

Utilization of Communication Technology as a Promotional Media in Cultural Tourism in Bandung

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ABSTRACT. Bandung, known as "stunning Bandung" through its new branding by the Ministry of Tourism, requires effective communication technology to align with the development of tourism and attract public interest in visiting the city. This study adopts a qualitative descriptive approach aimed at providing a systematic, factual, and accurate description of the utilization of communication media as a means to promote cultural tourism in Bandung. The research findings reveal that the city of Bandung has embraced communication technology for their cultural tourism promotion. This includes the utilization of websites and various social media platforms such as Instagram, websites, and YouTube to engage with potential tourists.

KEYWORDS: communication technology; promotional media; tourism

1 INTRODUCTION

Indonesian government has selected new names and logos to brand 10 tourist destinations, including "Stunning Bandung" as the representative for West Java tourism.¹ This emphasizes Bandung's role as the gateway to tourism in the region. To ensure the success of this initiative, the Bandung city government is employing communication technology media to promote the city. Social media platforms like Youtube, Facebook, Instagram, and Twitter are being extensively utilized to showcase tourist and cultural attractions in West Java. The goal is to inform the public about activities organized by the West Java Tourism and Culture Office.

In line with tourism development, the Culture and Tourism Office of Bandung organized a training event centered on digitalization. The training, themed "Optimizing Digital Media in Tourism Marketing and Sales," aims to enhance the capabilities of destination managers. The objective is to equip them with the knowledge and skills to effectively utilize information and communication technology in marketing tourism.²

Bandung is renowned for traditional dances such as jaipong and tap tilu, portraying the dynamic lives of the Sundanese people. Additionally, the city holds a significant place in Sundanese culture through the art of angklung, a bamboo musical instrument played by shaking. This art not only produces enchanting melodies but also teaches collaboration and harmony. With its rich cultural heritage, Bandung is a compelling destination for those seeking to appreciate Indonesian art and culture.

The Bandung city tourism office employs communication technology media to showcase official photos and videos of cultural attractions. Content creators also contribute actively to boost tourism through these platforms. This study investigates the impact of communication technology media on tourism promotion in Bandung, aiming to stimulate local and foreign tourist visits and further develop the tourism potential. The research focuses on how communication technology media can effectively promote tourism sites and cultural arts, particularly in Bandung, West Java.

¹ Stunning Bandung Mendukung Pencapaian Target Kedatangan Wisman Ke Indonesia. (2017). Accessed on 20 June 2023. *PPID Kota Bandung*. <https://ppid.bandung.go.id/stunning-bandung-mendukung-pencapaian-target-kedatangan-wisman-ke-indonesia/>.

² Pelatihan Digitalisasi: Branding Pemasaran dan Penjualan Pada Desa/Kampung Wisata, Kuliner, Souvenir dan Fotografi. Accessed on 20 June 2023. Dinas Kebudayaan dan Pariwisata Kota Bandung. https://disbudpar.bandung.go.id/c_home/news_detail/193.

2. UTILIZATION OF TECHNOLOGY COMMUNICATION AS A PROMOTIONAL MEDIA IN CULTURAL TOURISM IN BANDUNG

2.1 General Description of Cultural Tourism in Bandung

Situated in West Java, the city of Bandung stands as a cultural treasure trove and a remarkable tourist destination. It offers an unparalleled opportunity for travelers seeking to delve into Indonesia's rich cultural tapestry. Bandung's cultural tourism spans a wide spectrum, encompassing traditional performing arts, artisan crafts, museums, and vibrant cultural festivities. Notable attractions include Saung Angklung Udjo, a comprehensive cultural and educational hub. Beyond its captivating angklung performances, the site boasts a bamboo craft center and workshops dedicated to bamboo musical instruments. Saung Angklung Udjo not only entertains but also undertakes a pivotal role in preserving and nurturing Sundanese culture, particularly the Angklung tradition, through educational initiatives.³

