The Implementation of Multimedia in Tourism Promotion - to Increase: The Original Local Government Revenue (OLGR) of Pagaralam City Government

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Abstract: This research aimed to evaluate the tourism promotion activities carried out by the Pagaralam City government and project the implementation of promotional activities with the use of motion graphics. The results of this research are expected to be able to improve the economy of the community and to increase the Pagaralam City Original Local Government Revenue (OLGR). The types of research which are performed are mixing method with case study method by calculating the regional independence ratio and logic model approach. Data collection techniques are interviews, documentations, and observations. The validity test data which are used are triangulation techniques and member checking. Based on the evaluation results of tourism promotion activities, it is found several obstacles, namely lack of budget, lack of human resources experts in the field of multimedia and lack of understanding in using the interactive multimedia such as motion graphics as a promotion media.

1 INTRODUCTION

Tourism is a sector which is able to change the economy of a region. The regional economy is closely related to the level of capability and independence of the community and the region in terms of planning the income and realizing the predetermined targets. The development of tourism in Indonesia shows the role of the tourism sector which is increasing significantly, and it can be seen from the increasing number of domestic and international tourists that visit tourist destinations in Indonesia. The destinations are famous for their natural beauty from the mountains to the sea, friendly residents and diverse cultural wealth.

The world of tourism is expected to increase the revenue both the central government and local governments that have prospects to provide benefits. This is in accordance with what is stated in Law Number 10 of 2009 on tourism. It states that the implementation of tourism is intended to increase the national income in order to improve the welfare and prosperity of the people, expand and equalize the business opportunities and employment, encourage the regional development, introduce and utilize the tourist objects and attractions in Indonesia and foster a sense of love for the country and strengthening the friendship between countries. Foreign exchange generated from tourism in 2011 increased by 12.51% and in 2012 increased by 6.62% 9(Data Center and Information Ministry of Tourism and Creative Economy, 2012). Tourism has been seen as an activity that has multidimensionality from a series of processes to increase the development of a region. Development of the tourism world concerns the socio-cultural, economic and political aspects (Leigh et al, 2012).

One of the tourist areas in Indonesia is the Pagaralam City which is located in the Province of South Sumatra. One of the priorities of the Pagaralam City Government is the tourism sector. The government expects the tourism sector is able to grow the rate of Original Local Government Revenue (OLGR). OLGR is income derived from and collected by the local government itself. The sources of OLGR are local taxes, regional retribution, profits from regionally owned enterprises, and other legitimate local revenue (Jia et al, 2014). One of the sources of the Pagaralam City OLGR is in the tourism sector. The tourism sector OLGR comes from

restaurant taxes, hotel taxes, entertainment taxes, and recreation and sports retribution and lodging/accommodation/villa fees. From the Pagaralam City Budget Realization Report shows that the OLGR contribution to the tourism sector in Pagaralam City to the total OLGR has not shown any expected impact, evidenced by the average contribution of tourism sector OLGR in the last 3 (three) years which is not exceeding 2.5% of the total OLGR (Febriantoko and Mayasari, 2018).

As one of the comparison districts/cities in Indonesia which has high OLGR in the tourism sector is Badung Regency in the structure of Badung Regency's Gross Regional Domestic Product (GRDP) in 2010 the contribution from the trade, hotels and restaurants sector was 45.68%, even in 2016 the tourism sector contributed more than 70% to the OLGR of the Badung Regency. Based on the distribution of 9 sectors in the GRDP, the tourism sector is a mainstay sector of Badung Regency (Badung Regency Central Bureau of Statistics, 2012). The influential factors of regional revenues in the tourism sector are (Febriantoko and Mayasari, 2018):

Inadequate human resources. Lack of taxpayer compliance. For example, many hotels are delinquent in tax payments because of various reasons, and they do not routinely take care of licensing. Low socio economic conditions. Unstable economic conditions have an impact on the trade and services sector. Lack of promotion of the tourism sector by the government.

To overcome the obstacles that occur, it is necessary to have the right strategy to manage resources economically efficiently and effectively. To introduce superior tourism objects in Pagaralam City, tourists are needed for promotion and publicity. The purpose of tourism promotion activities are to increase the number of tourist visits to tourist destinations, to increase a good picture of an area, to provide information about supporting facilities and accommodation, and as a communication facility as one of the regional attractions (Job and Paesler, 2013). The tourism sector development strategy is directed at the implementation of marketing for the fulfillment of accommodation and interest of prospective tourists by considering the readiness and resources they have. One form of strategy that is quite effective in efforts to increase local revenue is through media promotion with motion graphic techniques (Fattahi, et al., 2014). In this case, the media must be able to be positioned as information that can reach this whole area, so that the tourism potential of Pagaralam City can be widely known by tourists. Pagaralam City attractions that can be offered include natural tourism, historical tourism,

cultural tourism, and culinary tourism. To realize the program and promotion of Pagaralam tourism objects, the community, and local parties need to work together so that this design can be realized.

