PAPER NAME

FINAL Revised Paper__Waruwu et al.pdf

WORD COUNT

7225 Words

CHARACTER COUNT

40782 Characters

PAGE COUNT

21 Pages

FILE SIZE

2.0MB

SUBMISSION DATE

Sep 1, 2023 12:44 PM GMT+8

REPORT DATE

Sep 1, 2023 12:45 PM GMT+8

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THE GAP BETWEEN LEGAL STATUS AND MARKET POTENTIAL OF INDONESIA FIVE SUPER PRIORITY TOURIST DESTINATIONS

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ABSTRACT

Objective: This study aims to determine the gap between the status of the five tourism development priorities and the market potential of each of the five destinations Borobudur Temple, Lake Toba, Labuan Bajo, Mandalika, and Likupang

Theoretical framework: This research uses marketing theory, especially market segmentation analysis using descriptive methods with the help of google trends based on demographic factors: nationality, and keywords used and detected by google trends.

Method: This study uses a Descriptive Statistics analysis tool with the help of the Google Trends Tool to determine the popularity of Five Priority Tourist Destinations. Google Trends is a tool to research keywords that are often used and hot topics that are being discussed.

Results and conclusion: The most popular tourist destinations are Borobudur Temple, then Toba Lake, then Labuan Bajo, Mandalika, and finally Likupang. The segmentation of Indonesia's Five Priority Destinations is Domestic tourists as the largest market segmentation, then from the international market segmentation are India, France, USA, Spain, and Singapore.

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Implications of the research: Destination managers and the government can use the results of this analysis as an illustration that nationality demographic market segmentation analysis as a determination of each destination's market segment.

Originality/value: the results of this research are almost close to realtime and close to reality and are very easy to duplicate because most of today's travellers have an android that can be geo-detected by google.

Keywords: Legal Status, Market Potential, Tourist Destination, Market Segmentation, five priorities.

A DIFERENÇA ENTRE O ESTATUTO JURÍDICO E O POTENCIAL DE MERCADO DOS CINCO DESTINOS TURÍSTICOS SUPER PRIORITÁRIOS DA INDONÉSIA

RESUMO

Objectivo: Este estudo tem como objectivo determinar a diferença entre o estado das cinco prioridades de desenvolvimento turístico e o potencial de mercado de cada um dos cinco destinos: Templo de Borobudur, Lago Toba, Labuan Bajo, Mandalika e Likupang

Enquadramento teórico: Esta investigação utiliza a teoria do marketing, especialmente a análise da segmentação do mercado através de métodos descritivos com a ajuda do Google Trends, com base em factores demográficos: nacionalidade e palavras-chave utilizadas e detectadas pelo Google Trends.

Método: Este estudo utiliza uma ferramenta de análise estatística descritiva com a ajuda da ferramenta Google Trends para determinar a popularidade de cinco destinos turísticos prioritários. O Google Trends é uma ferramenta de pesquisa de palavras-chave que são frequentemente utilizadas e de temas quentes que estão a ser discutidos.

Resultados e conclusões: Os destinos turísticos mais populares são o Templo de Borobudur, depois o Lago Toba, Labuan Bajo, Mandalika e, por último, Likupang. A segmentação dos Cinco Destinos Prioritários da Indonésia tem os turistas nacionais como a maior segmentação de mercado e, a partir da segmentação do mercado internacional, a Índia, a França, os EUA, a Espanha e Singapura.

Implicações da investigação: Os gestores de destinos e o governo podem utilizar os resultados desta análise para ilustrar a análise da segmentação demográfica do mercado por nacionalidade como uma determinação do segmento de mercado de cada destino.

Originalidade/valor: os resultados desta investigação estão quase próximos do tempo real e da realidade e são muito fáceis de reproduzir, porque a maioria dos viajantes de hoje tem um andróide que pode ser geo-detectado pelo Google.

Palavras-chave: Estatuto Jurídico, Potencial de Mercado, Destino Turístico, Segmentação de Mercado, cinco prioridades.

1. INTRODUCTION

The Five Priority Strategic Destinations are National Tourism Strategic Areas spread over five provinces in the western, central, and eastern parts of Indonesia. The five priority strategic destinations are Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, and Likupang in North Sulawesi. These five destinations are considered to have great

potential, uniqueness, and tourist attraction, so they need to be developed to be able to contribute to the welfare of their respective regions (Sasana et al., 2019); (Astuti, 2021); (Hussin & Aziz, 2021); (Prasiasa & Widari, 2021); (D. I. Utama, 2023).

The tourism attraction of the five super priority destinations has the potential to become a magnet for domestic and foreign tourists. The five of them have their natural beauty, cultural richness, and local wisdom. The development of priority tourism destinations has been included in the Indonesian National Medium-Term Development Plan 2020-2024. In the plan, it is stated that through these five projects the government targets that by 2024 it is ready to receive tourists and is expected to be able to contribute to regional development and be able to bring in foreign tourists, which is targeted to reach 22.3 million visits (I. G. B. R. Utama et al., 2022). However, the beauty and attractiveness of the five super priority destinations have not been measured from the side of tourist demand. In the digital era, social media has experienced a very significant increase in the number of users, which has now become a trend in marketing communications this decade (Purwoko et al., 2021); (Kartajaya, 2005); (Kunt & Gülcan, 2021).

Social media can also be used in shaping the branding of a tourist destination. Branding itself has a meaning as a name or can be called a nickname for a product. Where to do branding by introducing areas that have the potential to become tourist destinations for tourists who like to travel. The identity of a tourist destination area that is presented through a name, logo, color, or tagline can also be categorized as one of the efforts in carrying out branding activities. The advantage of social media itself to increase brand awareness for a tourist destination is that it expands the reach for potential tourists who want to travel and the details about these tourist destinations have shown a very detailed picture (Prasetyo & Febriani, 2020); (Hasana et al., 2022).

