



# Measuring website effectiveness in communicating tourism destinations in Jakarta, Indonesia

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## Abstract

Tourism is one of the largest sectors contributing to foreign exchange in Indonesia, especially for the Special Capital City District of Jakarta (hereinafter referred to as DKI Jakarta) as it is the capital city and major tourism destination of Indonesia. In accordance with the development of technology and the continuously increasing tourism information needs, the internet plays a significant role in communicating a tourism destination to a market. This research aimed at investigating the effectiveness of DKI Jakarta tourism websites in communicating the superiority of DKI Jakarta tourism destinations in attracting tourists to visit the area. This research employed a quantitative method with 240 participants as the research sample and were randomly selected from eight superior tourism sites in DKI Jakarta. To assess the effectiveness of the DKI Jakarta tourism websites, the EPIC (Empathy, Persuasion, Impact and Communication) model was adopted, while the data was analyzed using the SPSS statistical method. The research results show that, in general, DKI Jakarta tourism websites are adequately effective in representing tourism in DKI Jakarta (total score = 2.82). However, on each dimensional assessment, there were still some significant differences found. The score of the impact variable was relatively small (1.96). It indicates that the DKI Jakarta tourism website displays are less effective and do not have a significant impact in attracting the potential tourists' and their interests. On the other hand, the communication variable had the highest score (3.28). This indicates that the communication patterns in DKI Jakarta tourism websites both verbally and non-verbally, are good enough and result in the potential tourists' understanding more about the area. In general, the research results are expected to become a reference for the development of tourism promotion in DKI Jakarta so that its tourism sectors may optimally develop and be sustainable.

**Keywords:** WEB, Communication, Tourism Destination, DKI Jakarta, EPIC.

## Introduction

Tourism holds an important role as a major contribution for the economy of a country and not least for Indonesia (Untari et al, 2017; Deslianna & Andani, 2012). Many developing countries view growth in the tourism sector as an indicator of economic development because tourism can generate significant foreign exchange earnings (Srihadi et al, 2016). The World Tourism Organization reported the fastest growth of international tourist arrivals in the South-East Asia sub-region in 2013, with an increase of 11% compared to 2012. The WTO has also forecasted a long-term outlook of international tourist arrivals between 2010 and 2030, with an annual increase of 4.4% of arrivals in emerging destinations (WTO, 2014).

The Directorate General of Tourism (Ditjen Pariwisata) established ten national tourism destinations as Indonesian tourism development priorities in 1999, covering DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, Bali, North Sumatera, West Sumatera, North



Sulawesi and South Sulawesi. The establishment of government policy on tourism development is based on two main considerations: first, the availability of infrastructure, facilities, and tourism potentials in the related regions; secondly, the equal development principles that tourism development may be simultaneously performed without ignoring the resource potentials owned by each region (Untari et al., 2014).

As the capital city of Jakarta is also a business, political and government centre, its position as a metropolitan city has its own magnetic pull to invite people from outside Jakarta to pay a visit or even reside in Jakarta (Untari et al., 2017). Jakarta as one of Indonesias main tourism destination has various tourism products. Jakarta's attraction as a key Indonesian tourism destination may be seen from the continuously increasing number of foreign tourists visiting Jakarta in the last four years with the average of 85,782 foreign tourists per year in December and a total of 149,504 in January (The Official Statistic News of DKI Jakarta Province, 2013).

The competitiveness of a destination has recently become a crucial issue among planners and managers of tourist destinations (Nurbaeti et al, 2016). All tourism potentials owned by DKI Jakarta require good management so that benefits may be provided for the communities (Mathew & Sreejesh, 2017). DKI Jakarta government's efforts to improve the peoples economic development through the tourism sector and make DKI Jakarta an international tourism area have already been good, yet the success depends on the local governments in collaboration with the other related institutions supported by the society and the active participations of various elements around the various tourism locations (Lyon et al, 2017). The government's plan to increase tourism will succeed if an appropriate combination of tourism products and services are created and correctly targeted. Therefore, the government needs to have a valid understanding of the characteristics of foreign visitors who travel to Indonesia (Srihadi et al, 2016).

One required element to inform and communicate DKI Jakarta tourisms is the existence of effective promotion (Srisattarat and Chancharoensuk, 2016; Assante et al, 2016). Promotional activities will be aimed at attracting visitors from Asian countries such as China, Singapore, Malaysia and the Philippines and from European countries such as England and Germany (Srihadi et al, 2016). To capitalize on this potential, the Indonesian government plans to triple international tourist arrivals by 2018, and has thus quadrupled the budget for promoting tourism in Indonesia (Chan, 2015).

