of subak on the respective land. *Ngurit* performed on the *sasih kalima* (around November).

e. *Ngerasakin* Ceremony is clean earwax ceremony remains, as do the hijacking of land. This ceremony is held when the rice is finished and piracy carried out by members of subak in it at the beginning of *sasih kapitu* (January)

f. *Pangawiwit* Ceremony is ceremony seeking good days for planting rice is done about sasih kapitu (January) in each rice paddy of subak members

g. *Ngekambuhin* Ceremony is ceremony asking for the safety of the new rice-growing children conducted by the time rice was 38 days. The ceremony was held at *sasih kawulu* (February) in each rice paddy of subak members.

h. *Pamungkah* Ceremony is ceremony appealed safety so that the rice plant can grow well. The ceremony was performed at *sasih kawulu* (February)

i. *Penyepian* Ceremony is ceremony safety in order to avoid the rice plant pests/diseases. The ceremony was performed by *sasih kesanga* on March.

j. *Pangerestitian Nyegara Gunung* Ceremony is ceremony *nyegara gunung* performing in Luhur Petali Temple and Luhur Pekendungan (March/April).

k. *Masaba* Ceremony is harvest before the ceremony conducted on *sasih kedasa* (April) by members of subak.

l. *Ngadegang Batari Sri* Ceremony is ceremony symbolically visualizing as *lingga-yoni*.

m. *Nganyarin* Ceremony is ceremony started the harvest done at *sasih sada* (June) by members of subak on each of their land.

n. *Manyi* Ceremony is activities harvesting rice.

o. *Mantenin* Ceremony is ceremony raised the paddy into a barn or ceremony store the paddy into a barn held on *sasih karo* (August).

In addition to the ceremonies associated with the activity of the farmer, the community of Jatiluwih also has a traditional art. Traditional arts include art of sacred and profane art (*balih-balihan*). Sacred art is *Baris Memedi* Dance or *Baris Kraras*. The dance is only performed upon the implementation of *Pitra Yadnya* ceremony (cremation), on the implementation of the primary and intermediate levels. Profane art (*balih-balihan*) includes *Joged Bumbung* Dance, puppet, *angklung*, *gong lanang, gong istri*, and *sekeha shanti*.

3.2.2 Agricultural Potential

Jatiluwih Village which reached 22.33 km² or 2,233 acres of land it reached 303 hectares and dry land reaching 1,930 acres. Jatiluwih Village consists of three subak i.e. Subak Jatiluwih, Subak Abian Gunungsari, and Subak Abian Jatiluwih. Subak Jatiluwih designated as world cultural heritage, encompassing seven *tempek* (groups) namely Subak Kadamean, Subak Besikalung, Subak Telabah Gede, Subak Umeduwi, Subak Gunungsari, Subak Umakayu, and Subak Kesambi. Rice is the dominant crop grown in Jatiluwih Village. In addition there are also crops such as coconuts, coffee, vanilla, cloves, cocoa, corn, peanuts, soy, green beans and tobacco.

As an agricultural society, at every home belongs to the citizens of Jatiluwih Village there is a building of barns (*jineng*). Barns (*jineng*) used to store paddy and rice. The materials used to create barns was wood for structure and zinc for the roof. Barns created not too high, because the location of the village is in a mountainous area which in certain season blows the wind pretty toned. The form of barns (*jineng*) in Jatiluwih see Figure 2.

Figure 2. Barns (*Jineng*) in Jatiluwih Village

Jineng can be found in the homes of the community of Jatiluwih Village, with the average one and some even have *jineng* as much as two to three in the area of the grounds of his home. Number of owned jineng became social status especially rice from the public ownership of the village. *Jineng* architecture is made very simple, but still reflect the traits of a Balinese buildings namely have a head, body and legs. The roof is made of zinc symbolizes the head, place the rice gets to keep the seat under the rice storage symbolizes the body, and the Foundation and the floor symbolized the distance.

3.2.3. Tourism Development in Jatiluwih Village

Jatiluwih Village as tourist attractions, in particular natural, indeed it's been known since the reign of Netherlands in Bali (1910-1942). This is because in the West of the village of Jatiluwih established Netherlands Security Headquarters, which is known by locals as the Netherlands *Tangsi*. As a natural tourist attraction, at that time Jatiluwih Village rice field terracing and offers tracking down the trail from

Gunungsari Village to Lake Tamblingan. The path made by the Netherlands in the reign, the footpath by local people is known as "*jalan jaran*" (road horse).

Besides offering nature tours, tourism village also offers a history of Jatiluwih. This is because the presence of *tangsi* and "*jalan jaran*" artificial Netherlands. The existence of the appeal form the history of tourism, based on interviews of community elders of Jatiluwih Village, around 1970-90s for the first time came the origin of the Netherlands foreign tourists visiting the village of Jatiluwih. Foreign tourist activities tracking along the "*jalan jaran*". Trip down "*jalan jaran*" from Gunungsari Village to Lake Tamblingan conducted by these tourists is a form of nostalgic reminiscing-the heyday of the powers of the Netherlands in the village.

At the time of the presence of foreign tourists to Jatiluwih Village in 1970's, tourism facilities was not yet available. Tourism facilities in Jatiluwih Village recently around 1990, i.e., with the establishment of Galang Kangin Inn, which is located across from the terracing rice became a major tourist attraction. Thus, the presence of modern tourism in Jatiluwih Village arguably already occurred in 1970's, or the two decades before the formation of the modern tourism organizations in Tabanan Regency in the form of Tourism. Tourism Office of Tabanan Regency was formed based on Peraturan Daerah Number 5 year 1991 on July 10, 1991 and enacted into Lembaran Daerah year 1994 Number 26 on 12 December 1994 the series D Number 21.

Further development, Jatiluwih Village determination as a tourist attraction in year 1998, then Subak Jatiluwih determination UNESCO as part of world cultural heritage in 2012. The Government of Tabanan Regency form property management of tourist attraction based on Regulation of Tabanan Regency Number 84 Year 2013. Property management then form Operational Management of Jatiluwih Tourist Attraction. Executive board is composed of several divisions, namely Division of administration and finance, Division of public and personnel, Division of ticket and parking, Divison of Security, Division of cleanliness and landscaping, and Division of promotion. *Subak* was designated as part of world cultural heritage through the process long enough. Starting from year 2000, *subak* in Bali is proposed to be world cultural heritage. Furthermore, in year 2004 was included in list of nomination by UNESCO. After waiting for 12 years, eventually *subak* was determination as a world cultural heritage on June 29, 2012.

Tourist visits to Jatiluwih Tourist Attraction after Subak Jatiluwih was determination as a world cultural heritage has increased, as shown on Table 1.