The potential to be the top keyword search in search engines, especially web users or travel activists so that these tourist destinations can appear on the user's homepage with the order of destinations being the top, this is one of the advantages of using social media properly, resulting in the place being is often a popular topic of discussion for active users and has also been widely reviewed in various travel forums, for example, Tripadvisor, Facebook forums and also various other Social Media platforms (Damayanti et al., 2021); (I. G. B. R. Utama et al., 2020); (Lee-Anant, 2022).

In some measurements, the number of visitors or the number of tourists in most tourist destinations in the world has not become an urgent problem to be done. Most only measure the number of visitors based on the number of tourists who come in a certain period, whereas nowadays, online reviews are important to get an idea of the popularity of a tourist destination. Online reviews are a form of electronic word of mouth consisting of people who have purchased products or services, commented, and posted who have previously used them (Al Mana & Mirza, 2013). This study uses the Google Trends Tool to determine the popularity of the five priority tourist destinations (Carneiro & Mylonakis, 2009); (Nafah & Purnaningrum, 2021). The five priority destinations are Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang. Comparing the popularity of five well-known priority destinations will be easier to do using the google trend tool. The use of Google Trends is increasingly reliable because Google reads data using big data technology that comes from the history and track record of tourist visits

who have visited the location. On the other hand, Google Trends can also measure the trend of enthusiasts who are more likely to visit the tourist destinations they are looking for from internet search engines (Katal et al., 2013). With the advent of information and communication technology in this century, tourism has also been pushed to online channels. Providers and intermediaries are currently in fierce competition to sell their services through e-commerce. As long as consumers are connected to the Internet, each consumer can access and retrieve information about hotels or resorts anywhere and anytime. As well as easy access to all available information, both through social media Facebook, Twitter, Instagram, and TripAdvisor (Vilarinho-Pereira et al., 2021); (I. Utama et al., 2021).

Measurement of the popularity of a tourist destination is not widely carried out on a national and international measurement scale (Kozak, 1999). Currently, the measurement is only carried out on visitors who visit a tourist destination without collecting data on the origin of tourists or visitors who come to a tourist attraction. This study tries to solve this problem, by determining the popularity of priority destinations based on the origin of tourists, and then answering the market segmentation of each destination based on the geographical factors of tourists or visitors (Simamora, 2000); (Kartajaya, 2002). Objective of the work or research problem: This study aims to determine the popularity of five priority destinations, namely the Five Priority Strategic Destinations, namely Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, and Likupang in North Sulawesi. using the Google Trends tool based on a historical database of the last five years. In addition to popularity, this study also determines the market segmentation of each tourist destination based on the geographical origin of tourists. The information and findings of this study are expected to be used as consideration for the destination marketing strategy, and also to determine promotion as an effective advice on the geographical origin of tourists (Kotler, 2005); (I. G. B. R. Utama, 2017).

This study aims to determine the gap between the status of the five tourism development priorities and the market potential of each of the five destinations Borobudur Temple, Lake Toba, Labuan Bajo, Mandalika, and Likupang

2. THEORETICAL FRAMEWORK

This research uses marketing theory, especially market segmentation analysis using descriptive methods with the help of google trends based on demographic factors: nationality, and keywords used and detected by google trends (D. I. Utama, 2023). The scope of this research is marketing research that focuses on market segmentation analysis based on geographic factors to determine visitor segmentation on five destinations, namely the Five Priority Strategic Destinations, namely Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, and Likupang in North Sulawesi. This study uses descriptive analysis with the help of the Google Trends Tool to determine the popularity of five priority destinations using the Google Trends Tool (Carneiro & Mylonakis, 2009); (Choi & Varian, 2012).

Currently, online reviews are a form of electronic word of mouth delivered by people who have purchased products or services, commented on, and posted who have previously used a product or service (Al Mana & Mirza, 2013). Another understanding of online consumer reviews as a form of electronic word-of-mouth promotion can be said as a new and influential way of marketing that also plays a role in the decision-making process (Aprianingsih et al., 2020). From several opinions, online reviews are reviews that have been posted on online media by consumers who have purchased or used products or services and can lead to potential purchases for the next consumer (Krisnayani et al., 2021); (Sulistyafani & Sastrawan, 2021).

This study also refers to previous research by researchers (Marie & Widodo, 2019) which uses several online review indicators, namely general persuasiveness, general credibility, susceptibility to online product reviews, and content. According (Zhao et al., 2015) argue that there are several conditions for effective online consumer assessment, namely online assessment that is useful in facilitating the consumer purchasing decision process. Online consumer ratings are useful as a benchmark for other users to measure decision-making. The amount of information is so large that only comments and opinions that influence consumer decision-making are of value. The expertise of reviewers is one of the hallmarks of online consumer reviews, which are generated anonymously by individuals. The amount of information from various sources to filter information, users can follow a market expert (Market Mavens) who is an expert in a particular field. A highly skilled person is someone who has more knowledge about a product or service (Wuruwu et al., 2022). On social media or the internet, someone who writes or writes a review about the information on the internet will attract others to discuss it because that person feels and is considered an expert. Consumers can identify market experts and follow them when making purchasing decisions. Market experts are defined by the extent to which a source of information is considered and identified by someone with expertise in a particular area of interest. Timeliness of Online Consumer Review is an information search process, consumers are faced with relevant information in bulk related to a certain period (Carneiro & Mylonakis, 2009); (Nafah & Purnaningrum, 2021).