The development of technology in the world greatly influences all sectors of society, including the tourism sectors. Based on the economic information report of UNCTAD 2005, it is stated that the E-commerce and development report (ECDR) analysed the e-commerce and tourism with a view to exploring how tourism industries start to utilize the information technology and internet in order to obtain benefits as the impacts of developing countries' competitiveness on tourism markets is felt. The above explanations show that both tourism and other business sectors are trying to improve the utilization of information technology and internet by looking at the impacts on the developing countries through the tourism market competitions (Huseno, 2005). In addition, ECDR records that a great fundamental shift brought by e-tourism has improved the tourism values through the increasing income in the tourism world. Moreover, there is an information searching trend evolution from offline to online (Garima Malik & Himanshu, 2015).

Due to the importance of promotion media and evaluation of media effectiveness in the development of DKI Jakarta tourisms, this research aims at investigating the effectiveness of DKI Jakarta tourism websites. The research results are expected to become an evaluation material and reference point for tourism development in Jakarta, especially in the field of promotion through the internet.



## Literature Review

### Tourism: The Opportunities and Challenges for Regional Development

Various international organizations, such as the World Bank and WTO, have acknowledged that tourism is an integral part of human life, especially regarding their social and economic activities. Previously, tourism was enjoyed by only a handful of people who are relatively rich (in the early 20th century); but now, tourism has become a part of basic human rights (Agung et al, 2015). Tourism is a humanistic activity dealing with people either from the same or different countries or merely a limited geographical area which includes staying for a while in the other areas or countries or continents so as to meet various needs, except for income-generating activities, although in its development the income generating limitation has become a bias (Wahab, 1989).

Tourism is a temporary movement of people to a destination outside of their residence to carry out activities during their stay in the destination, which also requires the preparation of facilities to meet their needs (Pitana & Gayatri, 2005). In line with the above opinions, Warpani and Warpani (2007) explain that tourism is a travel undertaken by an individual or a group of people to voluntarily and temporarily visit a certain place for a vacation or other purposes which are not intended for income generation. There are similar definitions given by some experts that tourism involves a temporal movement to a certain place for pleasure and not to earn income.

In addition, there are two main factors that affect the motivation of tourists, which are namely the demand and supply sides of tourism activity. Tourism demand consists of travel preparation, movement, accommodation and catering, activities at the destination, purchase and personal needs, as well as recording and preserving impressions (Yoeti, 2008). Tourism has two essential concepts to manage the sustainability of destination management, which are the supply and demand concepts. Tourism supply includes natural amenities, historical, cultural, religious, infrastructure, any means of access and transport facilities, superstructure, and a people's way of life. The suitability of demand and supply affects the realization of an optimal tourist experience, which ultimately impacts upon the satisfaction of tourists and their desire to return to destination. The management of a tourist destination is said to be successful if they are able to offer tourism supply according to the tourists' demands (Wijayanti, 2017). Generally speaking, tourism could be classified basically on regional criteria, the number of tourists, duration of visitation, basic purpose and base of attraction.

### Classification of tourism on the basis of regional attraction

If we considered the criterion of the region for the classification of tourism, it can be classified into two major types, domestic tourism and foreign tourism. Domestic tourism is a kind of tourism where the tourist visits the areas within the boundaries of their country, i.e. the tourist activity of residents of a country within their own country in which they do not cross the boundaries of the country. In short, people travel outside their normal residence to certain other areas within their country. Foreign tourism is a type of tourism where the tourist travels to other countries and not their own. They become foreign tourists and visit often visit more than one nation during a single trip. In this tourism, a visa, passport and other documents are essential for the tourist. There are problem in communication and currency because the language and currency are different from the tourist's own country. Foreign tourism is very important for a country because it earns valuable foreign currency and generates employment for the masses who have no jobs.

**Cultural tourism** is based on a rich mosaic of places, heritage, tradition, art forms, celebrations and experiences that portray the nation and its people, reflecting the diversity and character of the nation. The aim of cultural tourism is to experience diverse activities and new



aspects in life. It different to an extent to heritage tourism, and the national trust defines cultural heritage tourism as travelling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historical and natural resources. The glorious past of India has insured that the present and subsequent generations have plenty of historical and cultural heritages to be proud of. In historical tourism activities, some tourists go only to see old places, forts and museums. They may not show any interest in other places of tourist attraction. These people could be archaeologists, historians or perhaps even be research scholars.

