MYTH AS ENTERTAINMENT ATTRACTION IN KOMODO-LABUAN BAJO ISLAND TOURISM PRODUCT MARKETING COMMUNICATION

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ABSTRACT. Myth is a flexible form of communication by oral means, which has developed traditionally by word of mouth through stories, which can be an entertainment attraction for tourists. One of them is Komodo Island, Labuan Bajo which is a tourist attraction is Komodo which is included in the 7 wonders of the world (Seven wonders) and a growing myth that Komodo was born from a daughter who has twin sons, namely humans and Komodo stars, who were given the name "Orah." The purpose of this study is the meaning and function of myths that develop into tourist attractions, namely the experience of being close to rare animals that can coexist with humans in Komodo village. Entertainment attractions or entertainment as part of tourism products have the power to attract tourists to visit tourist destinations. A qualitative research approach to analyze the meaning of myths and explain the benefits of myths as entertainment attractions that attract tourists to visit tourist areas. The results of this study are that Komodo is a tourist attraction and an icon on one of the islands in the National Park area, Labuan Bajo. That myth can be used as one of the marketing communication activities for tourism products is still not popular as a promotion, but concentrates more on the tourism products presented. The variety and development of entertainment attractions on the island of Komodo needs to be further improved, by considering the process of making tourist purchasing decisions, trends that occur in society and referring to the uniqueness of the tourist destination itself and alternative attractions other than the Komodo dragon. In addition, information for the public about tourist destinations and their products also continues to be improved and published. Another development is through the selfie phenomenon, where taking pictures and uploading photos to social media is important as a means of promotion.

KEYWORDS: Myth, entertainment attraction, tourism attraction, torism product, marketing communication

INTRODUCTION

The development of the tourism business sector is a driving force in creating economic growth and a strategic sector in national development because it is a source of foreign exchange. The growth of the tourism sector is considered an effective step to create jobs in the community and develop areas that have the potential as tourism objects, because tourism development can develop from the bottom-up, namely starting from the community and the benefits for the welfare of the surrounding community can be felt. Tourism has become a human need in the world at this time, so it was developed as an industry with the main goal of increasing foreign exchange earnings, even according to Pitana and Gayatri (2005: 3) tourism "has become one of the largest industries in the world and is the mainstay in generating income. foreign exchange in various countries. Starting from Law no. 10 of 2009 concerning Tourism (article 1 paragraph 3) which explains that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments, that tourism activities are multi-flyer effect, namely providing the impact of economic benefits for the community, government and tourism industry players.

Considering that tourism always provides good benefits in meeting needs, absorbing labor, and increasing national economic growth and regional income, strategic plans are needed. Based on Law no. 25 of 2004, explains the main tasks and functions of the agency in setting strategy and policy

directions, especially the implementation of the strategic plan. Along with the development of the times, tourism has slowly changed its function into a tourism industry, these activities occur in a space that is concentrated in a functional area called a tourist area. At the present time, when after the COVID-19 pandemic has decreased, human motivation to travel is increasing. This is due to the very rapid rate of population growth, both due to natural factors and by migration factors so that the population is increasing. In addition, it is also due to the increasing community economy, pressure in work, technological advances, especially transportation facilities (transportation equipment) and accommodation. Distance, time and facilities are no longer a big problem in traveling, because facilities and infrastructure are easily accessible. This is because humans need satisfaction and desire to refresh their mind, body and spirit. Generally, tourists who travel in a city/region are driven by the availability of accommodation and transportation facilities in that city/area, but also need comfort, tranquility, health and cleanliness in tourism activities.

Labuan Bajo City is the capital of West Manggarai Regency. The city has a very strategic geographical location where the position of Labuan Bajo City is in the western part of Flores Island, which makes Labuan Bajo City the entrance to the western part of Flores Island. The city of Labuan Bajo which is surrounded by a group of small islands with sea waters and coastal views has become a new attraction in the world of tourism and has the potential to be of great interest to tourists who come. One of the strengths of the city of Labuan Bajo is the existence of the Komodo National Park area which has become a world-class tourist attraction, where Labuan Bajo City is the entry point to the Komodo tourist area. In addition, the City of Labuan Bajo is also the western gateway to the cities on the island of Flores. Besides having the potential for marine tourism, there is also quite a lot of terrestrial tourism, including various types of natural caves with their own peculiarities, springs and waterfalls which are located not far from the Labuan Bajo City area.