The value of the online consumer rating is the value of the message in the online consumer rating which is divided into two, namely messages that focus on positive things (benefit gain) and vice versa, namely messages that contain negative things (benefit loss). In online consumer reviews, negative and positive messages can be given simultaneously. The completeness of the online consumer assessment is the completeness of the online consumer assessment, which is used to measure how detailed an assessment is. Online consumer reviews on social media or the web vary from simple news stories to more detailed and complex explanations based on facts, because consumers need more detailed and specific information to make decisions in unfamiliar situations (Trimurti & Utama, 2020); (Carneiro & Mylonakis, 2009); (Nafah & Purnaningrum, 2021).

Social media marketing strategy is the basis for the above discussion to create concepts for individuals and then put them together (Li et al., 2021); (Chanthinok et al., 2015). Following are some steps of marketing strategy through social media: (1) Direct customer contact: Social media can be used as a means of creating service to customers.

Customers contact the company using messaging, rating, or posting a status on a personal account. In companies with immediate and relatively fast reactions, there is a closeness with customers that is often not accessible by other media. (2) Stakeholder building: Using a Group, blogs and forums can be used to create a purposeful network for the common good. While this is only possible for a particular product and service, the meeting of users with a genuine interest in the product and the possibility of exchange can almost only occur on social networks. (3) Events: Taking advantage of a Concert or event is a popular way to reach customers, especially in the culinary trade. (4) Interactive Campaign: Through Sweepstakes, distributing vouchers, a game app and surveys are ways to attract consumers by engaging potential customers. (5) Sales and Distribution: Sales of products have declining inventory and other sales concepts can be realized here by using the help of franchises or third parties. (6) Reputation, Image, and Authority: By disseminating information about the expertise possessed in the form of campaigns with content that is interesting to build a reputation thus increasing the value of profitability. (7) Viral Marketing: Downloading Content with a unique concept can encourage users to share the content. This content is managed virally by being distributed by many users. This marketing is done by people who are usually called influencers. (8)) Search engine optimization: With the existence of Social Networks, what is mentioned (Social Signals) can be sent to search engines by entering keywords. Profiles on social media accounts such as Twitter, Instagram, and Facebook are usually indexed by search engines. High Interaction Rates (Likes, Comments, Shares) are signals that have this added positive allowing search engines to know that users find the offer attractive. (9) Social media monitoring: Monitoring services and reports on social media have a greater opportunity for companies to conduct research. This data can be managed in many ways. This method is often used by a company to find out customer interest and build a sense of customer loyalty or it is also used to achieve targets within the company by conducting regular monitoring. (10) Traffic (Timeline): Marketing with this method is considered effective in generating user interest to visit blogs or websites. The concept of attractive content has such an important competition (Kurniawati & Arifin, 2015); (Siswanto, 2013); (Petriana, 2017).

3. METHOD

Google Trends offers a service that can help users find the latest topics. Google Trend is the service in question, with multi-featured tools, especially for marketers (Tussyadiah et al., 2006); (Choi & Varian, 2012). This study uses descriptive statistics powered by the Google Trends Tool to determine the popularity of the Five Priority Strategic Destinations with search keywords: Lake Toba, Borobudur Temple, Mandalika Lombok, Labuan Bajo, and Likupang, North Sulawesi. Google Trends has become a fairly complete service tool because it has many interesting functions and features; Displays topics that are widely discussed, search for commonly used keywords by comparing performance between keywords, and generate views in a simple and easy-to-understand way in the form of trend graphs, and query keywords with high mode (Nafah & Purnaningrum, 2021).

4. RESULTS AND DISCUSSIONS

Based on the results of an analysis using Google Trends, it is known that the popularity of each tourist destination in the world is as follows:

4.1 Popularity of Borobudur Destinations

Borobudur was built in the Mandala style which reflects the universe in Buddhist belief. The structure of this building is square with four entrances and a circular center point. When viewed from the outside to the inside, it is divided into two parts, namely the natural world which is divided into three zones on the outside, and the realm of Nirvana in the center. There are 504 Buddhas with meditative postures and six different hand positions along the temple. Temple Corridor: During restoration in the early 20th century, two smaller temples were discovered around Borobudur, namely Candi Pawon and Candi Mendut which are in line with Borobudur Temple. Pawon Temple is 1.15 km from Borobudur, while Mendut Temple is 3 km from Borobudur Temple. There is a belief that there is a religious relationship between the three temples, but the ritual process is still unknown. The three temples form the route for the Vesak Day Festival which is held annually during the full moon in April or May. The festival commemorates the birth and death, as well as the enlightenment given by Gautama Buddha (Taylor, 2003); (Revianur, 2017).

Figure 1. The Beauty of Borobudur Destinations
Source: (Canny, 2013)

The destination of Borobudur Temple as one of the favorite tourist destinations is a mainstay of tourism in Central Java, Indonesia, which can be identified using google trends analysis. When viewed from the frequency of searches using the keyword "Borobudur Temple", the popularity of Borobudur Temple has stagnated since the

beginning of the last five years, but experienced an increasing trend in June 2022. The trend of Phuket's popularity can be seen in Figure 2 below:
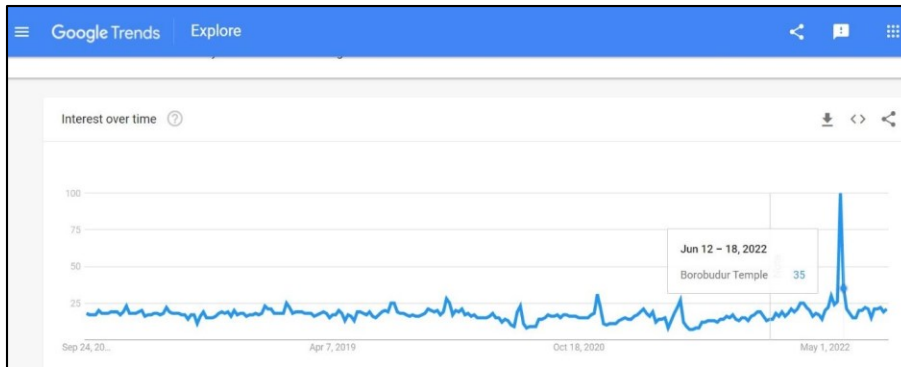