Motion graphic of Pagaralam city tourism promotion provides information to people who want to visit Pagaralam city attractions. The visiting tourists are expected to increase the regional income of Pagaralam City. Motion graphic can be accessed by potential tourists on the website and social media of the Pagaralam City Tourism Office. The Motion graphic will inform about tourist objects in Pagaralam city. This motion graphic design contains information on tourism, objects designed in vector form to make it more attractive and easily recognizable, some icons of Pagaralam City attractions are simplified into an icon that can represent the shape of Pagaralam City tourism objects.

Based on the description of the background above, the formulation of the problem that can be taken is how is the strategy that will be used by the Pagaralam City Government in an effort to increase OLGR through tourism objects? How to increase local revenue in the tourism sector through a promotion with motion graphic techniques? The problem formulation aimed to evaluate the tourism sector programs and activities of the Pagaralam City Government to use the logic model, and design strategies as well as project promotion strategies that can increase the original revenue of Pagaralam City.

The Researchers limit the object of research only to the tourist locations located in the area of the municipal government of the Pagaralam city government and the use of the local government financial documents of Pagaralam City Government from January 2016 until March 2018 period.

The results of the research (Fattahi et al, 2014) show that the number of the tourist visits, entertainment taxes, hotel and restaurant taxes (HRT) has a significant effect on the OLGR of Gianyar Regency in the Fiscal Year 1991-2010. From the standardized regression coefficient value shows the highest HRT variable value, it can be concluded that HRT has the most dominant influence on the OLGR of Gianyar Regency. The researcher advice the local governments to improve the HRT collection mechanism and re-record the number of hotels and restaurants. The research which is conducted by (Fetters and Freshwater, 2015) regarding the tourism promotion uses the data collection techniques such as direct observation, questionnaires, and interviews with stakeholders. The results of the study stated that promotion through multimedia such as the use of short films has a positive impact on tourism visits

because it is able to expose the real beauty (Fetters and Freshwater, 2015).

2 LITERATURE REVIEW

The researchers conduct this research in Pagaralam city, South Sumatra. Pagar Alam City is one of the cities in the Province of South Sumatra which was formed based on Law Number 8 of 2001 (Fetters and Freshwater, 2015). Pagar Alam City was included as the Administrative City in the Lahat Regency. Pagaralam city face the problems in the preparation of the programs and promotional activities in the tourism sector, the problems are the lack of human resources, the planning/preparation of programs and promotional activities that have not been effective, and it has not oriented towards the results to be achieved yet. From the purpose of this research, the rationality of the research used a case study method.

A case study is a type of qualitative research which finds the meaning, explore the processes, and gain a deep understanding of individuals, groups, or situations (Watson, 2015). The research type in this research is the mixing method which is a combination of quantitative research and qualitative research (Fetters and Freshwater, 2015). A quantitative research method in this research is systematic scientific research on the parts, phenomena and their relationships (Watson, 2015). The purpose of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to the natural phenomena. The qualitative research method is a research method which is used to examine the condition of natural objects, the researchers are key of instruments, data collection techniques carried out jointly, data analysis is inductive, and the results of qualitative research emphasize the meaning rather than generalization (Gelling, 2015).

This study used several techniques to collect data, such as:

- Interview. Interview is a data collection technique which is used to get information extracted from the data sources directly through conversation (Gubrium and Holstein, 2012). The researchers use the in-depth interview as an interview technique. Determination of subjects to be interviewed using expert/face analysis techniques. This analysis is an interview with competent experts or people directly related to the preparation of programs and activities (Elmer and Borowski, 2011).

- Documentation. Documents can be in the form of writing, drawing, or monumental work from someone in accordance with the research theme (McLellan, et al., 2003). Research results from interviews will be more reliable if supported by documents in the past. The documents used in this research are the Local Government Financial Statements, Budget Realization Reports and Budget Work Plans.

- Observation. Observation is observing and recording the subject or event that is carried out systematically (Olsen, 2012). The observation was made directly on the object of research. Data collection tools that can be used in making observations are using anecdotal notes or more popularly called observation forms. The type of observation used was observational systematics. This type of observation is commonly referred to as frame observation. Before making an observation, a framework is made first, regarding various factors and characteristics that will be observed.

In this research, checking the validity of the data through credibility testing is a test of accuracy. Credibility is a measure of the correctness of the data collected, it describes the suitability of the researcher's concept with the results of the research. The researchers check the data credibility through the completeness of the data obtained from various sources (Zohrabi, 2013).