Table 1
Number of Tourist Visit to Jatiluwih Tourist Attraction

Year	Number of Tourist (people)	Increase (%)
2012	97.909	-
2013	101.560	37,28
2014	165.158	62,62
2015	164.358	-0,48
2016	213.509	29,90

Source: Management Operational of Jatiluwih Tourist Attraction, 2017

Based on the data about number of tourists to visit Jatiluwih Tourist Attraction shows tend to increase. The increase that occurred due to more familiar of Jatiluwih Tourism Village, moreover After Subak Jatiluwih determination as part of world cultural heritage. In addition, because of more easily to obtain information about the existence of Jatiluwih Tourism Village through social media, encouraging tourists to visit.

CHAPTER 4
RESULT AND DISCUSSION

4.1 The Constraints of Social Media in Provide Information Towards Tourism Destinations

The use of social media (face book, twitter, website, and the internet) to provide information of Jatiluwih Tourism Village with varying potential and its appeal to foreign tourists and domestic tourists is currently still facing constraints. Based on the results of interviews with Operational Management of Jatiluwih Attraction, the constraints faced by the respective social media in providing information about Jatiluwih Tourism Village such as Table 2.

Table 2

The Constraints of Social Media in Provide Information

About Jatiluwih Tourism Village

Media	Constraints
Website	1. Update the information about Jatiluwih Tourism Village on websites is often too late. These things have an impact on tourists, that tourists do not get the information fast and up to date about the event as well as a tourist attraction. 2. Limited number of local's human resources in Jatiluwih Tourism Village capable of organizing the information about tourism product in Jatiluwih Tourism Village on the website, so a lot depends on the experts (consultants) from outside of the village. 3. Limited website with interactive features that present a potential for natural beauty and culture of Jatiluwih Tourism Village. 4. Support communication network in Jatiluwih Tourism Village to operate social media was very limited.
Face book	Face book usage related to the topic, if the topic is interesting can cause large response. Topics that are interesting may have been created by the operational management of Jatiluwih Tourism Village, among others on trekking, spiritual tourism, culinary and cultural attraction. However this has not yet been fully implemented, still required the creativity and innovation of operational management as the provider of Jatiluwih Tourism Village.
Twitter	The use of twitter is intimately connected with the object, therefore if twitter use in informing potential of Jatiluwih Tourism Village, then elections should be the main consideration of the object so that distribution of information can be evenly distributed to all strata of society as well as the existing can attract tourists to visit Jatiluwih Tourism Village.
Internet	This media is very selective in presenting information about Jatiluwih Tourism village. With the relatively low cost of media then became one of the main sources in search of information about Jatiluwih Tourism Village as a tourism destination for the purpose of vacation.

Source: Result of Research (2017)

Tourists who traveling to Jatiluwih in addition caused by Jatiluwih Tourism Village as part of World Cultural Heritage, as well as an environment that offered really reflect the environment with the rural atmosphere in Bali, the image and the quality of the destinations are good, traditional culture in the field of agriculture which is still awake and well maintained with a typical agricultural character of Jatiluwih, as well as the existence of Jatiluwih Agriculture Festival as the main attraction of Jatiluwih Tourism Village. Widari (2015) stated that in addition to the ceremonies related to the activity of farmers in a rice field, rice cropping system also continues to be applied by local communities. Subak Jatiluwih rice cropping system divides into two periods. The first period, planting Bali's paddy (local) in January, with the harvest between May and June. The second period, planting of rice varieties (*Serang, Mangsur, Sigelis, PB* and *IR*) in August, with the harvest in November. Rice cropping system has been implemented since year 1977/1978. The application of the system of planting Bali's paddy (local) as an effort to maintain availability of red rice, white rice (glutinous), and black rice (*injin*) as symbolic *tri datu*. The three colours are sacred by Hindus, namely red, white and black.

If associated with previous research, environmental aspects in Jatiluwih Tourism Village that reflect the environment with typical rustic atmosphere with characteristic agriculture in Bali, reinforcing findings of Bashar and Anjloni (2012) that environment of the village needs to be facilitated by either so that tourists are motivated to visit the village, as well as the findings of Rajaratnam and Nair (2015) stated that destinations must have characteristics. The character of a destination need to be a concern because the character will distinguish between a tourism destinations with other tourism destinations. With these characters, a tourism destination will be able to give added value to the tourists. Added value of a destination tourism may not be found in the countries of tourists. Thus more value will be able to be a new experience for a tourist. This is a new experience that can shape perceptions of tourists about tourism destinations.

As a major destination in Tabanan Regency, based on research conducted from the aspect of perception of tourists against the image of Jatiluwih Tourism Village obtained the following results. For foreign tourists, out of 50 respondents, 38 people (76%) rate that Jatiluwih Tourism Village image was very good, while 12 people (24%) rate the better. For domestic tourists, from 50 people taken as samples, 43 people (86%) rate Jatiluwih Tourism Village image was very well, while 7 persons (14%) rate the better. The results of this study reinforce the research results of Chiu et

al. (2016), state that the image destination becomes a factor that encourage and motivate tourists to travel to tourist destinations. The expectation is tourists are increasingly interested to visiting Jatiluwih Tourism Village. In addition to this image may also affect the image of a tourist. Therefore, a tourist who wants to acquire a good image in the tour, then it is definitely the tourists will choose destinations tourism which has a good image.

Assessment of Jatiluwih Tourism Village image can't be detached from the culture with all its appeal presented by Jatiluwih Tourism Village. The culture that served was traditional Balinese farming culture. Agriculture is carried out with the use of organic materials as well as environmentally friendly, so the result for consumption. The most important crop is organic red rice, organic black rice, and processed products as well as like red rice tea. In the process of processing rice fields until harvest, each stage is followed by a traditional ceremony of Jatiluwih also known as *pula pali metandur padi ring carik* (the process of planting paddy in the rice field). Agricultural processing is loaded with value of this culture, reinforcing findings of Chang and Tsai (2016) that became one of the cultural motivation of the tourists visiting the village, such as interested of tourists to *lelakut* (scarecrow) as a cultural attribute is used for traditional farming systems in Jatiluwih Tourism Village see Figure 3.