**Figure 2. Google Trend Analysis Results of Borobudur Temple
Source: Online Search with Google Trends, (September 2022).**

In the indicator of the origin of tourists, those who seek information about Borobudur Temple come from Indonesia itself, Singapore, Malaysia, Thailand, the Philippines, and others, as shown in Figure 3 below:
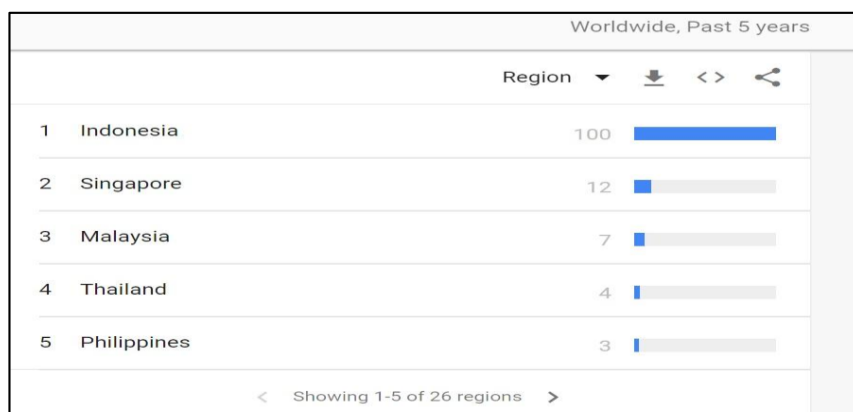

**Figure 3. Results of Google Trend Phuket Analysis based on the origin of tourists.
Source: Online Search with Google Trends, (September 2022).**

The implication for managers of Borobudur Temple tourism destinations is that they can pay attention that the domestic tourist market segmentation is still the largest market segmentation for Borobudur Temple destinations. Another thing to note is that the tourist market segments of neighboring countries Singapore, Malaysia, Thailand, and the Philippines are also important for Borobudur Temple Destinations.

4.2 Popularity of Mandalika Destinations

Located in the southern part of Lombok Island, the Mandalika Special Economic Zone was established through Government Regulation Number 52 of 2014 to become a Tourism Special Economic Zone. With an area of 1,035.67 hectares and facing the Indian Ocean, the Mandalika SEZ is expected to accelerate the tourism sector of West Nusa Tenggara Province which is very potential. The Mandalika Special Economic Zone offers

marine tourism with stunning beaches and underwater charm. Mandalika comes from the name of a legendary figure, namely Princess Mandalika who is known for her beautiful face. Every year, the people of Central Lombok celebrate the Bau Nyale ceremony, which is a ritual to find sea worms that are believed to be the incarnation of Princess Mandalika. This celebration is a unique culture and attracts both local and international tourists (Adam, 2019); (Rustidja et al., 2017).
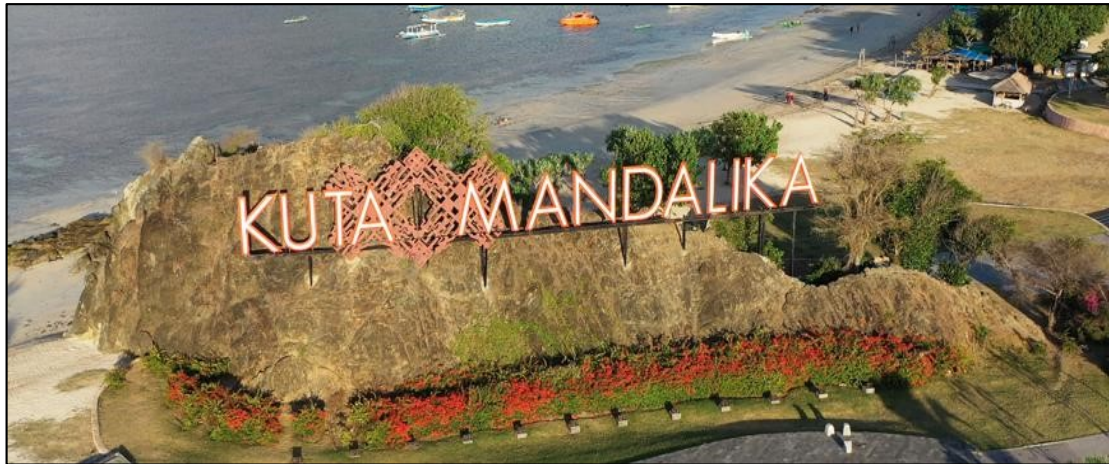

Figure 4. Mandalika Beach
Source: (Nilawati & Umar, 2019)