Triangulation is part of the data credibility testing technique. Triangulation is a data collection technique that combines various data collection techniques and data sources. The purpose of triangulation is to collect data and test the data credibility. The technique used in triangulation by checking data credibility through various data collection techniques and various data sources (Fusch and Ness, 2015).

- Source triangulation is a method used to obtain data through different sources using the same technique (Bryman, 2011). The triangulation of sources to test the credibility of the data is performed by checking the data obtained from several sources. In this research, data testing would be carried out to the Head of the Pagaralam City Tourism Office, the Head of the Reporting Section of the Pagaralam City Government Regional Finance Agency and the Head of the Bina Marga Section of the Pagaralam City Government. The data that has been analyzed by

the researcher would produce a conclusion, then confirmed with the three data sources.

- Technical triangulation is the use of various data disclosure techniques carried out to data sources. Test the data credibility with different technical triangulation (Denzin, 2012).
- Test the data credibility with time triangulation is performed by collecting data at different time (Bryman, 2011). Time difference often affects data credibility.

Reviewing the credibility of the data with member checking is the process of checking the data back to the respondent regarding the validity of the data obtained. The aim is to find out how far the data obtained is in accordance with what is provided by the data provider. If the data found is agreed upon by the data provider then the data is valid, so it will be more credible or trusted (Kalra et al., 2013).

In this research, researchers check the validity of the data through credibility testing and transferability testing. Credibility testing is a data accuracy test which is collected by describing the suitability of the researchers' concept with the results of the research. The researchers examine the credibility of the data through the completeness of the data obtained from various sources (Gelling, 2015). The researchers carried out the credibility test by using triangulation techniques. The data collection with triangulation techniques is a combination of various data collection techniques and data sources. The purpose of triangulation techniques is to collect data and to test the credibility of the data at the same time. It is checked with various data collection techniques and various data sources (Kalra, et al, 2015).

Source triangulation is how to get data from different sources with the same technique (Denzin, 2012). Source triangulation to test the credibility of the data is done by checking the data obtained from several sources. In this study, data testing will be carried out to the Head of the Pagaralam City Culture and Tourism Office SKPD and the Head of the Regional Office of Revenue, Management, Finance and Asset Management of the City of Pagaralam. The data that has been analyzed by the researcher will produce a conclusion, then confirmed with the three data sources.

Technical triangulation is the use of various data disclosure techniques carried out to data sources. Test the credibility of the data with different technical triangulation (Appleton, 2012). Time triangulation tests the credibility of the data which performed by collecting data at different times (Zohrabi, 2013). Time difference often affects data credibility.

2.1 Member Checking

Reviewing the credibility of the data with member checking is the process of checking the data back to the respondent regarding the validity of the data obtained. The aim is to find out how far the data obtained is in accordance with what is provided by the data provider. If the data found is agreed upon by the data provider then the data is valid, so it will be more credible or trusted (Birt et al, 2016).

2.2 Transferability Test

To make other people understand the results of quantitative research, so it is possible to apply the results of the research, the researchers in making the report must provide a detailed, clear, systematic, and reliable description.
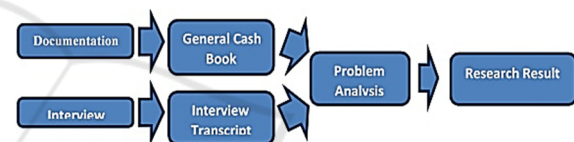
2.3 Research Model

Figure 1: Research model scheme

2.4 Data Analysis Technique

The quantitative data analysis in this research was carried out by assessing the increasing of the annual OLGR derived from the retribution of the tourism sector. The data analysis in a document form will support the data analysis obtained through in-depth interview processes.

The researcher used the qualitative data analysis techniques with a thematic analysis approach to analyze the results of the interview in this research. Thematic analysis is a method which aims to analyze, identify, and report the theme patterns in a data (Braun and Clarke, 2016). In this research, the researcher used the thematic analysis to analyze the interview themes related to the preparation of the program and activities of Pagaralam City Government in empowering the tourism sector. Thematic analysis steps in this research are data recognition, coding, theme search, review of main themes, discussion and naming themes, research report writing (Hennink, et al., 2011).

The researcher will evaluate the results of quantitative and qualitative data analysis using logic models to see correlations between the sources, activities, outputs, and results related to the specific

situations (Longo, 2012) in (Febriantoko and Febrianty, 2017).