Figure 3. Tourists Perpetuate Scarecrow (*Lelakut*) in
Jatiluwih TourismVillage

As a farming village, Jatiluwih Tourism Village also conducts Jatiluwih Agriculture Festival each August until September. This Festival as the event to show the link between agriculture with tourism that organized by Jatiluwih Tourism Village. The purpose of this agriculture festival is expected to give entertainment is at once educational to tourists and the public about the importance of preserving traditional farming systems in order to support the development of sustainable tourism. Jatiluwih Agriculture Festival as a product of cultural which organized by Jatiluwih Tourism Village reinforce findings Akhoondnejad (2016) state that the festival attracts local loyalty and presence of tourists to the village. Loyalty to the presence of tourists to witness festival culture farm in the village which became a tourist destination will be realized when the festival could be held in quality and contains the value of education. Educational value that is the traditional values of a cultural of agriculture which is still maintained by the society, although the cultural of agriculture dealing with modernization brought on or disseminated by social media.

Social media in order to be able to well role, particularly in providing information to tourists in the selection of tourism destinations, then some of the constrain faced by social media such as in table 2 to be given a solution. As for the solution that can be recommended against such constraints are as follows.

For the website, the recommended solution is to (a) the information about tourism destinations of Jatiluwih Tourism Village need to up-date continuously, so tourists get updated information about the product, the atmosphere, and the event that can be witnessed; (b) local human resources of quantity and quality in Jatiluwih Tourism Village needs to be improved especially in managing and distributing information-related products, the atmosphere, and event to travelers using the website. How to send the local human resources to follow courses that are related to the operating and maintenance information on a website; (c) features that are more interactive in the representation of Jatiluwih Tourism Village related information need to be rendered more seriously, such as involving technicians or consultants who are able to create an attractive website design; (d) Operational Management Jatiluwih Tourist Attraction need to increase capacity as well as the manufacture and use of the related network setup social media especially the internet and website. The expectation is that information is accessible to the prospective travelers or tourists about Jatiluwih Tourism Village can go smoothly. This condition will be able to assist tourist in obtaining information about a tourism destination. The information can be used as

one ingredient in taking an election decision especially against tourism destinations as a destination vacation.

For the use of face book, the proposed solution is as follows. Topics or status created that can cause a huge response from readers, especially by lifting the potential of a unique and interesting local and have not owned by other tourism destinations. For Jatiluwih Tourism Village topics that are interesting to the appointed topics or status on face book, among others, tracking, spiritual tourism, culinary and cultural appeal of traditional agriculture.

Other social media used to inform Jatiluwih Tourism Village is twitter. The constraints associated with the selection of objects, proposed solution is as follows. The target object to be informed are things that are uniquely owned by Jatiluwih Tourism Village, such as the existence of white rice, red rice and black rice. The third type of rice respectively, suggesting both Brahma as creator (red rice), Wisnu as maintainer (white rice), and Shiva as buster (black rice). The third color in Hinduism is known as *tri datu*.

The internet is a medium that is very selective in presenting information about Jatiuwih Tourism Village. With a relatively low cost social media then became one of the main sources in Jatiluwih Tourism Village inform about as a tourism destination with a wide range of its potential.

Apart from all above constraints, the issue arose with the rise of the commercialization aspect in business social media in Indonesia. All problems, issues, contents, or messages that are in social media has become commodification or made commodities for sake of gaining profits without regard to the quality of the information. In such a condition thought to role of the financier or capitalism increasingly strong that beat a public interest who very requires quality information. When content of the information is considered as a commodity, then it will be a very big change occurred in respect of the real world. So also in respect of potential tourism destinations that informed by social media, then information presented does not get out of logic commercialization of social media. This fact undeniable especially when we talk about the media industry, meaning we also will enter into debate of an information society.

Slack and Fejes (1987:3) defines ideology as "as power exercised through representations existing in concrete networks of relations among other representations (i.e., in disourses, institutions, and individuals)". Slack and Fejes suggested that we begin to interrogate information age by analyzing ideological

function of information age, including information itself in which discourse and institutional.

The discourse created by social media that represents reality of tourism is not going to be possible to get out of ideology behind volatile information are shaped by social media. That's necessary for a critique of the information presented by social media include criticism of technical obstacles in presenting information of tourism by social media. Information presented by social media, which will be used as one of considerations in determining choice of a tourism destination, should be totally transparent, properly presented, objective and honest. During this time, information presented about potential tourism destinations are often distorted along with ideology behind information age that affect performance of social media. In conditions like these, false consciousness is formed. If this is the case, then the error in decision making by tourists in determining choice of destination for the purpose of tourism towards a vacation not only caused by constraint that occurs in social media, but also due to ideology that happens behind information that presented by social media. Therefore, discourse of tourism were presented by respective social media should be able to change discourse of false consciousness towards forming a discourse based on real life experience.

4.2 The Role of Social Media on Determining Choices of Vacation

In spite of all obstacles as outlined in table 1, based on the research results obtained that the use of social media (website) to find information about Jatiluwih Tourism Village as a preferred vacation mostly used by foreign tourists with the number reaching 95% or 451.990 people who visit to Jatiluwih Tourism Village period 2014 through April 2017, the rest still refers to Word of Mouth (WOM). As for domestic tourists, who use social media (websites) in search of information about Jatiluwih Tourism Village as a place of vacation options only reaches 30% or 20.169 domestic tourist visiting period 2014 until April 2017. Rest as much as 70% of domestic tourist or 47.063 still use traditional word of mouth in obtaining information. The traditional of word of mouth is one of the most affecting domestic tourist in search of information related pre-purchase Jatiluwih Tourism Village. Word-of-mouth is considered unique and more credible, and reliable. The results of this study if associated with research conducted by Mack et al. (2008), that only domestic tourists still dominant use traditional method of finding information pre-purchase related to tourist products in Jatiluwih Tourism Village. This means that

there have unbelieved of domestic tourist to information presented by social media, particularly in determining choice of a vacation to Jatiluwih Tourism Village.

The low use of social media among domestic tourists is meant that low use of the social media among tourists. This as the influence of the quality of the information presented on the website as well as other social media. They believe more of the information conveyed by a friend (word-to-mouth), let alone the information from their friends who have been visiting Jatiluwih Tourism Village. While on foreign tourists occurred meaning so the magnitude of their confidence in the information presented on the website or other social media, so that the website be used as main source of information in determining their choice of vacation to Jatiluwih Tourism Village.

Based on the results of interviews with foreign tourists, some of the advantages that can be obtained using the website as a main source of information in Jatiluwih Tourism Village choose as a destination for vacationing is (1) speed up time does reach information about Jatiluwih Tourism Village from information source to them (foreign tourists); (2) cut a path of bureaucracy, because the substance of which will be delivered directly can be sent to them (tourists) and without going through intermediaries; and (3) information submitted are open and can be accessed by anyone.