**Health Tourism**, some countries are known for traditional health care systems and therapies. Some of these include yoga, aromatherapy, body massage, Ayurveda unani and siddha. These systems of medicine have proved to be quite effective in those medical cases that were previously declared as impossible to deal with by modern medical science. Many a visitors are using this facility and visiting areas where they can get relief from their diseases. Medical tourism is quite different from health tourism. The costs of medical treatment and surgery are very high in foreign countries. Medical tourism refers to travelling to other countries to obtain treatment. The main objective of the visit of tourist patients is to get a new lease of life for their bodies. At the same time they may also tour, and fully experience the attractions of the countries they visit.

**Religious Tourism** is a type in which tourism activities are undertaken by religious pilgrims. Devotees of Hindus, Muslims, Christians, Buddhists, Sikhs and Jews go to their respective religious place in search of peace of mind and salvation. Several tourists undertake tours to please the soul of their great great grandparents or ancestors; the ceremony undertaken by them falls under the gamut of Pitra Shraddha. Religious ceremonies performed for the dead are conducted by many Hindus at Haridwar, Varanasi and other religious places. Religious tourism is often referred to a subclass of cultural tourism in which the traveller expresses the desire to travel from their homes to a destination which they consider as sacred and generally hope to participate in some religious proceedings. (Nicolaidis, 2016). Several devotees, not necessarily of the same clan, share resources to undertake pilgrimage to popular religious place.

Another type of tourism is **educational tourism**. In this type of tourism, tourists go to educate themselves about the lands, people, geography, culture, weather, eco system, economy, demography or general conditions of living of a foreign country. They may visit two or more countries in one itinerary. They do not take up educational courses in the academic institutes of those countries because they are tourists and not students.

**Rural tourism** is based on integration in the local environment, utilization of local products and participation in local activities. For rural tourism, tourists are taken to rural areas which are fresh, untouched by materialism and very natural and pristine in orientation. Many urban dwellers want to get away from the hustle and bustle of urban life. They seek relaxation and peaceful environs (Nicolaidis, 2016). So many tour operators send such types of tourists to remote villages. Tourists visit these typical places and become rural folk for a few days. They also visit fields along with villagers of those villages that are visited by them.

Agricultural tourism is an activity which is conducted for those tourists who are interested in agriculture, farm management and animal husbandry. They also visit fields in rural areas and see how villagers grow crops, add fertilizers into the soil, irrigate their fields and finally reap their harvests. Farm tourism is somewhat similar to agricultural tourism. Around the urban places the farms are beautifully decorated, despite the fact that their chief products are fruits, vegetables and orchids. In fact, the owners of these farms develop this for the purpose of relaxing during the weekend. Their employees grow crops, vegetables, flowers and fruits and sell them in open markets. In such farms the facilities like food, games, liquor and hospitality



are available. Such facilities attracted tourist and owners earn profits and employees also stand to gain additional income.

**Political tourism** is a form of travel that implies the participation in great political events and important national celebrations. This type of travel is undertaken by politicians for studying the actual working of important organ of the government, namely legislative, executive, judicial system of other countries.

**Holiday tourism** is the most common type of tourism and the purpose of holiday tourism is to spend the holidays far away from one's residence. Tourist prefers to visit to scenic beauty, dams, beaches, mountains, and / or forests with their families. The middle class people in India as well as Europe and America enjoy holiday tourism during their children's school holidays. Mostly such types of tourism are enjoyed with family, relatives, friends and colleagues.

**Wilderness tourism**, is undertaken for the experience of enjoying wilderness areas and tourists are taken to remote areas, which are far away from human settlements. These tourists want to enjoy the loneliness of the environs of such destinations where there may be deep gorges, high mountains, remote and hot deserts, wild seas and dense forests which are on a to do list of tourists. These tourists want to enjoy the eerie silence of nature.

**Classification of tourism on the basis of attraction.** There are five subtypes of tourism on the basis of attraction, and these include mountain tourism, space tourism, adventure tourism, sport tourism and dark tourism. **Mountain tourism** is big business in many hilly regions because mountaineering, trekking, rock climbing, skiing, river rafting, golf are the major attraction for the tourist besides natural scenic attractions. Tourists are always attracted towards mountain tourism. There are many of varieties of herbs, wild flowers and plants covering the mountains in thick foliage and they add to the natural beauty and richness of the mountain areas. **Space tourism** encompasses not only tourist activities in space but also visiting earth based museums such as National Air and Space Museums, participating in space camps, enjoying theme parks. Space campers spend two weeks learning about the universe and space flight, riding in simulators using astronaut clothing. After the selection for the space tourism of tourists, they are trained primarily in the operation of a spacecraft system and learn how to live in the space. Although limited, such training can be considered as a fun activity and can be included in one's vacation package.