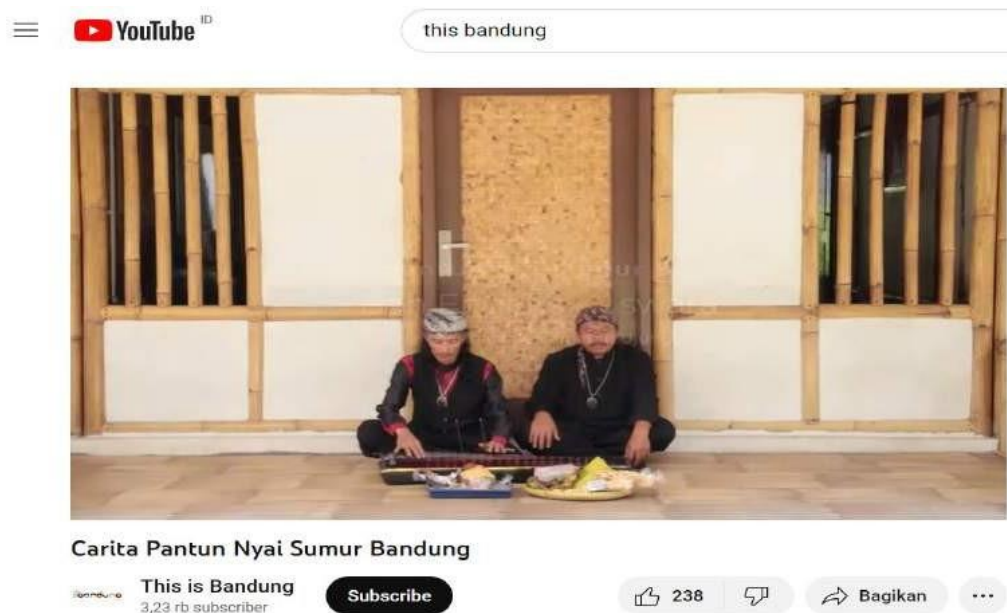


Figure 1. Cerita Pantun Nyai Sumur Bandung in Youtube

The city's Sri Baduga Museum, established in 1974 and designated as the State Museum of West Java Province in 1980, stands as an engaging avenue for exploring West Java's history and culture. This museum meticulously portrays the region's history by housing an array of historical artifacts and antiquities with significant artistic value. The collection includes megalithic sculptures, traditional attire, indigenous dwellings, tools, games, and traditional musical instruments.⁴ The museum's distinctive feature lies in its architectural design, emulating the form of a traditional West Javanese stilt house. This design offers an immersive and authentic experience, further enhancing the visitors' engagement.

Together, Saung Angklung Udjo and the Sri Baduga Museum serve as vibrant windows into West Java's cultural heritage. From showcasing traditional performing arts to preserving precious historical relics, these venues encapsulate the essence of Sundanese culture and the historical legacy of West Java. Not only do they offer entertainment and education, but they also serve as pivotal

³ Angklung Udjo. Accessed on 21 June 2023. <https://angklung-udjo.co.id/>.

⁴ Museum Sri Baduga: Asyiknya Mengenal Budaya Sunda. Accessed on 21 June 2023. Museum Sri Baduga. <https://www.bandung.go.id/news/read/6893/museum-sri-baduga-asyiknya-mengenal-budaya-sunda>.

agents in safeguarding and promoting the Sundanese culture and the history of West Java, both for the local populace and visitors alike.

2.2 Communication Technology for a Promotional Media of Cultural Tourism in Bandung

The Bandung City Tourism Office has prioritized communication technology media as the primary avenue for promoting cultural tourism within the city. The official website, accessible at www.disbudpar.bandung.go.id, serves as a key platform for this purpose. Upon visiting the website, users encounter two pertinent sub-menus integral to the cultural tourism promotion of Bandung.⁵ The initial sub-menu, labeled "Cultural Information," goes beyond furnishing details solely about cultural tourism. It also offers a comprehensive presentation of Bandung's main attractions, encompassing culinary and natural excursions. Nonetheless, the central focus remains on Bandung's cultural tourism. This section offers a wealth of information concerning Sundanese culture, ranging from traditional attire and musical instruments to indigenous arts. For instance, the section sheds light on the calung, a distinctive Sundanese musical instrument, offering a glimpse into the well-preserved and cherished cultural heritage of the Sundanese community.⁶