The use of social media in Jatiluwih Tourism Village contemporary cultural phenomenon is that can only be understood in its totality, i.e., relationships as well as the main rules or codes that set them up so that it is capable of producing specific significance (meaning). The choice of signs (paradigmatic) and the rules of the game must be combined so that the meaning is socially produced. In the era of the 'media ' in it media developed as part of the process of industrialization. Industrialization that form of mass media in the form of social media. This means Jatiluwih Tourism Village have entered into an era of media and part of the spirit of industrialization (mass production). Nonetheless it is hoped information about Jatiluwih Tourism Village not characteristic for information on mass media tend to be of low quality, down, cheap, vulgar, common or average. The term "mass" is usually associated with the group majority-controlled by minority groups that have a higher standard of living. Associated with the issue of taste, the term 'mass' shows on a standard 'tastes most' there was a "taste" of the mass (mass taste). For it to be done selection of the information to be presented mainly on the website of Jatiluwih Tourism Village, so being able to attract tourists who are classy (tasteful) and coupled with product

offerings as well as a quality event. If this is the case, then social media can be said to be able to encourage the birth of tourism quality (quality tourism).

Efforts to encourage the role social media present information qualified as one of sources of information in determining choice of tourism destination was sometimes still finding obstacles. These barriers are social media not only serves as a social institution, but it has already shifted into institutions of power. As an institution of power, performance of social media could not get out of logic of power. Social media now serves as an institution that serves a particular understanding of a reality, and even as the articulation of power so that it can form a new meaning. The formation of new meaning of a social media because hegemony of power can influence the readers or less critical information connoisseur.

Social media can be considered a threat if logic of the message presented is subject to a group of people that allegedly will utilize social media to control thought in understanding reality. In the field of tourism, this condition will occur when a tourism destinations presents information that is less true of the various potential. This condition usually used in the face of competition with other tourism destinations. If this happened to tourism destinations, so social media is creating social imagination depletion cultural creativity. This means social media less to gives information for tourists to make decision against the effort to choose a vacation destination as tourism destinations.

Social media is a form of human position as "individual" to "subject", i.e. as a target or people who feel "called" by an idea, product, and service. Social media often become spaces for naturalization a painting reality actually is false "reality" (pseudo reality). In other words, social media is often formed the subject of wrong (false subject line). In regard to making social media as responsible media in marketing (responsible marketing) against potential and attractiveness of Jatiluwih Tourism Village, to the marketers required honesty in informing all potential and current attraction that is in Jatiluwih Tourism Village. This is to minimize or negate the distrust of tourists in the information of tourism destinations on social media. The contribution of social media to give inspiration to tourists in choosing a destination tourism is very necessary, determine through the information true, accurate, reliable and credible.

4.3 Socio-Cultural Aspects and Contemporary Use of Social Media in Selection of Tourism Destination

The selection against tourism destinations is a decision that can be individual or group (collective action). If it is a group decision, then in it is assumed there is a wide range of community by bringing its cultural background of each that can affect decisions in selection of tourism destination. In the context of selection of tourism destination, heterogeneous conditions in such decision-making needs to be approached with contemporary culture and social perspective. By approach of the social culture and contemporary perspective, difference in perception, difference of opinion, and action in selection of tourism destination can be minimized.

The selection of tourist destinations to become one of strategic issues in the development of tourism, because this is related to sustainability of a tourism destination. During this time, the development of tourism destinations has always been identified with the sheer physical development needs. Whereas in the development of tourism destinations, cultural elements is one of decisive and even dominate success of the development of tourism destinations, among others using social institution. Thus between the people involved will occur emotional bond as a result they are from the same community-social institution. This was confirmed by Glotov (2004) state that the use of social institutions can be meant as a form of organized activities in ways that ensure continuity of acting and stability of the emotional bonds and social community.

The necessity of implementing social aspect of popular culture, such as in the development of tourism destination, has long been a concern to the experts. Baker and Cameron (2008) state that there are three factors of social and cultural needs to get its attention, namely: (1) attitude of the community towards the development of destination, (2) cultural values and lifestyles, and (3) creation of job opportunities and improved quality of life of local residents. If this social cultural perspective was applied in the development of tourism destination, some research here presents empirical evidence that can be used as a comparison with which occurred in Jatiluwih Tourism Village.

Related to attitude of the community towards the development of tourism destination, the research conducted by Sekolah Tinggi Pariwisata Bandung and Sekolah Tinggi Pariwisata Bali (in Mertha, 2000) towards structuring the tourism area, Kedonganan Beach Jimbaran, Bali, resulting in a recommendation that is (1) built as a tourism region of Kedonganan; (2) defined as a zone of socio-cultural, religious and economic zones; (3) only built as many as 12 cafés; and (4) reconstituted with the concept of sustainability and community based development. The results of the study recommendations further socialized to all members of the

community through meeting. Although there are several members of hamlet not agree, because most of the people want it, then his decision to reorganize, but the number of cafes that they accept into 24 pieces, with the reason each hamlet given the opportunity managing four cafes. The results of the meeting of hamlet next put to the Government. The next Government through Regent of Badung issue recommendations Number 603 year 2006 and followed up by traditional villages by handing cafes to hamlet, so that each manage four cafes. The hamlets are Banjar Pasek, Banjar Kerthayasa, Banjar, Pengenderan, Banjar Anyar Gede, Banjar Ketapang and Banjar Kubu Alit.

Related to cultural values and lifestyles. Sua Bali Language and Culture on year 2000 which is located in Kemenuh Village, Blahbatuh Gianyar-Bali, is an example of the existence of a tourist attraction on the tourist destinations that offer accommodations by introduction of cultural values and lifestyles of Balinese people. The values of Balinese culture that introduced, among others, simplicity, hard work, independent living, and respect for the local culture. Introduction to the values of the Balinese culture coupled by introduction of the lifestyle. Introduction lifestyle done by referring tourists to the traditional market to buy traditional food ingredients at once see the activities of local people in traditional markets. After returning to the location of the accommodation, the food bought in the traditional market further cooked by tourists (accompanied by the employee) to a traditional Balinese meals using ingredients and cookware traditional. After finished cooking, the food served with further use of local equipment. By the time the tourists enjoy the results of petrol, followed by a discussion about the food at the same time accompanied by dancing. Activities undertaken by tourists in Sua Bali Language and Culture most associated with the introduction of the culture and lifestyle of the Balinese people. Tourists often come up is of a group of writers and researchers including academicians from abroad.

Related creation of job opportunities and improving the quality of life of local residents. According to Mertha (2000:3), before the year 1982 public life of Kedonganan, Jimbaran, Badung-Bali cleaves from fishermen and farmer (rice fields/moor) by the main results in the form of coconut, jicama, corn, cassava, and beans. The results of the field which they use to fulfill daily needs. Their results processed into coconut oil, and a petrol by-product used for pet food for livestock. Such is the life of the community, initially Kedonganan subsistence and only enough to meet the daily needs. Never mind the savings, sometimes when famine arrived

(west wind), and no rice was forced to stuff even sold to buy rice. Their home is very simple, without ground-floor walls and thatched reeds or coconut leafs.