3 RESULT AND DISCUSSION

3.1 Quantitative Data Analysis

The results of data collection through documentation obtained Pagaralam City sector income conditions as follows:

Table 1: Lodging and recreation retribution revenue

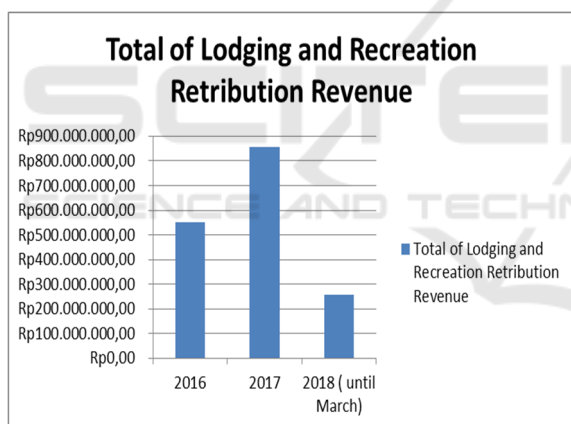| Year	Total of Lodging and Recreation Retribution Revenue (Rp)
2016	550.711.000,00
2017	855.836.500,00
2018 (until March)	258.200.000,00

Figure 2: Graphic of lodging and recreation retribution revenue

The data above shows that the revenue of the tourism sector retribution in Pagaralam City is increasing. However, from the nominal value obtained is less than the total revenue of Pagaralam City OLGR, which is under 5%.

The results of this research indicate that this research is not only seeing the growth of tourist visits to the Pagaralam City but also evaluate the growth of OLGR.

3.2 Qualitative Data Analysis

Based on the previous description, there were 3 informants in interview techniques, namely: Informant 1: Head of Section for Highways and Public Works and City Planning; Informant 2: Head of Tourism Office; and Informant 3: Head of the Regional Finance Agency Reporting Section. Based on the results of the interviews that have been carried out to informants, an analysis of the results of the interviews with thematic analysis will be carried out, the results are as follows:

- Supporting and obstacle factors of tourism development.

  "... Public Works Agency will build infrastructure based on proposals from the public ..." (Informant 1)

  "... Not all communities and tea plantations want to grant their land to tourism infrastructure ..." (Informant 1)

  "Pagaralam has a lot of megalithic tourism and can attract international tourists ..." (Informant 2)

  "... People feel that the tourist area is owned by their ancestors, so they don't want to pay even though it's cheap ..." (Informant 2)

  From the results of the interview analysis with informants, the researchers can conclude that the supporting factor is the government is ready to build tourism infrastructure, and Pagaralam has attractive tourism destinations.

- Strategy carried out by Pagaralam City Government to increase the OLGR of the tourism sector

  "... prepare the infrastructure for tourist locations ..." (Informant 1)

  "... holding exhibitions outside the city, such as Palembang ..." (Informant 2)

  "... will analyze the OLGR potential of other tourism ..." (Informant 3)

  Based on the interview analysis above, the researchers can conclude that the Pagaralam City Government has carried out various strategies in increasing the OLGR in the tourism sector, but it has not had a significant impacts.

- Tourism promotion strategy

"... the Public Works Agency will support and carry out the development to the tourism area ..." (Informant 1)

"... a superior agricultural exhibition outside the Pagaralam city for example coffee ..." (Informant 2)

"... empower local communities in managing social media, such as the video community that uses the drone ..." (Informant 2)

"... we don't have graphics experts working here ..." (Informant 2)

Based on the interview analysis above, the researchers conclude that the Pagaralam City Government does not have a digital and multimedia tourism promotion focus because the human resources are inadequate.

3.3 Evaluation with a Logic Model

Based on the results of documentation analysis and interview analysis, evaluation of the correlation between input, output process and outcome can be carried out as follows:

- Input: The funds are still lacking, the multimedia expert has not available yet, the community does not obey the rules.
- Process: The implementation of government promotion programs focused on the conventional promotion
- Output: Direct output from promotional activities has not been able to cover and attract international tourists in the near future.
- Outcome: the logic model has not clearly seen the future projections regarding to the development of the tourism sector.

4 CONCLUSIONS

The Pagaralam City Government has implemented various tourism promotion strategies but is still focused on conventional promotional efforts. This research is expected to be a reference for the decision makers and government administrators in making promotional strategies that have future projections and focus on the results in accordance with the logic model. There is no human resource capable of carrying out promotions through multimedia, especially motion graphics.

The Pagaralam City Government suggest to create a promotional strategy that fits the current conditions that are more efficient and effective with the logic model approach. Use third parties in the form of multimedia consultants, or local universities to carry out digital and multimedia promotions, especially motion graphic. Although this research is a continuation of the previous multimedia usage in the tourism promotion media but it is expected that the next researcher will be able to expand the research area.

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