When viewed from the frequency of searches using the keyword "Mandalika", the popularity of Mandalika Destinations has increased from the beginning of 2022 until the end of March 2022, experiencing peak visits. The trend of popularity of Mandalika Destinations can be seen in Figure 5.
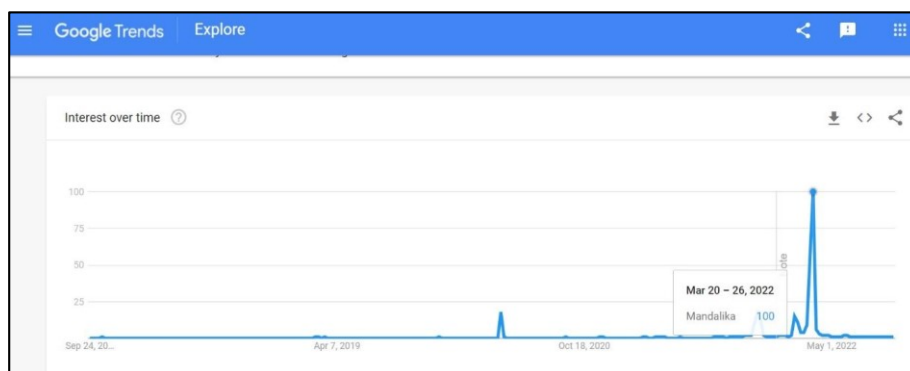
Figure 5. Mandalika Google Trend Analysis Results
Source: Online Search with Google Trends, (September 2022).

In the tourist origin indicator, those who seek information about Bali come from Indonesia itself, Malaysia, Singapore, Italy, Australia, and others as shown in Figure 6 below:
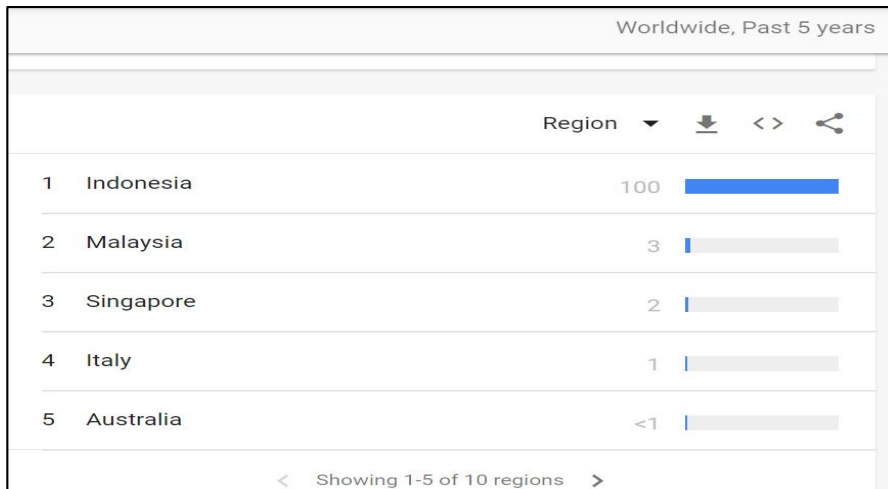
Figure 6. Mandalika Google Trend Analysis results based on the origin of tourists. Source: Online Search with Google Trends, (September 2022).

The implication for Mandalika tourism destination managers is to pay attention that the domestic tourist market segmentation is still the largest market segmentation for Mandalika destinations. Another thing to note is that the tourist market segment of neighboring Malaysia, Singapore is also important for Mandalika Destinations at this time.

4.3 Toba Destination Popularity

Lake Toba has an area of approximately 1,145 square kilometers and a depth of 450 meters. This natural tourist destination is more like the ocean. Lake Toba is the largest lake in Southeast Asia and one of the deepest lakes in the world. At the location of this Lake Toba tourist destination, visitors and tourists can enjoy canoeing by choosing three types of cruising routes Lake Tongging-Silalahi, Tongging-Samosir, or the North Circle. Visitors can also enjoy the cool and cool air on Lake Toba through glamping (luxury camping) activities at The Caldera Toba Nomadic Escape which is located in Sibisa, Ajibata District, Toba Samosir Regency (Ginting & Sasmita, 2018); (Astuti, 2021); (Tuan, 2022).

Currently, Lake Toba is a favorite destination so the tourist area continues to be developed. The developments that have been carried out include the widening of the Tano Ponggol channel from 25 meters to 80 meters, the construction of the Tano Ponggol Bridge which connects the mainland of Sumatra and Samosir Island, and the arrangement of the lakeside area. This channel widening is intended to open access for larger tourist boats to able to surround the Lake Toba area. Lake Toba has also been designated by the government as a super-priority destination for national tourism development and the Toba Caldera UNESCO Global Geopark (Ginting & Sasmita, 2018); (Astuti, 2021); (Hahury et al., 2023). The beauty of Lake Toba can be seen in Figure 7 below:

Figure 7. Lake Toba
Source: (Ginting & Sasmita, 2018)