**Adventure tourism** is always filled with fun and thrills. The lush greenery of valleys, splendid sites of the top of hills, blue water, sunny days and starry nights, boating, canoeing, kayaking, trekking, rock climbing, paragliding, parasailing, scuba diving, bungee jumping, river rafting, white water rafting, ocean bed walking, ballooning, micro light flying, parachuting, sea surfing, wind surfing, water skiing and roller skating are some of the different branches of adventure tourism and the types of adventurous activities undertaken and enjoyed by the tourist and usually under the supervision of trained guides. **Sports tourism** is motivated by the person who wishes to practice their favoured sport. In this type of tourism, both participants and the spectators will get recognition, fame and their name in lights for ardent fans along with a bonanza of money for participants. In view of this position, many international events like the Olympic games, cricket world cup, football, hockey, tennis, rugby, badminton, kabaddi, and boxing championships, which attract not only sports persons but also thousands and often millions of followers and other interested people, are important. The people visit other countries to watch live sports competitions and matches and this generates huge tourism revenues for many countries. **Dark tourism** involves travel to sites associated with death and suffering. This tourism was first identified by Lenon and Foley (2000). This type of tourism involves visits to "dark" sites such as battlegrounds, scenes of horrific crimes or acts of genocide. This includes sites of pilgrimage such as the site of St. Peter's death in Rome battlefields in Scotland, sites of disaster either natural or man-made such as ground zero



remembering 9/11 in New York. Prisons are now also open for the public such as Boamaris prison in Anglesey and Wales, Robben island where Nelson Mandela and other liberation politicians were incarcerated during Apartheid, and of course one of most notorious destinations for dark tourism is the Nazi extermination camp at Auschwitz in Poland.

### **Marketing Strategy**

Previous research has revealed that many factors influence tourist visits for instance promotion, tourism attribute, consumer image, needs and lifestyle. Based on those research findings, many marketers became confused in choosing which strategy should be applied in marketing a tourist destination (Agung et al, 2015). Preparing a strategy for a product development, in this case, a tourism product is necessary. It is related to efforts to drive sustainability in which planning a good strategy may be helpful in achieving the ultimate goal and focus on the vision and priorities needed to develop in response to the dynamic environmental changes (Untari et al., 2014). A good planning strategy may also ensure that all stakeholders participating in a product development may work best leading to the ultimate goals to achieve. Nicolaidis (2015) says that local communities as stakeholders should be considered as important stakeholders of an organization and he conceptualizes how stakeholder theory as a normative notion is critical to tourism organizational sustainability.

Tourism marketers recognize the importance of understanding tourists' interests for influencing their decisions for their tourist destinations. Each destination attracts certain types of tourists (Buhalis, 2000). Furthermore, the tourism stakeholders will be able to grow tourism industry competitiveness that is socially, environmentally, and culturally sustainable (Ritchie & Crouch, 2003). On the supply aspect, destination marketers must understand their needs and wants in order to manage the destination resources and to attract the right group of tourists (Pesonen, 2012). By classifying foreign visitors into different segments, tourism stakeholders will be able to develop products and services that effectively appeal to each segment.

A strategy is required in developing a product as well as a tourism product that concerns strategic decision in three main parameters, covering the dimension of who are the targeted customers, what are the offered products or services, and how are activities performed to make those happen (Tjiptono, 2008). The research conducted by Kastaman (2003) reveals that a strategy is greatly essential to gain success in the field of product marketing, including superiority on cost leadership due to the product uniqueness or differences made focusing on the targeted or specified market segments.

### **Promotion as one Communication Media**

Promotion is a form of marketing communication containing marketing activities to spread information, influence, persuade, and remind the target market to willingly accept, buy and be loyal to the offered products (Tjiptono, 2008; Agung et al, 2017). It is a communication that provides a convincing explanation to prospective customers about goods and services (Simamora, 2004) and there are four factors that influence promotion and these are marketer, target market, product and environment. It also means that approaching the customers, communicating a product value and differentiating it from others as well as providing reasons to buy the products becomes a huge necessity since humans are able to manipulate and control people's minds through the words or phrases heard by them (Reilly 2010). Communication is then a process of sharing ideas, information or feelings with an audience. Promotional purpose is to inform, persuade and remind of the existence of a product to consumers (Nicolaidis, 2016).

The research conducted by Primadona (2011) finds that promotions remind the customers about their relation to the products they are informed about and also motivate the customers



to consume the products which are promoted. The use of advertising media is in the forms of printed and electronic media as well as sales promotion in the forms of discounts, which are considered more effective in promoting a product.

Promotion is then an effort to improve the customers' understanding and perception on the offered products by improving their understanding and perception on a product, which may influence the provided amount of money used to consume the offered products (Rini, 2012). The development process of a promotion may effectively and efficiently be run and it then requires three stages of analysis: determining the purpose of promotion, creating effective themes and messages, and analyzing the effectiveness and efficiency of the marketing mix.