In 1995, Bali's tourism was booming. The opportunity exploited by some people in the field to attempt to Kedonganan seafood café, which was originally only six and everything owned by native of Kedonganan. The development of the cafe very rapidly, resulting in less than five years its owner has become rich man new. As time goes by, the development of the area was also followed by a business arrangement with the concept of community based development, good arrangement of ownership and management of the setup area of cafes, outside cafes, as well as structuring coastal area Kedonganan. The results of the arrangement are as follows:

a. Aspect of cultural and social environment in the form of:
   1) Setting a positive impact in coastal zone towards the synchronization of Kedonganan community activities
   2) Cafes in Kedonganan with its environment be quite neat
   3) Activities of the ceremony which takes place on the beach of Kedonganan done well without public being distracted by activity of the café
   4) Environmental sustainability awake because there is no longer a cafe manager throw rubbish into the sea
   5) Art activity was growing (dancers and musicians) that supports the operations of café
   6) Increased public education due to their improved economic condition

b. Aspect of the social economy in the form of:
   1) Economic activities of the community was increasing rapidly
   2) Contribution of cafe management to Kedonganan TraditionalVillage
   3) Growing economic activities related with café such as transportation, supplier, and musician
   4) Rivalry became even more well

c. Aspect of tourism, in addition to enjoy seafood, tourists can do activities swimming, jogging, sun bathing, fishing, photography, sports beach and outbound activities.

According to examples is the empirical evidence, the development of community-based tourism destinations with the major local cultural charge, indicating a growing openness of space for local people and local content (traditions, norms, local wisdom, local tourism resources, and social institution) to development of tourism destination. The involvement of local communities in particular are there in tourism destination, it

can make it easier to control the various things associated development of tourism destination.

But in spite of all the successes that are presented on the empirical evidence in Kedonganan Beach and Sua Bali Language and Culture in Kemenuh Village, apparently in year 2000 at both locations the social media yet a lot of attention. The role of social media is becoming important to be noticed because after all successfully of the development of a tourism destination (including the selection of destination tourism) by tourist as a destination will be much influenced by information that presented from a social media selected as media promotion of tourism destination.

Based on research conducted in Jatiluwih Tourism Village, using contemporary perspectives obtained the following results. Jatiluwih Tourism Village currently has entered into a phase of media era as part of industrialization process. Tourist products which have already started to promoted to digital media, so tourism products owned by Jatiluwih Tourism Village now days are the masses. As a product that is a mass, then sustainability of tourist products in Jatiluwih Tourism Village among others will be determined by taste of tourists.

Tourism product that owned by Jatiluwih Tourism Village as a World Cultural Heritage sites will also be determined by ideas, concepts, meaning and particular beliefs are shaped by social media. The formation of idea, concept, significance and confidence through information presented by social media to tourists. Thus the information is formed by social media should be freed from pseudo reality. This means product was owned by Jatiluwih Tourism Village should be informed for what it is (according to the fact) that there is or is not contrived. To present information as a tourist product, will not cover possibility of occurrence of the use of discourse hegemony and counter hegemony. Here the symbols or language that would play a role in describing the products owned by Jatiluwih Tourism Village.

In the digital era, to win public acceptance, the power of language and symbols (symbolic power) have a very central role. Languages and symbols so important to master the mass consciousness and attention. Thus, be able interesting public attention to a tourism product, not only determined by the system of ideas or by the meanings and values were dominant. More important is how the language, meaning, and the dominant values are always questionable or sued by people who are already getting into the era of post-industry. The transition from industrial society to a society of post-industry can be seen as a transition from the information society towards the post-information society. In the information era, media become place of delivery of

information and truth of the information. Whereas in the era of post-information, media is no longer used as a messenger of truth, but rather as event "free game" information signs and so brought on the turmoil of information (chaos). Turmoil this information never struck Jatiluwih Tourism Village, resulting from information obtained at the time of research, tourists visited Jatiluwih Tourism Village 99% stated that the information they receive from social media in accordance with the real conditions that existed in the village.

The era of post-media is when the media become non game field information. Through technology, reverse engineer media imagery so presented is not the image of reality, but reality's version is reality has been distorted. Media is evolving in such a way so that it is transformed into simulacrum which creates a distortion of reality. The real events are filtered out and presented in a better form. Images shown in social media (website, internet, face book, twitter) can now be created, engineered or made it's simulacrum. According to Baudrillard (1983b) image is reality masks, camouflage reality, hyper reality, or hide the real truth. In it are all considered more real than reality, the issue is more trusted than information. Based on the research results, the description Baudrillard (1983b) this reinforces findings that domestic travelers as much as 70% or 74,842 still used Word of mouth to find information about Jatiluwih Tourism Village.

Simulacrum information that lasts continuously at one point will cause conditions of distrust on the information itself, even on any information. Simulacrum herding information toward uncertainty or chaos, which can cause a variety of problems in the search for truth. Simulacrum creates a crisis of confidence on the information itself, because the information is no longer reveals the truth and no longer represents reality. If this condition occurs on social media, then tourists will not obtain the correct information about a tourism destination. This will be able to make decisions that were taken by tourists in determining a choice against tourist destinations to be not appropriate.

The use of social media to provide information to tourists by information division of Operational Management of Jatiluwih Tourist Attraction, encourages the occurrence of logic speed in village's community. The cultural logic of the speed by Paul Virilio called cultural dromology, a culture that is moving toward speed without control. Conditions of the accelerated in all areas (production, consumption, show) has set up a space of life trapped into a fast paced lifestyle. Life trapped in a pattern of instantaneous or temporality that everything comes at once and then disappear quickly and was replaced by another. The power of information from social media

was able to create the environment that continually change. Based on the research, cultural dromology happened at a time when Jatiluwih Tourism Village have been offering rice field ploughing product. The product was featured by pattern of instantaneous or instantly, so that at the time offered to tourists as a tourist attraction, the products do not meet what are expected by tourists. Yet refined, plowing a rice field were no longer offered, even up to the time this research was conducted there has not been a tourism product that is made by Jatiluwih Tourism Village to replaced rice field ploughing attraction.