Lake Toba is one of the best tourist destinations in North Sumatra, although the location of this destination is quite far from the city of Medan. When viewed from the frequency of searches using the keyword "Lake Toba", the popularity of Lake Toba Destinations has been quite stable in the last 5 years, however, there was a surge in popularity in July 2018. The trend of Lake Toba's popularity can be seen in Figure 8.
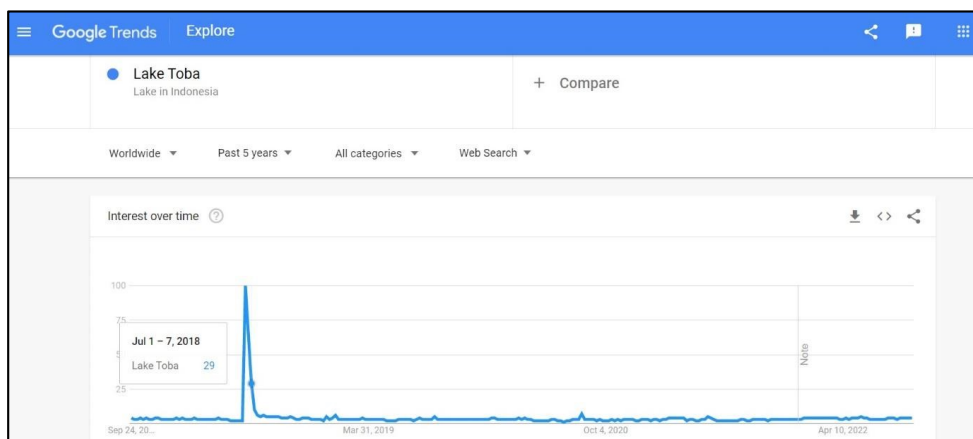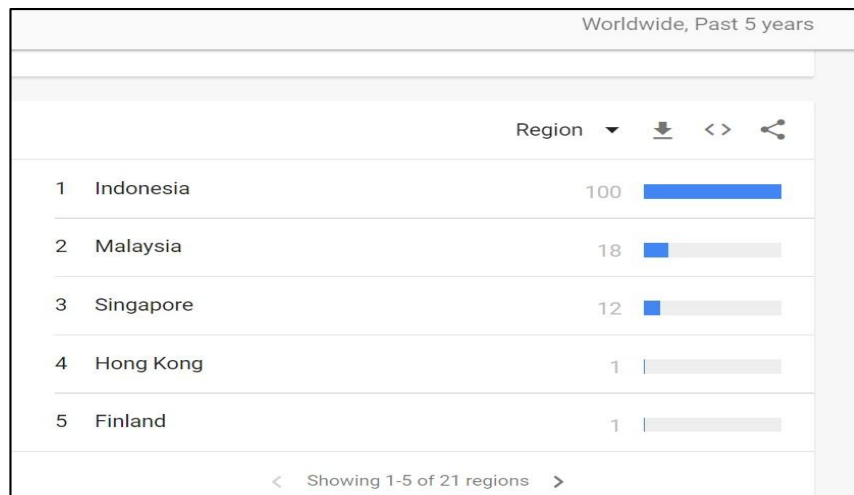

Figure 8. Google Trend Toba Analysis Results. Source: Online Search with Google Trends, (September 2022).

P there is an indicator of the origin of tourists, those who seek information about the lake come from Indonesia itself, Malaysia, and Singapore. Hong Kong, Finland, and others as shown in Figure 9 below:

Figure 9. The results of the Toba Google Trend Analysis are based on the origin of tourists. Source: Online Search with Google Trends, (September 2022).

The implication for managers of Lake Toba tourism destinations is that they can pay attention that the domestic tourist market segmentation is still the largest market segmentation for Lake Toba destinations. Another thing to note is that the tourist market segment of neighboring Malaysia, Singapore is also important for Lake Toba Destinations.

4.4 Popularity of Labuan Bajo Destinations

Labuan Bajo and Komodo National Park are inseparable entities. The two are interconnected so when you are in Labuan Bajo, you need to visit Komodo National Park. To get there, Pesona Pesona can use a ferry or a fast boat. There are many departure options from morning to evening. Komodo National Park which was registered as a UNESCO World Heritage Site in 1991 consists of Komodo Island, Rinca Island, Padar Island, and several other islands in the vicinity. The presence of the Komodo dragon (Varanus komodoensis) which is a giant lizard in the world was first covered in a scientific journal in 1912. The journal was written by Pieter Antonie Ouwens, Director of the Bogor Zoological Museum. This discovery became the beginning of Labuan Bajo's existence in the eyes of the world because many tourists and scientists came to see ora, the term Komodo dragon from residents (Walpole & Goodwin, 2001); (Widaningrum & Damanik, 2018); (Nyoko & Fanggidae, 2021).

Komodo National Park has some amazing attractions. One of them is taking pictures with Komodo. This will be an unforgettable experience for a lifetime, namely taking pictures with rare animals that only exist in Indonesia. Besides Komodo dragons, this national park is also famous for its stunning panorama. For tourists who like photography, you can enter several spots here as a place to take pictures such as Padar Island which is iconic with its hill-shaped island and blue sea gradations in the background. Kelor Island with island views and a clear blue sea from the top of Kelor Island is too beautiful (Walpole & Goodwin, 2001); (Widaningrum & Damanik, 2018); (Nyoko & Fanggidae, 2021).

Figure 10. Labuan Bajo
Source: (Walpole & Goodwin, 2001)

Labuan Bajo Destinations are one of the best tourist destinations owned by East Nusa Tenggara, Indonesia. When viewed from the frequency of searches using the keyword "Labuan Bajo", the popularity of the Labuan Bajo tourist destination had fluctuated in the last five years but increased in mid-2018 and Mid-2019. The trend of Labuan Bajo's popularity can be seen in Figure 11.
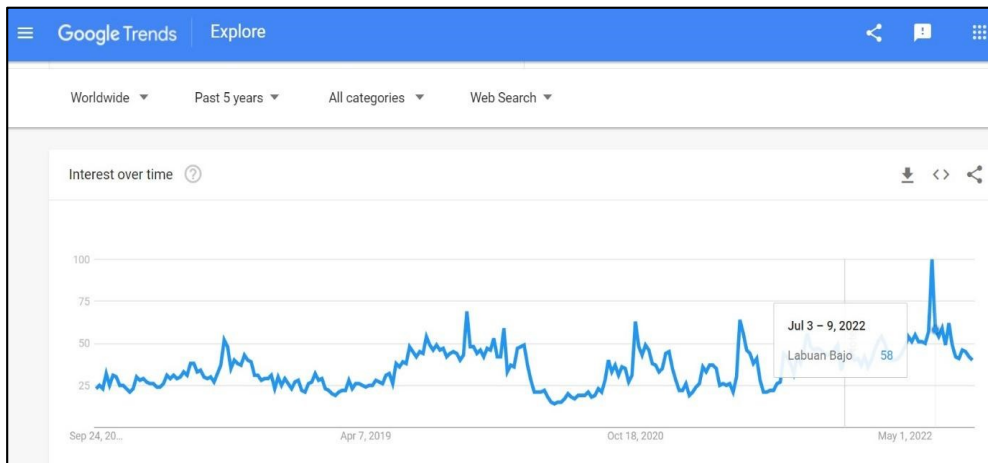