Determining the purpose of promotion is important so it is necessary to determine the purpose of marketing which is known as the AIDA (Attention, Interest, Desire, and Action) model. This model is directed to developing the expected responses. Attention reflects cognitive and interest stages; desire reflects affective stages; and action reflects cognitive stages. Thus, the promotion purposes and stages may be determined regarding the promotion target.

Creating effective themes and messages is critical. Food is a powerful symbol of the quality of life and authenticity as a theme is essential and must be used in advertising. However, the food theme actually has multiple functions which may be used to describe the cultural symbols, and status (Frochot, 2003). Creating effective messages involves questions related to promotion. First, what message is about to be conveyed? Is it related to the attractiveness of the message? There are then three attractions in creating a unique selling proposition: rational, emotional and moral attraction on how to create a logical message structure, how to create interesting message symbols which involve headlines, taglines, color and sound illustrations, as well as who is going to deliver the message all become essential to consider. It is related to the selection of credible figure who may become a product ambassador. Tjiptono (2008) reveals that effective messages have three main characteristics: first, desirability (preferred by the customers); second, exclusiveness (relatively unique and free of competitors); third, believability (trusted by the customers).

Analyzing the effectiveness and efficiency of the marketing mix. Kotler and Keller (2005) state that the elements of the promotion mix consist of five main instruments in advertising which covers all non-personal presentations, promotion of ideas, promotions of products or services made by certain paid sponsors. Sales promotion covers various short-term incentives to encourage those willing to try or buy a product or service, public relations and publicity. It also covers various programs to promote and/or protect the company image or individual products. Personal selling deals with direct interactions with potential buyers intended to make a presentation, such as directly answering questions and receiving orders and direct marketing: It deals with the utilization of letters, telephones, facsimiles, e-mails and other non-personal matters to directly communicate with or obtain direct responses from both certain and prospective customers.

In addition, the development of a word of mouth strategy and the use of social media are adequately effective in delivering messages to the audience. The research conducted by Amalia (2012) reveals that the world development of information and technology impacts on finding information processes on the products one is about to purchase. The customers will continuously strive to obtain information through online means, either via mailing lists, social networks or search engines. The information searched for is related to opinions of others who have obtained various benefits from the purchased products.

The marketing mix has different effectiveness for each segment and an analysis of each promotion mix for example on culinary products is very necessary. In the promotion implementation plan, budget or cost availability should also be well considered. There are



several definitions of advertising effectiveness and according to some experts effectiveness is a measure in the sense of achieving a predetermined goal, then the effectiveness can be defined by doing the right work (Drucker, 2002) whereas according to Rangkuty (1997) the effectiveness of advertising is the measurement of advertising in the sense of achieving predetermined goals.

### **E-Tourism as Online Marketing Strategy**

The concept of e-tourism is basically a new concept which is still, and has not yet received a lot of attention from various parties engaged in tourism. E-tourism is still viewed as something required to be further studied related to its existence. Although emphasizing on high internet utilization, the tourism development is in fact not accompanied by internet application as a means of tourism development.

In the organization's goal management system planning, UNCTAD 2005, states that in the developing countries, the internet has been utilized as an offer in the tourism markets. In this case, the use of internet in tourism markets is utilized as the tourism strategic policy making foundation and basis for more effective changes/innovations in tourism shown through the development of infrastructure, human capacity, and integration of low-level e-business concepts by local tourism providers and government by adding several main regulations in improving the tourism companies' participation and income in global tourism market.

There are four main characteristics in developing E-tourism: 1) tourism products; 2) multiple impacts caused by the tourism industries; 3) tourism industry structures; and 4) the availability of communication and information technology infrastructure. Thus, to well prepare e-tourism characteristics, the development of electronic market places is greatly necessary, such as: 1) the existing inherited system, 2) information diversity, 3) no global standard in data exchange; 4) seamless interoperability (Tun, 2005).

Based on the above understanding, the internet application in tourism is basically reflected in a tourism distribution system focusing more on the transformation of tourism development industry from the traditional to internet intermediary in which website have an important role as a connecting bridge between the tourism producers and tourism potential areas. The internet provides services to the tourism producers through both global and customer distribution systems.

### **Web as a Marketing Media Tool**

Nowadays, when economic times demand pragmatic spending, the marketing concept needs to find innovative as well as practical solutions to help them attract customers and maintain brand awareness in what is an increasingly competitive marketplace. A website is one tool that can be used to leverage and help increase brand exposure, expand target markets and help grow any business.

