

VIRTUAL REALITY MARKETING BREKSI PRAMBANAN TOURISM A CREATIVE COMMUNITY ECONOMIC SUPPORT

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Abstract

This research is used to explain the marketing public relations strategy carried out by the tourism manager of Bukit Breksi Prambanan to support the creative economy of the surrounding community and build a tourism image to a wide audience. In this study, the data source used a purposive sample that focused on selected informants. The use of Virtual Reality Marketing in the marketing of Bukit Breksi Prambanan tourism objects will benefit nano (micro) tourism entrepreneurs such as VR Marketing application providers through the sale of access services, but overall (macro) VR Marketing will have a real impact on tourism destinations in reality experience because of this. VR Marketing service providers cannot provide it, such as humans functioning their five senses. VR Marketing can only provide views and impressions, but cannot provide taste, smell, emotion, satisfaction, loyalty and loyalty.

Keywords: Virtual Reality Marketing, Breksi Prambanan Tourism, Creative Community Economic.

BACKGROUND

Tourism is a sector that is one of the backbone of the economy in many countries in the world, as well as in Indonesia. In 2018, Indonesia was the country with the highest growth at 9th place in the world (Gewat, 2019). Indonesia's foreign exchange earnings in that year reached US \$ 17.6 billion or equivalent to Rp. 246 trillion. Tourism is able to have an impact on various other sectors, not only on tourism itself, but also on reducing unemployment, increasing regional economic progress, and also on industrial progress in the region (WTTC, 2019).

Suwantoro (2016, 46) argues that natural tourism is a form of tourism activity that utilizes the potential of natural resources and environmental systems. Nature tourism includes objects and activities related to recreation and tourism that utilize the potential of natural resources and their ecosystems, both in their original (natural) form and in combination with man-made. As a result, recreational places in the open nature are still natural and can provide comfort so that more people (tourists) visit them.

The linkage of tourism is very strong with advances in information technology. For example, computer networks that were applied in many countries were first applied to the tourism sector (Werthner et al., 2015). Human dependence on this interconnected world is very

high. This can be seen through the high penetration of internet users in the world and even Indonesia (APJII, 2018). This technology is even able to change some human behavior (Israeli, Lee & Bolden, 2019; Kristiyono, 2015).

Technology has opened information in the world to be easier for humans to reach and control (Febrian, 2007, 2008), including for tourists (Rusdi, 2019). This phenomenon is also able to change business patterns that occur in tourism (Rusdi, 2017). The business world that was previously controlled by business people is now becoming dominated by humans with the presence of social media (Barcelos, Dantas, & Sénécal, 2019; Bowen & Whalen, 2017; Isabelle, Dominique, & Statia, 2019; Jansson, 2018).

VR is basically a three-dimensional representation of an unreal environment, especially since computer-generated simulation, computation, and visualization are the keys to this technology (Saggio & Ferrari, 2017). Virtual reality (VR) refers to interactive images or videos that allow visitors to fully explore 360 degrees of a scene. In the travel industry, virtual reality can be used to see a tourist destination in a unique and immersive way.

This can be done using a special camera and software. The finished content can then be viewed on a regular computer or mobile device. Initially, VR was used in the tourism industry to carry out the function of destination or hotel marketing to shape the image of a tourist destination in an impressive and deeper way. One of VR's greatest strengths is that it allows users to experience the feeling of being "there". Meanwhile casual pictures and videos can do a great job of showing what a destination has to offer. VR in tourism has the ability to put the user in the heartbeat of the scene and make it easier to imagine themselves in the location.

Bukit Breksi is one of the new tourist attractions in Jogja that has managed to attract the attention of many people. At first, this hill was just an ordinary stone quarry that resembled a small hill about 20 m high. But lately, tourists who want to visit Ijo Temple take the time to stop by this place to just take pictures. Apart from looking exotic, Tebing Breksi also offers extraordinary landscape views. From the top of the cliff, tourists can see Prambanan Temple, Sojiwan Temple and Barong Temple which are backed by the majestic Merapi. Not only that, this cliff, which is similar to the brown canyon in Semarang, also offers a tantalizing sunset panorama that evokes transportation, entertainment, accommodation and other services companies.

The background of the problems that have been described, researchers conducted research on Virtual Reality Marketing at the tourist location of Bukit Breksi Prambanan as a support for the community's creative economy. The purpose of this study is to obtain an overview in analyzing marketing public relations strategies through the use of virtual reality to support the creative economy of the surrounding community and build a tourism image to a wider audience and this research is expected to add to the wealth of knowledge, especially in the field of Marketing Management Science and theories relating to marketing public relations and to show studies on the use of virtual reality to build an image.

METHOD

This research was conducted using a qualitative descriptive method, which focuses on observation and natural settings, the researcher goes directly to the field, acting as an observer (Ardianto, 2016). This research uses qualitative analysis with descriptive study. This research is used to explain the marketing public relations strategy carried out by the tourism manager of

Bukit Breksi Prambanan to support the creative economy of the surrounding community and build a tourism image to a wide audience. In this study, the data source used a purposive sample that focused on selected informants who were rich in cases for in-depth studies (Sukmadinata, 2018).