Figure 11. Google Trend Analysis Results Labuan Bajo
Source: Online Search with Google Trends, (September 2022).

In the indicator of the origin of tourists, those who seek information about Langkawi are dominant from Indonesia itself, Singapore, Malaysia, Australia, Hong Kong, and others as shown in Figure 12 below:
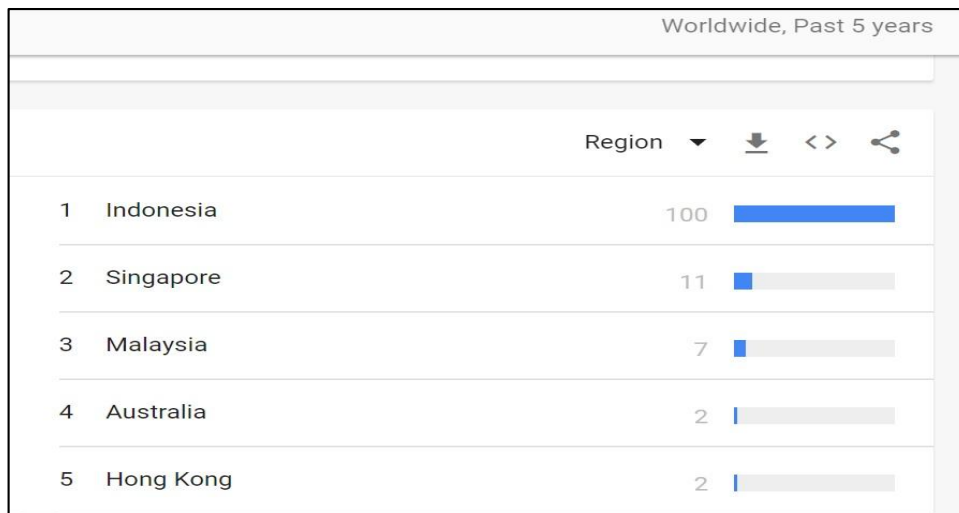
Figure 12. Labuan Bajo Google Trend Analysis based on tourist origin.
Source: Online Search with Google Trends, (September 2022).

The implication for Labuan Bajo tourism destination managers is that they can pay attention that the domestic tourist market segmentation is still the largest market segmentation for Lake Toba destinations. Another thing to note is that the tourist market segment of neighboring countries, Singapore, Malaysia, and Australia, is also important for Labuan Bajo Destinations.

4.5 Popularity of Likupang Destinations

East Likupang in North Minahasa Regency has a geographical orientation close to Sam Ratulangi International Airport and Bitung port. The Likupang SEZ is projected to attract an investment of Rp. 5T and is projected to absorb 65,300 workers until 2040. The geostrategic advantages of the area owned by East Likupang are the tourism sector with resort themes and cultural tourism. The theme is supported by the surrounding area which has a beach and is close to the Wallace Conservation Center. The concept of the Likupang Special Economic Zone will develop premium and mid-range resorts, culture, and the development of the Wallace Conservation Center (Ramadhan & Kusumah, 2022); (Pungnirund et al., 2022). The beauty of the Likupang Tourist Destination is as shown in Figure 13 below:

Figure 13. Likupang
Source: (Ramadhan & Kusumah, 2022)

Likupang Tourism Destination is one of the best tourist destinations owned by North Sulawesi, Indonesia. When viewed from the frequency of searches using the keyword "Likupang", the popularity of Likupang tourist destinations has fluctuated and tended to increase in the last five years. Likupang's popularity trend can be seen in Figure 14.
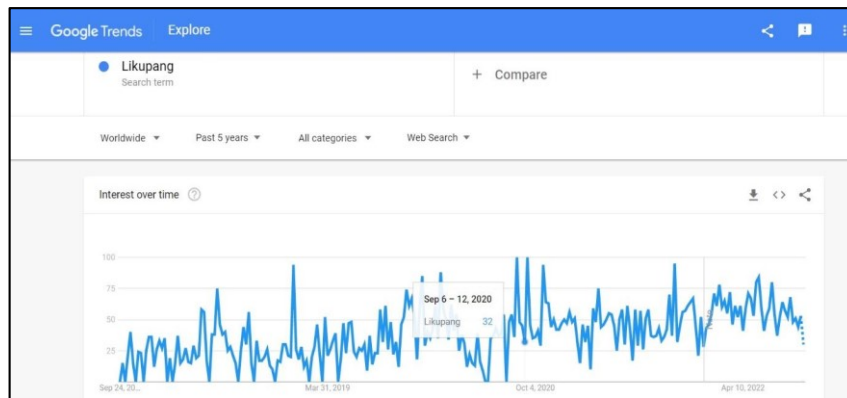

Figure 14. Google Trend Likupang Analysis Results
Source: Online Search with Google Trends, (September 2022).