The internet is an important communication tool and it is very important for the tourism sector to use it as an effective marketing tool. Consequently, it is possible to state that tourism increasingly needs to adopt innovative methods to enhance its competitiveness. It is also necessary to stress the importance of improved advertising and marketing. This can be provided by increasing the usage of the Internet by for example thermal tourist destinations with their websites and as the Internet has proven to be an effective means of advertising, marketing, distributing goods, and information services (Avcikurt et al, 2011).

The web is the primary information source and outlet for millions of people in today's connected world. The Internet and web have created a new way to communicate and have real-time

interactions. Nowadays, the internet, particularly the websites have become popular for firms to introduce their products and services. Companies worldwide are recognizing the World Wide Web as a valuable addition to their tool of advertising media (Sheehan & Doherty, 2004). Statistics shows that the internet has about twelve per cent of world advertising market share in 2010 with internet ad spending reaching USD 24 billion. The level of spending was estimated to reach USD 64 billion by the end of 2018 (Owoyele, 2017).

The internet has become an important commercial medium and marketing environment, where people, companies and governments are jumping on the internet faster than they acquire any other new communications medium (Abrahamsson & Lundgren, 2004). Being on the internet can be advantageous to the company if there is a proper implementation and control of the efforts exerted. Therefore, it is imperative for marketers and advertising agency personnel to search for ways to direct online users to their web pages and provide a strong communication message to them once they visit (Abrahamsson & Lundgren, 2004). Integrated marketing communication is one effective way to go about this because every marketing communication messages will originate from the same concept (Owoyele, 2017).

### **Jakarta-tourism.go.id as DKI Jakarta Tourism Promotion Media**

Jakarta has a very strategic position, either from an economic, social, and political perspective. This is not only as it is the state capital city and governance center, because Jakarta has also become the center for many social community activities that people from the other regions eagerly come to. Due to the rapid development of communication technology, different marketing models, including promotion by utilizing the internet as one promotional medium is very necessary (Stojkovic, 2013; Van Doren et al., 2010). It is quite reasonable that the internet users continuously increase in number, and the gadgets rapidly develop and enable people to easily and rapidly access information, including that related to sought after tourist destinations.

Jakarta-tourism.go.id is one medium utilized to promote DKI Jakarta as one Indonesian superior tourism destination. The website is excellently managed by DKI Jakarta Tourism Office and contains some information related to both traditional and modern food, tourism attractions, accommodations, events and hosts DKI Jakarta tourism site photographs.

**Figure 1.** DKI Jakarta Tourism Website Display



Source: Jakarta-tourism.go.id



## EPIC Model

The EPIC Model in (Durianto, 2003) and (Satriya, 2012) is one instrument to measure the effectiveness of tourism advertisements with a communication approach developed by AC Nielsen – a reputable world leading marketing research company – covering four critical dimensions, empathy, persuasion, impact and communication.

**Empathy Dimension.** Empathy is a mental state which enables an individual to identify or feel himself in the same state of mind or feeling with the other people or groups. The empathy dimension informs whether the customers like one advertisement and describes how they examine the relationship between an advertisement and their personality.

**Persuasion Dimension.** Persuasion covers the changes of trust, attitude, and desire to behave caused by a promotional communication. The persuasion process to use is determined by the level of customer involvement with product messages. The persuasion dimension informs what is provided by an advertisement to improve or strengthen the character of a brand that the advertisement installation is able to obtain knowledge on related to the impacts of the advertisement on customers' desire to buy (and obtain an advertisement capacity in developing) a brand to attract the customers.

**Impact Dimension.** This is the desired impact from the number of product knowledge inputs that the customers obtain through the level of their involvement with the products or selection processes. Impact dimension shows whether a brand may become superior to the others in a similar category; and whether an advertisement may involve customers in the delivered message/s.

**Communication Dimension.** This provides information related to the customers' ability in remembering the delivered main messages, customer understanding, and the power of message impression left.

## Methodology

This research included the scope of marketing management on the advertisement effectiveness measurement. This survey research employed a quantitative method with 240 samples of people randomly selected from the DKI Jakarta superior tourism sites. The analytical method used was adjusted to the research objectives in answering the effectiveness of the DKI Jakarta tourism websites in promoting the DKI Jakarta tourism sectors. Thus, the researcher employed the EPIC method. Four critical dimensions consisting of empathy, persuasion, impact, and communication were conducted to ascertain the website's effectiveness and the research was done to promote the DKI Jakarta tourism sectors.