Purposive samples are used to make it easier for researchers to make sample criteria to suit the research to be conducted. In order to support this research, the sources used are those who are directly related to the implementation of the Prambanan Hill Breksi activities. The research used data collection techniques using in-depth interviews, literature studies through books, the internet, journals and official websites. The paradigm used in this study is the constructivist paradigm and uses as much.

RESULTS

The Prambanan Hill Breksi is one of the new tourist attractions in Jogja that has managed to attract the attention of many people. At first, this hill was just an ordinary stone quarry that resembled a small hill about 20 m high. But lately, tourists who want to visit Ijo Temple take the time to stop by this place to just take pictures. Apart from looking exotic, Tebing Breksi also offers extraordinary landscape views. From the top of the cliff, tourists can see Prambanan Temple, Sojiwan Temple and Barong Temple which are backed by the majestic Merapi. Not only that, this cliff, which is similar to the brown canyon in Semarang, also offers a tantalizing sunset panorama that evokes transportation, entertainment, accommodation and other services companies.

To the north, you can see the majestic Merapi, Merbabu and Prambanan. Meanwhile, on the east and south sides, you can see river flows that penetrate the hills and villages and the green nature that is still sustainable. This location is also close to Prambanan Temple, Ratu Boko Site, Ijo Temple, Barong Temple. If you want more leverage, you should come in the morning so you can tour other destinations in the vicinity.

Virtual reality (VR) conducted by the manager of Bukit Breksi Prambanan refers to an interactive image or video that allows visitors to fully explore 360 degrees of a scene. In the travel industry, virtual reality can be used to see the tourist destination of Bukit Breksi Prambanan in a unique and deep way. This can be done using a special camera and software. The finished content can then be viewed on a regular computer or mobile device. Initially, VR was used in the tourism industry to carry out the destination marketing function to form the image of the Prambanan Hill Breksi tourist destination in an impressive and more profound way. One of VR's greatest strengths is that it allows users to experience the feeling of being "there". Meanwhile casual pictures and videos can do a great job of showing what a destination has to offer. VR in tourism at Bukit Breksi Prambanan has the ability to place the user in the heartbeat of the scene and make it easier to imagine themselves in the location.

DISCUSSION

VR marketing in Prambanan Hill Breksi tourism is a collaborative between technology and tourism. VR can be used in a variety of ways in the tourism industry. This technology is developing very fast and the use of VR in tourism is developing along with the technology. VR Wisata Bukit Breksi Prambanan functions like a regular video that can be viewed on social media or websites, but unlike ordinary videos because users can explore the entire scene while

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the video is playing. This collaborative requires virtual tourism photography which functions like a tourism video then free viewing to scroll or swipe the image to see the entire scene required technology and software applications. VR applications in Bukit Breksi Prambanan tourism include: (1) Virtual reality travel experiences, (2) VR tourism content for social media or websites, (3) Hotel tours or destination tours.

This virtual travel experience aims to create the same feeling as being in the real destination. The virtual reality marketing travel experience provides users with something truly unique and memorable. The number of travel agents and travel companies using this technology is constantly growing and they promise a bright future in this industry.

The promotion strategy carried out by the tourism manager of Bukit Breksi Prambanan to introduce tourism there and its surroundings, by making a tourist guide book for Bukit Breksi Prambanan which is equipped with a link to the Virtual Tour. The book contains content similar to the content. On certain pages, there is Augmented Reality (AR) technology. This AR section will display a virtual reality display on the smartphone user's screen when the reader scans the photo area that contains the AR code in the travel guide. If they are interested, they will see this Prambanan Hill Breksi tour via the QR code listed in the book. Funding for its creation can be done through the Ministry of Tourism or the sponsoring private party. This travel guide will be distributed outside the Yogyakarta and surrounding areas, domestic and foreign airlines, embassies, domestic airports.

CONCLUSION

Virtual Reality Marketing in the marketing of Bukit Breksi Prambanan tourism objects will benefit nano (micro) tourism entrepreneurs such as VR Marketing application providers through the sale of access services, but overall (macro) VR Marketing will have a real impact on tourism destinations in reality experience because of this. VR Marketing service providers cannot provide it, such as humans functioning their five senses. VR Marketing can only provide views and impressions, but cannot provide taste, smell, emotion, satisfaction, loyalty and loyalty.

Managers of the Bukit Breksi Prambanan tourist destination and surrounding tourism objects and together with businessmen of hotels, restaurants and entertainment places can collaborate with VR Tourism service providers, and also collaborate with all tourism stakeholders by considering collaboration, synergy, and synchronization and harmonization and involving local communities. This strategy is believed to be able to accelerate the recovery of tourist destinations in Yogyakarta, especially Bukit Breksi Prambanan.

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