In the indicator of the origin of tourists, those who seek information about Likupang are dominant from Indonesia, France, the USA, and others as shown in Figure 15 below:
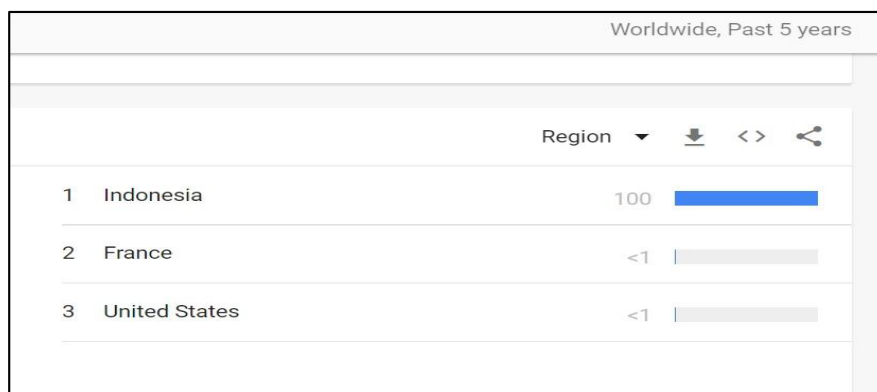

Figure 15. Google Trend Analysis Results of Langkawi based on the origin of tourists. Source: Online Search with Google Trends, (September 2022).

The results of the analysis indicate that the popularity of the Likupang tourist attraction is still low, and even only popular in Indonesia, and two foreign countries, namely France and the USA. The implication for Likupang tourism destination managers is to pay attention that the domestic tourist market segmentation is still the largest market segmentation for Likupang destinations. Another thing to note is that the foreign tourist market segment is still low, so it is necessary to carry out more intensive promotions on international promotions.

4.6 Segmentation Comparison of Indonesia's Five Priority Destinations

When viewed from the Popularity of Indonesia's Five Priority Destinations, it can be explained as follows: Borobudur Temple Tourism Destinations are the most popular destinations when compared to Indonesia's Five Priority Destinations (Astuti, 2021).
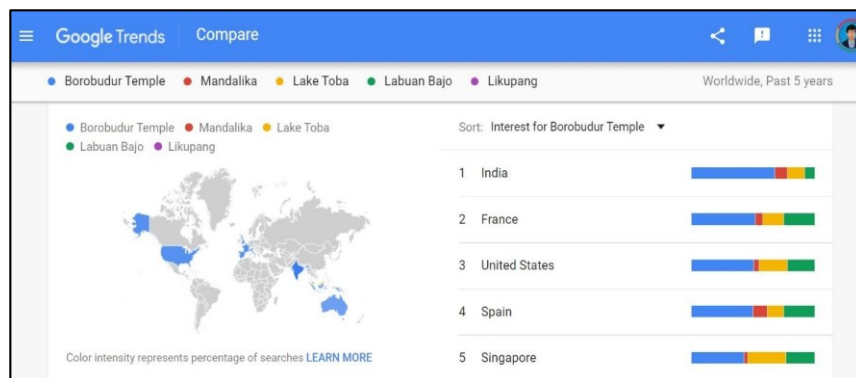

Figure 16. Results of Google Trend Analysis of Indonesia's Five Priority Destinations. Source: Online Search with Google Trends, (September 2022).

In Figure 16, it appears that the Borobudur Temple Destinations are popular among tourists from India, France, the USA, Spain, and Singapore. The second position is Lake Toba Tourism Destinations, the third position is Labuan Bajo, and the fourth position is Mandalika Tourism Destinations. However, the Likupang Tourism Destination was detected as the least popular tourist destination when compared to the five priority destinations currently being developed.

5. CONCLUSION AND IMPLICATION

The determination of the status of five priority destinations by the central government has made these five destinations increasingly popular, especially among domestic tourists even though this destination is expected to be able to attract foreign tourist visits. Descriptive analysis using the Google trend tool produces some information, namely: From the beginning of 2018 to the end of September 2022, five priority tourist destinations have increased in popularity, this can be caused by the determination of the status of five priority destinations by the central government but has not been able to attract foreign tourist visits in accordance with the government's expectations. The most popular tourist destinations are Borobudur Temple, then Toba Lake, then Labuan Bajo, Mandalika, and finally Likupang even though this destination is expected to be able to attract foreign tourist visits.Segmentation of Indonesia's Five Priority Destinations is Domestic tourists as the largest market segmentation, then from the international market segmentation are India, France, USA, Spain, and Singapore, but has not been able to attract foreign tourist visits from countries with more potential such as China, Japan, some tourists from countries in Europe. Based on the results of the analysis and research conclusions, the suggestions that can be given are as follows: These five priority destinations are increasingly popular

among domestic tourists, so domestic tour packages need to be packaged and marketed for domestic tourists. In addition to the determination of the status of five priority destinations by the central government, the local government of priority destination locations can hold events on an international scale to increase the popularity of destinations at the international level. This suggestion refers to the increasing popularity of the Mandalika destination with its Motor GP event. Local governments and managers of Likupang tourist destinations can imitate the promotion pattern that has been carried out by Mandalika Destinations by holding international events. The Central Government should be able to promote Indonesia's Five Priority Destinations as a complete tour package by providing various facilities for foreign tourists.

Implications of the research is destination managers and the government can use the results of this analysis as an illustration that nationality demographic market segmentation analysis as a determination of each destination's market segment. Originality is the results of this research are almost close to realtime and close to reality and are very easy to duplicate because most of today's travellers have an android that can be geo-detected by google.

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