**Table 1.** Operating variables

No	Dimension	Statement
1.	Empathy	<ol style="list-style-type: none"><li>1. You agree that DKI Jakarta tourism website is quite attractive.</li><li>2. You agree that you like the display of DKI Jakarta tourism website</li><li>3. You agree that you like the sentences available at DKI Jakarta tourism website</li></ol>
2.	Persuasion	<ol style="list-style-type: none"><li>1. You agree that you are interested in Jakarta tourist website after seeing the advertisement</li><li>2. You agree that you are willing to visit DKI Jakarta tourism destination after visiting the website</li></ol>
3.	Impact	<ol style="list-style-type: none"><li>1. You agree that you well recognize DKI Jakarta tourisms after seeing the website</li><li>2. You agree that DKI Jakarta tourism website is more creative than the other similar website in the other places.</li></ol>
4.	Communication	<ol style="list-style-type: none"><li>1. You agree that the display of DKI Jakarta tourism website is more comprehensive in providing tourism information than the similar tourism websites at the other places.</li></ol>



		2. You agree that DKI Jakarta tourism website well delivers its messages 3. You agree that you clearly understand the messages delivered by DKI Jakarta tourism website
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The research sampling method was conducted using a non-random sampling technique with a purposive sampling method due to the following considerations:

1. Respondents are tourists visiting DKI Jakarta tourism destinations.
2. Respondents know or have never seen the DKI Jakarta tourism website.

The distribution of respondents show in table 2.

**Table 2.** Distribution of samples from each tourist object

No	Objek Wisata	Jumlah Sample
1	Ancol	30
2	TMII	30
3	Ragunan	30
4	Monas	30
5	Musium Nasional	30
6	Musium Satria Mandala	30
7	Musium Sejarah Jakarta	30
8	Pelabuhan Sunda Kelapa	30
Total Respondents		240

## Results and Discussion

The advertisement effectiveness level within media may be divided into five categories; very effective, effective, moderately effective, ineffective and very ineffective. The explanation of each category is presented in table 3.

**Table 3.** Advertisement Effectiveness Level

Range Score	Category
1,00 – 1,80	Sangat Tidak Efektif
1,81 – 2,60	Tidak Efektif
2,61 – 3,40	Sedang
3,41 – 4,20	Efektif
4,21 – 5	Sangat Efektif

Source: Processed primary data, 2017

Based on the resulting questionnaire recapitulation distributed to 240 respondents in 8 different tourism sites, followed by a validity and reliability test, it is stated that all questionnaire question items are considered valid (with the significance level of 5% and r table of 0.138) and reliable to be utilized as the research instrument. The results of validity and reliability test may be seen in table 4 below.

**Table 4.** Output Validity and Reliability Test

Item	Corrected Total Correlation	Item	Cronbach's Alpha	
Empathy 1	0,838	Valid	Empathy (0,602)	High Reliability
Empathy 2	0,640	Valid		
Empathy 3	0,673	Valid		
Persuasion1	0,320	Valid	Persuasion (0,586)	Adequate Reliability
Persuasion 2	0,474	Valid		
Impact 1	0,528	Valid	Impact (0,520)	Adequate Reliability
Impact 2	0,499	Valid		
Communication1	0,725	Valid	Communication (0,698)	High Reliability
Communication2	0,679	Valid		
Communication3	0,704	Valid		

Source: Processed Primary data

### Media Affectivity Mapping Analysis with EPIC Model

**Table 5.** Tabulation of the Research Results

	E1	E2	E3	P1	P1	I1	I2	C1	C1	C1
Amount	716	104	744	756	797	435	507	773	876	716
Average per indicator	2,98	2,31	3,10	3,15	3,32	1,81	2,11	3,22	3,65	2,98
Average Per variable	2,80		3,24		1,96		3,28			
Total score of Effectiveness	2,82									

Source: Processed primary data, 2017

Based on the calculation presented in table 5, it can be stated that the DKI Jakarta tourism website is quite effective in promoting DKI Jakarta tourism destinations. From the EPIC Model calculation, it can be concluded that:

**Empathy dimension:** Empathy dimension aims at obtaining information about the DKI Jakarta tourism website displays and whether or not it is considered to be attractive according to the website viewers' numbers and interest of respondents. Empathy involves affection and consumer cognition, according to Peter and Olson (2000), and affection and cognition refer to two types of psychological internal responses that consumers have for environmental stimuli and events. In essence, cognition involves thinking and affection: and thus involves feelings. Variations of affective responses can be positive, negative, fun or unpleasant, and the consumer can feel four different types of affective responses: different emotions, feelings, moods and evaluations in the level of intensity and power of improvisation.