The speed of social media brought on a sort of ecstasy media, namely drifting human in speed and acceleration of change. Baudrillard refer to it as the ecstasy of communication. Speed (image, information, communications) has been brought on the life of immediately, instant and fast, moreover at once by trapping mankind in the flow velocity itself, namely by making the speed as a form of dependence. In these conditions, the use of internet is one real example. The Internet has also been used by Jatiluwih Tourism Village to seek information while disseminating information about a variety of things related to operationalization of Jatiluwih Tourism Village. Borrowing the term Baudrillard, meaning Jatiluwih Tourism Village already entered in the ecstasy of communication.

The use of internet was considered to have changed how humans perceive time and space as well as interpret their relationship with each other. By internet, what was once impossible becomes possible. The Internet was considered capable of combining conventional things with digital technology in the form of computers, as well as make users as the creator of the message.

Culturally, social media technology in the form of the internet already estranged familiarity between humans. In particular the tri *pawongan* (human relations) allegedly will increasingly decline. Familiarity or interaction that occurs is in the virtual world, virtual world or a world of challenges. In an era right now, Indonesia is the largest internet user in the world. This arguably is a threat, as it will minimize the interactions between real human beings. This will also lead to social relations between human beings will be more tenuous. In the context of marketing tourism destinations, this already from the first case. The Booker there are in a country that is far away, the officer may be in tourism destinations do not know exactly who the people are ordered to travel to tourism destination.

The development of technology of social media especially internet deserves a positive assessment given. But we as users need to be critical, namely the extent to which internet was used for productive purposes especially in obtaining election

related information a tourism destinations by tourists. If internet had already been optioned by tourists to explore related information of the existence of Jatiluwih Tourism Village as a destination for a vacation, then what is feared by Naisbitt (2000) in his book "High Tech High Touch" that reminds us to not sedated with "technological hangover zone" will not be proven. But in this study proved that for domestic tourists have entered the zone in the sober technology, but they are less used the internet as a medium for purpose of earning. They have more confidence with information from friends in choosing a vacation destination for tourism destinations.

The Internet is a public space which offers various forms of participation from everyone. A variety of opinions about a thing exists in internet. It is also as a sign of the onset of democratic space in the virtual world. These conditions are directly and indirectly affect tourists in determining choice of destination with its range of products. Besides, management of tourism destinations could also be affected from the information or opinions presented on a piece of news on the internet. This will affect to management of tourism destination in decision making related to the development of their organization.

The Internet can be used to express, deconstructed, as well as voicing the development of a tourism destination. Cyber space can be used by tourism destinations to inform everything linked its development to the public spaces. Nevertheless, globalization of culture using the internet as a medium was considered to have destroyed the social boundaries and social identity. Cyber space created in the public sphere assessed has no identity and even without value. This can be seen when a tourism destinations presents the drinking of alcoholic beverages. The countries that belong to the third world, including Indonesia which still embraced Eastern culture, the presentation of the tourism destination information accompanied with drinking alcoholic beverages was considered less appropriate. Moreover, in the cyber world the space followers can't we split between children and adults. Clear presentation of information that is so banned. For that need sorting or selection that tight against an information to be presented in public spaces such as on the internet. Information about tourism destination along with all the products that will be presented by social media such as the internet, before uploaded to the public need to be requested approval to the management of tourism destination are concerned. This is to prevent the occurrence of a counter-productive information presented in public spaces of a tourism destination. If this happens, it will be very detrimental to image and reputation of tourism destination are concerned.

CHAPTER 5
SUMMARY AND RECOMMENDATION

5.1 Summary

The use of social media in giving information about tourism destination of Jatiluwih Tourism Village to foreign tourist and domestic tourist still find constrains, either with the use of website, face book, twitter, or internet. Apart from all constraints, the issue arose with the rise of the commercialization aspect in business social media in Indonesia. All problems, issues, contents, or messages that are in social media has become commodification or made commodities for sake of gaining profits without regard to the quality of the information.

95% foreign tourists were using a website in search of election-related information about Jatiluwih Tourism Village as a vacation destination for tourists, while domestic tourists only 30% were using social media in the form of a website in searching information related selection of Jatiluwih Tourism as tourism destinations for purposes of a vacation. The low use of social media among domestic tourists is meant that low use of the social media among tourists. This as the influence of the quality of the information presented on the website as well as other social media. They believe more of the information conveyed by a friend (word-to-mouth), let alone the information from their friends who have been visiting Jatiluwih Tourism Village.

In the context of selection of tourism destination, heterogeneous conditions in such decision-making needs to be approached with contemporary culture and social perspective. By approach the social culture and contemporary perspective, difference in perception, difference of opinion, and action in selection of tourism destination can be minimized. The selection of tourist destinations to become one of strategic issues in the development of tourism, because this is related to sustainability of a tourism destination. During this time, the development of tourism destinations has always been identified with the sheer physical development needs. Whereas in the development of tourism destinations, cultural elements is one of decisive and even dominate success of the development of tourism destinations, among others using social institution. Based on research conducted in Jatiluwih Tourism Village, using contemporary perspectives obtained the following results. Jatiluwih Tourism Village currently has entered into a phase of media era as part of industrialization process. Tourist products which have already started to promoted to digital media, so tourism products owned by Jatiluwih Tourism Village now days are the masses. As a

product that is a mass, then sustainability of tourist products in Jatiluwih Tourism Village among others will be determined by taste of tourists.

5.2 Recommendation

Referring to summary, recommendation that suggest so that the constraints of use of social media in the dissemination of information a tourist destination could be addressed among other things

a. Update the information is carried out as soon as possible in order for tourists as consumers can immediately obtain information for preferences in choosing of tourism destination,

b. Number and quality of local human resources capable of organizing the information on the website of tourism destination need to be prepared,

c. Website designed and created with interactive features,

d. Support enhanced communications network;

e. Creativity of management of Jatiluwih Tourism Village in promoting product and event to tourists need to be improved, and

f. Social media information relied upon the main consideration in choosing tourism destination for purpose of a vacation, then information presented should be trusted by consumers in order to make social media as a responsible marketing media.

REFERENCES

Anonymous. (2000). *Perencanaan Pariwista Nasional dan Regional*. Jakarta: Bagian Proyek Penerjemahan dan Penerbitan Buku-buku Pariwisata Tahun Anggaran 1999/2000.

Alkharabsheh K.S, ALsarayreh M.N, Rumman M.A, and ALfarajat A.H. (2011). The Impact of Viral Marketing via Internet on Promotion of Tourism Products in Jordan. *International Research Journal of Finance and Economics*. 80, 138-147.

Adams, K. (1990). Culture Commoditization in Tana Toraja, Indonesia. *Culture Surival Quarterly*, 14/1:31-34.

Akhoondnejad, A. (2016). Tourist Loyalty to a Local Culture Event: the Case of Turkmen Handicrafts Festival. *Journal of Tourism Management*. 52, 468-477.

