E-Commerce as a Medium for Tourism Promotion

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Abstract. This research aims to discover the influence of promotions by tourism startup company in increasing sales. The method used in this research was qualitative method with survey. The result of this research indicated that promotions conducted by startup company were able to increase the sales of small tourism business. Through this promotion, small tourism business that implemented conventional customer approach was introduced to e-commerce. The conclusion of this research is startup company can be a means and media of promotion for small tourism business, and as a result, both parties get the expected benefits.

1. Introduction

The new companies that take advantage of technological developments are generally called startups. Startup generally moves in the field of technology and information relate to the internet. Startup movement in Indonesia at present is experiencing rapid development. Startup is divided into two parts, namely e-commerce which is a company that provides online transaction and the second is financial technology (fintech) which is more centered on companies that innovate in financial services with a touch of modern technology [1]. In this present era, the tourism sector moves into the biggest and strongest industries in the financing of the global economy. Tourism is one of the non-oils and gas industries which is used as a mainstay sector in generating foreign exchange in several developed countries [2]. Small tourism trade liberalization should be facilitated to quickly adapt to the trend of globalization and need to be facilitated by optimizing information systems and e-business applications that have global competitiveness [3]. e-commerce as a sales medium extend the marketing of products and easier for consumers to choose and order products and services desired [4]. E-commerce is an electronic system that really helps people make transactions easier [5]. Previous research on tourism marketing strategy research enhancement through e-commerce monitored the increase in tourist visits undertaken by stakeholders in tourism in the Three Nusa by using the website [6]. Thus, tourism is an industry that is able to increase economic growth [7].

Several previous studies said that tourism is an industry that is associated with strong relevance and many national economic industries. Therefore, it is important to conduct research on ecotourism that can support ecological protection and sustainable economic development, for sustainable economic and ecological development. Cellular e-commerce can help realize cellular information management, cellular marketing, and management of cellular consumer relations in developing tourism more effectively and efficiently to increase economic benefits [8]. The use of mobile e-commerce in previous research is also related to the positive use of the internet and web sites as a powerful and productive tool for businesses in conducting activities. This is evident in the results of the evaluation Regarding the compatibility of new technologies for agro-tourism companies in Central Macedonia, Greece which showed an increase in consideration of five evaluation criteria, content, interactivity, site attractiveness, promotion value and safety [9]. The focus that must be considered in

implementing e-commerce is on the modality of implementing e-marketing, while still using marketing, email and social media to support, sell, and communicate with potential customers [10].

This research aims to study the big promotion conducted by startup companies in increasing sales in tourism by using qualitative research methods.

2. Method

The authors used qualitative method with survey, namely by taking a sample from population with a profound question. Survey research conducted with the purpose give an explanation of the relationship between variables through research and previous testing [3].

3. Results and Discussion

Rapid technological advances make information dissemination faster. Likewise with the development and promotion of tourism is increasingly evident. Rapid technological advances make information dissemination faster. Likewise, development and tourism are increasingly apparent. The use of websites as promotional tools is increasingly used.

Information system is a system that aims to produce an information. Systems with a system procedure approach can be defined as a collection of procedures that have specific objectives. Rapid technological advances make information dissemination faster. Likewise, the development and promotion of tourism is increasingly apparent. The use of websites as a tool to promote tourism is increasingly used, we can see with the rise of tourism sites on the Internet. Information system is a system that aims to produce an information. Systems with a system procedure approach can be defined as a collection of procedures that have specific objectives. Information is defined as data that has been processed into a form that is useful for the recipient, in the form of values that can be considered for decision making both now and in the future. The internet is a global computer network throughout the world that can provide information needed by the public, and can be accessed from anywhere. Indonesia has a variety of tourism that is not widely known by the wider community, promotion with internet-based e-commerce makes it easy for domestic and foreign tourists to access information. tourism contributes to creating jobs for the local community, for example, can open new business tourism packages such as agro-tourism or ecotourism. Communities need opportunities to market local products and help them hone their skills and develop their capital for business and increase profits [11].

One of the actors of tourism who saw this opportunity is which was founded in early 2016. In running this business have made use of existing information technology for the marketing of services offered to tourists. Marketing used today by is to utilize social media Facebook and Instagram. But in managing its business is still done in the conventional way. Starting from the registration of prospective participants, invoices, collection of participants to collection of payment from potential participants. Prospective tourists who register manually are done only with an intermediate Headphone. Social media that are used as marketing media cannot provide up-to-date information (real time) on the availability of the remaining number of seats, and cannot provide payment information if prospective tourists book more than one seat, or make special reservations. When prospective participants register, the admin asks one by one prospective tourists to register prospective participants as traveling participants. After getting the data, the admin will group tourists according to the tourist destination chosen by tourists. This grouping is also done manually by recording using Microsoft Excel. Such registration causes problems in the registration and registration of traveling participants. Tourists who have registered do not have valid evidence as proof that tourists have done the registration process and transactions, and the recording is still inefficient because the admin re-enter data into Microsoft Excel.

4. Conclusion

This researcher proved that the promotion of e-commerce can increase the number of visits. Visitors know more travel information via the internet rather than banners because the Internet easier and effective for use in the present. This research also proved that there is an increase in the welfare of tourism managers and local communities around the location.

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