The results of effectiveness measurement analysis of the DKI Jakarta tourism website based on the EPIC Model shows that the dimension is classified into medium scale category (2.80). This means that the website viewers consider that the tourism website display is quite interesting. Thus, they consider the DKI Jakarta tourism website display to be good enough although there is nothing special about it. The empathy dimension is highly important in the promotion and marketing concept, since empathy may increase the customers' brand building awareness on products, knowledge, and especially their behaviors.

**Persuasive dimension:** The persuasive dimension informs us as to what an advertisement may provide to improve or strengthen a brand and which the advertisement installation may use to improve the knowledge dealing with the impact of the advertisement on the customers' willingness to buy and obtain ideas related to the advertisement's ability to develop brand attractiveness (Durianto, 2003). In addition, the persuasive dimension ability and marketing communication method may influence peoples attitudes and willingness to buy or consume a product or service (Setyani, Sudargo, & Dewi, 2014). In advertising, persuasion (persuasion) is a change in beliefs, attitudes, and desire to behave in a certain way caused by a promotional



communication. Promotional communications, such as advertising, can affect consumers and can use two cognitive processes, namely: "central path" and "peripheral path" to persuade one. The process of persuasion to be used is determined by the level of consumer involvement in product messages. (Peter & Olson, 2000).

The DKI Jakarta tourism website's persuasive dimension is classified into a medium scale category (3.24) indicating that DKI Jakarta tourism is adequately providing DKI Jakarta tourism website's character development or reinforcement as one that is a superior tourism destination in Indonesia. The website adequately impacts on the website viewers' interest to select DKI Jakarta tourism products and improves people's willingness to enjoy the DKI Jakarta tourism destinations.

**Impact dimension:** This dimension is used as an advertisement's parameter whether or not it becomes more creative and superior when compared to the other similar advertisement for brands and whether or not the customers' involvement influences the product knowledge level. The desired impact of the advertising result is the amount of product knowledge that the customer achieves through the level of consumer involvement with the product and / or the selection process. Consumers have different levels of product knowledge, which can be used to translate new information and make purchasing choices (Andri, 2012).

At impact dimension, the DKI Jakarta tourism website is classified into an ineffective scale (1.96) and this means that the DKI Jakarta tourism website is unable to develop the product knowledge understanding of DKI Jakarta tourism destinations and the website viewers assume that the DKI Jakarta tourism website is still less creative when compared to other tourism destination websites. Thus, it can be concluded that creativity in thinking and working is one of the many important aspects needed in marketing a brand. In addition, consumers can also have three types of product knowledge. These include knowledge of the characteristics or character of the product, the consequences or positive benefits of using the product and the value needed to be present for them to be satisfied by or achieved through a product or service (Peter & Olson, 2000).

**Communication dimension:** This dimension provides information about the customers' ability to remember the main messages delivered, customer understanding, and impression power left (Duriyanto, 2003). The cognitive processing perspective is central to developing a successful marketing strategy and that is a communication issue. The process begins when the source of the promotional communication determines what information should be communicated, then encodes the message in the form of the most appropriate symbols (using words, images, or actions). Then, messages are transmitted to a recipient through various media, such as television shows, postal offers, billboards, or magazines. The recipient or consumer, if led to a promotion, has to decode or translate the meaning. Then, consumers can take action, such as going to the store or make a purchase.

A two stages communication model is needed, especially for the successful implementation of promotional strategies. The first stage occurs when the marketer creates promotional communication to encode a meaning. The second stage is decoding, that is, consumers enter and understand information in promotional communication and develop their personal interpretation of the meaning captured (Andri, 2012). The communication dimension of DKI Jakarta tourism website is classified into the medium scale category (3.28). This means that the customers and the website viewers consider the DKI Jakarta tourism website to be adequately clear, and able to deliver the main messages, and the website viewers sufficiently understand the messages delivered through the website. The website is thus considered to be able to present messages which are easily delivered and understood by the viewers.



## Conclusion

Based on the research results, the Jakarta tourism website as a medium to promote DKI Jakarta tourism destinations through internet media is considered quite effective in representing its role. However, in its impact dimension, the score is smaller than that of the other dimensions. Based on the research results, it is expected that the related institutions should cooperate more with the private parties and academicians to create a more interesting visual design presented on the DKI Jakarta tourism website display. More up-to-date creative ideas are needed so that DKI Jakarta tourism website's uniqueness and quality may become a reference for the other tourism destination websites in Indonesia. In addition, it is expected that the DKI Jakarta tourism website may be comprehensively added to with more sophisticated information related to accommodation, transportation and other amenities to develop a better understanding for the website viewers and potential tourists. Thus, it is expected that the DKI Jakarta tourism website may attract more tourists to pay a visit. Future quantitative research could be undertaken to further support these important initiatives so that DKI can become a tourism hub of note.

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