Bashar and Ajloni, A.A.A. (2012). Motivating Foreign Tourist to Visit The Rural Site in Jordan, Village of Petra. *Australian Journal of Business and Management Research*. 2(5), 1-07.

Baudrillard, J. (1983b). *In the Shadow of the Silent Majorities*. New York: Semiptet(e).

Baudrillard, J. (1990). *Seduction*. New York: St Martin Press.

Chang, F.H. and Tsai, C.Y. (2016). Influences of The Cultural Implications and Tourism Attractiveness of Festival Tourism on Tourist. *Journal of Business and Management Studies*. 2(1),1-10.

Chiu, W., Zeng, S., Cheng, P.S.T. (2016). The Influence of Destination Image and Tourist Satisfaction on Tourist Loyalty: A Case Study of Chinese Tourist in Korea. *International Journal of Culture, Tourism and Hospitality Research*. 10(2), 223-234.

Crompton, J. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research*. 6(4), 408-424.

Dolors, M.G. Canoves and N. Valdovinos. (1995). Farm Tourism, Gender and The Environment in Spain. *Annals of Tourism Research*. 22(2), 267-282.

Dowling, R. (1996). Ecotourism in Thailand. *Annals of Tourism Research*. 23(2), 488-490.

Eley, B., and Tiley, S. (2009). *Online Marketing Inside Out*. USA: Site Point.

Gartner, W. (1993). Image Formation Process. *Journal of Travel and Tourism Marketing*. 2(2/3), 191-215.

Iakovidou, O. (1995). The Female Gender in Greek Agrotourism. *Annals of Tourism Research*. 22(2), 481-488.

Kaplan, A.M., and Haenlein, A. (2010). Users of the World, Unite-The Challenges and Opportunities of Social Media. *Business Horizons*. 53, 59-68.

Kementerian Pariwisata dan Ekonomi Kreatif. (2016). *Pedoman Pengembangn Desa Wisata*. Jakarta: Direktorat Pemberdayaan Masyarakat Destinasi Pariwisata.

Kiralova, A. and Pavliceka, A. (2015). Development of Social Media Strategies in Tourism Destination. *Procedia - Social and Behavioral Sciences*. 175, 358-366.

Leiper, N. (1990). Tourist Attraction Systems. *Annals of Tourism Research*. 17(3), 367-387.

Leu, W. (1992). The Swiss Experience. (In): *Universal Tourism Enriching or Degrading Culture*. Yogyakarta: Gadjah Mada University Press. Page 132-138.

Litvin, S. W. and Goh, H. K. (2002). Self-image Congruity: A Valid Tourism Theory?. *Tourism Management*. 23(1), 81-83.

Liu, Z. (2000). *Internet Tourism Marketing: Potential and Constraints*. UK: University of Strathclyde.

Mack, R.W., Blose, J.E., Pan, B. (2008). Believe it or not: Credibility of Blogs in Tourism. *Journal of Vacation Marketing*. 14(2), 133-144.

Magnold, W.G., Faulas, D.J. (2009). Social Media: The New Hybrid Element of the Promotion Mix. *Business Horizons*. 52(4), 357-365.

Naisbitt, J. (1994). *Global Paradox*. Jakarta: Bina Aksara.

Newletter Informasi Pemasaran Pariwisata, Volume 1 Nomor 7, Juli 2010.

Nuryanti, W. (1993). "Concept, Perspective and Challenges" *Naskah Lengkap Laporan Konferensi International mengenai Pariwisata Budaya*. Yogyakarta: Gadjah Mada University Press.

Oppermann, M. (1996). Rural Tourism in Southern Germany. *Annals of Tourism Research*. 23(1),86-102.

Picard, M. (1996). *Bali Cultural Tourism and Touristic Culture*. Singapore: Archipelago Press.

Pitana, I Gde. (1999). *Pelangi Pariwisata Bali*. Denpasar: PT Bali Post.

Prasiasa, D.P.O., Widari, D.A.D.S. (2017). *Desa Wisata Potensi dan Strategi Pengembangan*. Denpasar: Pustaka Larasan.

Prasiasa, D.P.O. (2013). *Destinasi Pariwisata Berbasis Masyarakat*. Jakarta: Penerbit Salemba Humanika.

Rajaratnam, S.D., Nair, V. (2015). Destination Quality an Tourist' Behavioural Intentions: Rural Tourist Destinations in Malaysia. *Journal Emerald Worldwide Hospitality and Tourism Themes*. 7(5), 463-472.

Safco, L. and Brake, D. (2009). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. New Jersey: John Wiley & Sons, Inc.

Sweeney, S. and Craig, R. (2011). *Social Media for Business - 101 Ways to Grow Your Business without Wasting Your Time*. Maximum Press.

UNDP and World Tourism Organization. (1981). *Tourism Development Plan for Nusa Tenggara, Indonesia*. Madrid.

Universitas Gadjah Mada. (1992). *Penyusunan Tata Ruang dan Rencana Detail Desa Wisata Terpadu di Bali*. Yogyakarta: Fakultas Teknik.

Universitas Udayana. (2003). *Laporan Penelitian Studi Pengembangan Desa Wisata Ambengan Berbasiskan Budaya dan Kerajinan Rakyat*. Denpasar: Program Studi Pariwisata.

Widari, D.A.D.S. (2015). "Perkembangan Desa Wisata Jatiluwih Setelah Penetapan Subak Sebagai Warisan Budaya Dunia di Kecamatan Penebel Kabupaten Tabanan" (*thesis*). Denpasar: Program Pascasarjana Universitas Udayana.

Wiranatha, A.S., dan Suryawardani. I G.A.O. 2016. *Laporan Kajian Strategi Pemasaran Pariwisata Berbasis Subak di Bali (Studi di Daya Tarik Wisata Jatiluwih, Tabanan)*. Denpasar: Kementerian Pariwisata Republik Indonesia in collaboration with Konsorsium Riset Pariwisata Universitas Udayana.

World Tourism Organization. (1997). *Aviation and Tourism Policies, Balancing the Benefit*. London: Routledge.

Yusuf, R.O. (2009). Measure The Impact of Viral Marketing, The Purchase Decision a Field study. Available at http://iefpedia.com/arab/wpcontent.