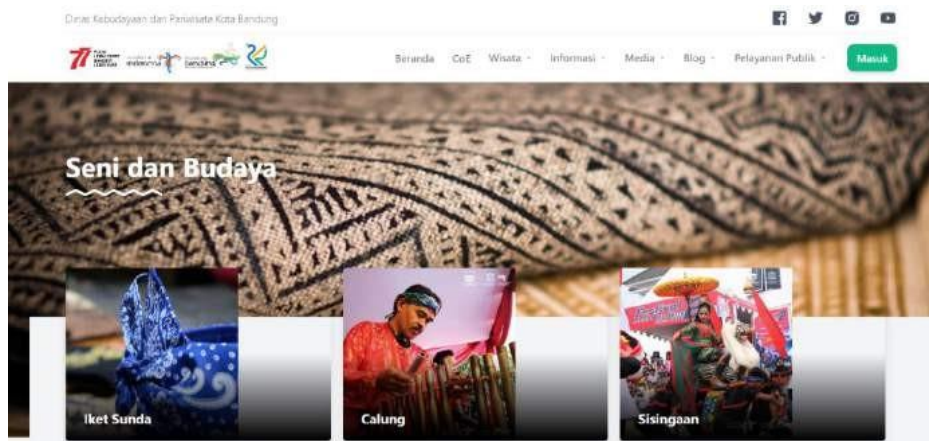


Figure 2. The official website of the Bandung City Culture and Tourism Office

The Bandung City Tourism Office employs an effective communication technology media strategy through its official website, showcasing cultural tourist attractions in the city. The website features two notable sub-menus: "Cultural Information" and "Travel Destinations." The former offers insights into Sundanese culture, from traditional arts to attire, while the latter provides detailed information about various cultural tourist spots, such as bamboo eco tourism. The website's appealing visual design provides comprehensive and informative content.⁷

Through this website, the Bandung City Tourism Office successfully delivers captivating and informative information about cultural tourism to visitors. The platform not only portrays the richness of Sundanese culture but also highlights the allure of cultural tourism destinations for tourists. In addition to the website, the Bandung City Tourism Office actively employs social media platforms, especially Instagram. With 3,468 posts and 57,000 followers⁸, their Instagram account frequently shares engaging content, targeting millennial tourists. Posts emphasize cultural tourism, featuring

⁵ Disbudpar Kota Bandung. Accessed on 21 June 2023. Disbudpar Kota Bandung. <https://disbudpar.bandung.go.id/>

⁶ Seni dan Budaya. Accessed on 21 June 2023. Disbudpar Kota Bandung. https://disbudpar.bandung.go.id/c_home/aac.

⁷ Destinasi Wisata. Accessed on 21 June 2023. Disbudpar Kota Bandung. https://disbudpar.bandung.go.id/c_destinasi/destinasi_list.

⁸ Dinas Kebudayaan dan Pariwisata Kota Bandung. (2023). Nyeni di Sakola [Instagram Post]. https://www.instagram.com/p/Ct0_GwGBxnU/.

activities like Nyeni at Sakola, where Sundanese cultural arts are introduced. While the Facebook account has fewer interactions, with around 2,800 likes and 3,300 followers, it remains active and visually represents Sundanese identity.⁹

However, the Twitter account appears inactive since 2021. In contrast, the YouTube account boasts 3.23 thousand subscribers and 195 videos. Though less active than Instagram and Facebook, it features videos showcasing Bandung's cultural tourism, like the "Ngajang Yuk!" series, which explores attractions such as the Jangganla Raya hermitage. Interaction with subscribers remains moderate, but several videos have garnered substantial viewership. Overall, the Bandung City Tourism Office adeptly employs communication technology media across platforms, effectively promoting the city's cultural tourism and attracting both local and international interest.

3. CONCLUSION

The city of Bandung has undertaken substantial endeavors to harness diverse communication technology media for the promotion of its cultural tourism. Their official website, www.disbudbar.bandung.go.id, features two pivotal sub-menus catering to cultural tourism promotion: "Cultural Information" and "Tourist Destinations." The former offers a wealth of information about traditional clothing, Sundanese musical instruments, and indigenous arts, while the latter provides comprehensive details about Bandung's cultural attractions.

Employing social media as a crucial promotional tool, the Bandung City Tourism Office maintains an active presence across platforms such as Instagram, Facebook, and YouTube. Their Instagram account boasts remarkable engagement, with 3,468 posts and 57,000 followers. Content strategically targets tourist interests, particularly among millennials. A distinct emphasis on cultural tourism is evident in their posts, exemplified by activities like Nyeni at Sakola, introducing Sundanese cultural arts to children.

Furthermore, the Bandung City Tourism Office maintains an active Facebook account with around 2,800 likes and approximately 3,300 followers. While lagging behind Instagram in terms of numbers, the Facebook page upholds a consistent Sundanese identity through visual elements like wayang golek. Nonetheless, interactions on Facebook seem less developed compared to Instagram. Conversely, their Twitter activity seems to have dwindled, with no posts in the past two years, signifying a lack of engagement since 2021. However, they actively leverage YouTube, boasting around 3.23 thousand subscribers and featuring 195 videos. This platform significantly contributes to promoting cultural tourism, albeit not as vigorously as Instagram and Facebook. In sum, by adroitly exploiting various communication technology media, the Bandung City Tourism Office has effectively crafted compelling promotional campaigns that pique tourists' curiosity and stimulate interest in discovering the cultural richness of Bandung.

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⁹ Dinas Kebudayaan dan Pariwisata Kota Bandung. (2023). [Facebook Post]. https://web.facebook.com/disbudparkotabandung/?_rdc=1&_rdr.

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