SOCIAL MEDIA STRATEGIC INFLUENCE IN CHOICE OF TOURISM DESTINATION

PRIMARY SOURCES

1	Tourism Review, Volume 66, Issue 3 (2011-10-01) Publication	1%
2	scholar.lib.ntnu.edu.tw Internet Source	1%
3	Jens Kr. Steen Jacobsen, Ana María Munar. "Tourist information search and destination choice in a digital age", Tourism Management Perspectives, 2012 Publication	1%
4	Submitted to Birkbeck College Student Paper	1%
5	Submitted to Universitas 17 Agustus 1945 Surabaya Student Paper	<1%
6	emsig.edu.au Internet Source	<1%
7	anzdoc.com Internet Source	<1%

8	www.researchgate.net Internet Source	<1%
9	www.internationalresearchjournaloffinanceandeconomics. Internet Source	<1%
10	cyberleninka.org Internet Source	<1%
11	course.festivals.coplacdigital.org Internet Source	<1%
12	N I K Dewi, I P Astawa, I W Siwantara, I G A B Mataram. "Exploring the potential of cultural villages as a model of community based tourism", Journal of Physics: Conference Series, 2018 Publication	<1%
13	Submitted to University of West London Student Paper	<1%
14	Submitted to British University of Vietnam Student Paper	<1%
15	docplayer.net Internet Source	<1%
16	advancejournals.org Internet Source	<1%
17	Submitted to Queen's University of Belfast Student Paper	<1%

18   Submitted to Durban University of Technology
      Student Paper   <1%

19   mafiadoc.com
      Internet Source   <1%

20   Submitted to Assumption University
      Student Paper   <1%

21   Submitted to Udayana University
      Student Paper   <1%

22   Putu Surya Triana Dewi. "Model of Sustainable
      Tourism Village Development in Bali (Case
      Study: OMunity Bali in Sudaji Village, Sawan
      Sub-district, Buleleng District)", KnE Social
      Sciences, 2019   <1%
      Publication

23   issuu.com
      Internet Source   <1%

24   H.J. Dumont. "Cnidaria (Coelenterata)", Elsevier
      BV, 2009   <1%
      Publication

25   Sushila Devi Rajaratnam, Vikneswaran Nair,
      Saeed Pahlevan Sharif, Uma Thevi
      Munikrishnan. "Destination quality and tourists'
      behavioural intentions: rural tourist destinations
      in Malaysia", Worldwide Hospitality and Tourism
      Themes, 2015   <1%
      Publication

26 Darwance Darwance, Dwi Haryadi, Izma Fahria, Agung Samudra, Desy Ramadhanty, Erika Erika. "CULTURAL BASED TOURISM DEVELOPMENT IN PASIR PUTIH VILLAGE TUKAK SADAI DISTRICT, BANGKA SELATAN DISTRICT THROUGH AGIK BARIK FESTIVAL", Berumpun: International Journal of Social, Politics, and Humanities, 2019
Publication

<1%

27 Stuart Bretschneider, Marla Parker. "Organization formalization, sector and social media: Does increased standardization of policy broaden and deepen social media use in organizations?", Government Information Quarterly, 2016
Publication

<1%

28 www.tandfonline.com
Internet Source

<1%

29 Submitted to The Robert Gordon University
Student Paper

<1%

30 Submitted to Universidad Francisco de Paula Santander
Student Paper

<1%

31 "Information and Communication Technologies in Tourism 2013", Springer Science and Business Media LLC, 2013
Publication

<1%

32 www.kaskus.co.id
Internet Source
<1%

33 Submitted to Royal Melbourne Institute of Technology
Student Paper
<1%

34 Submitted to University Tun Hussein Onn Malaysia
Student Paper
<1%

35 Submitted to University of Newcastle
Student Paper
<1%

36 Submitted to Management & Science University
Student Paper
<1%

37 Submitted to HTMI/Hotel Management School
Student Paper
<1%

38 Submitted to Thomas Worthington High School
Student Paper
<1%

39 www.genesysinformation.com
Internet Source
<1%

40 "Proceedings of the 6th International Conference of Arte-Polis", Springer Science and Business Media LLC, 2017
Publication
<1%

41 I Nyoman Darma Putra, Michael Hitchcock. "Pura Besakih: A world heritage site contested", Indonesia and the Malay World, 2007
<1%

Publication

42	pezzottaitejournals.net Internet Source	<1%
43	gsblibrary.uct.ac.za Internet Source	<1%
44	openarchive.cbs.dk Internet Source	<1%
45	Cheon Yu, Yun Hwang. "Do the Social Responsibility Efforts of the Destination Affect the Loyalty of Tourists?", Sustainability, 2019 Publication	<1%
46	journals.sagepub.com Internet Source	<1%
47	Submitted to Infile Student Paper	<1%
48	Submitted to Politeknik Negeri Bandung Student Paper	<1%
49	etds.nkuht.edu.tw Internet Source	<1%
50	core.ac.uk Internet Source	<1%
51	www.inspirajournals.com Internet Source	<1%

link.springer.com

52 Internet Source <1%

53 es.scribd.com
Internet Source <1%

54 www.grossarchive.com
Internet Source <1%

55 Submitted to United International College
Student Paper <1%

56 Androniki Kavoura, Aikaterini Stavrianeas. "The importance of social media on holiday visitors' choices – the case of Athens, Greece", EuroMed Journal of Business, 2015
Publication <1%

57 hoc13.wordpress.com
Internet Source <1%

58 Submitted to Sheffield Hallam University
Student Paper <1%

59 Alžbeta Kiráľová, Antonín Pavlíčeka. "Development of Social Media Strategies in Tourism Destination", Procedia - Social and Behavioral Sciences, 2015
Publication <1%

60 Submitted to University of Nottingham
Student Paper <1%

Submitted to Postgraduate Schools -

61 Limkokwing University of Creative Technology
Student Paper   <1%

62 Arman Akhoondnejad. "Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival", Tourism Management, 2016
Publication   <1%

63 Desimir Boškovič, Ana Težak, Darko Saftič. "Media in Collecting Information on Tourism Destinations and Sociodemographic Characteristics", Economic Research-Ekonomska Istraživanja, 2015
Publication   <1%

64 Agung Wardana. "Contemporary Bali", Springer Science and Business Media LLC, 2019
Publication   <1%

65 Submitted to UCSI University
Student Paper   <1%

66 Submitted to University of Leicester
Student Paper   <1%

SOCIAL MEDIA STRATEGIC INFLUENCE IN CHOICE OF TOURISM DESTINATION

PAGE 20

PAGE 21

PAGE 22

PAGE 23

PAGE 24

PAGE 25

PAGE 26

PAGE 27

PAGE 28

PAGE 29

PAGE 30

PAGE 31

PAGE 32

PAGE 33

PAGE 34

PAGE 35

PAGE 36

PAGE 37

PAGE 38

PAGE 39

PAGE 40

PAGE 41

PAGE 42

PAGE 43

PAGE 44

PAGE 45

PAGE 46

PAGE 47

PAGE 48