With a position as an entry point, especially heading to the Komodo Tourism Area which is a world destination and other islands, so that later it is a transit city which is expected to attract many tourists to visit Komodo and Labuan Bajo City and it is also hoped that tourists can stay longer, spend more money, and can repeatedly visit Labuan Bajo City. In an effort to "hold" tourists to stay longer and / or "attract" tourists to visit again, tourism development is carried out which will later make the tourist attraction in Labuan Bajo City strengthened with performances or "created" an event, meaning that in addition to the attractiveness that already exist, but must be added with something that can be enjoyed, seen, done, watched, obtained by tourists during their visit, in such a way as to give an alluring impression.

Today's tourists are demanding more from every country, business, organization, and tourism industry employee to improve services that ensure quality, value, accuracy/reliability, diversity, comfort, and professionalism. The high quality of service and the completeness of facilities/facilities supporting tourism activities are very important factors in the tourism industry. In addition to providing satisfaction to tourists, it also increases the interest of tourists to return to visit. In this way, the benefits obtained are much greater, so that visitors will indirectly benefit from using these tourist facilities/facilities which will later encourage the development of Labuan Bajo City into a city/tourist destination. Because the tourism sector can be a source of income for local governments, namely local revenue (PAD) and increase the income of local communities. In addition to seeing the opportunities that exist now, this development also sees future opportunities which are predicted to increase tourism sector activities in Labuan Bajo City. The availability of tourism facilities/facilities is a very important component in the sustainability of tourism activities, another thing is to create tourism sustainability. This study aims to understand the meaning of myths that can become a tourist attraction by utilizing their marketing communication activities.

The tourism sector is the main prospect now and in the future in an effort to boost regional growth as well as regional and local income. Tourism development that is able to provide added value that can be enjoyed by the community and experiences for tourists in terms of tourism components. Mythology or myth is a collection of traditional stories that are usually told from generation to generation in a nation or family, and systematized into a structure that tells all myths in all versions related to the culture that surrounds them and various public responses to these myths. Long before the birth of philosophy, Greek society has known the myths. These myths have a function as answers to questions about the riddles or mysteries about the universe and life experienced directly by the Greek people at that time. These questions include the origin of humans. At that time there were information about the occurrence

of the universe and all its contents, but this information was based on belief alone. Thought experts are not satisfied with the information and then try to find information through their minds, through myths can be a tourist attraction and is one of the marketing communication activities.

LITERATUR REVIEW

Entertainment according to (Sayre, 2008): "all sort of consumption activities containing significant elements of amusements and diversion". The definition of entertainment is "whatever people are willing to spend their money and spare time viewing rather than participating in". Entertainment according to (Bates, What's Entertainment? Notes Toward a Definition, 2000) "involves communication featuring external stimuli; it provides pleasure to some people, though not of course to everyone; and it reaches a generally passive audience" (Bates, 2000). Conceptually, the essence of entertainment itself is the concept of spending leisure time (leisure). Derived from the Latin licere, which means the desire to be free, leisure is described as a characteristic of varied ways of thinking and feeling. Aristotle explains that the term licere contains two things in it, namely the availability of time and the absence of work, he even believes that there is nothing to do that brings people to happiness.

Overall, entertainment can be seen as any activity that can be consumed that consists of elements of entertainment and significant diversion that people are willing to pay for and take the time to enjoy even without being involved in it. This entertainment activity is done to release the tension obtained from daily routines. From this definition there are elements of activities that entertain tourists to get their satisfaction. The experience of doing activities that produce pleasure/happiness is what tourists who come to fulfill their needs want.

According to Sayre (Sayre, 2008) there are four areas in the entertainment experience, namely the first is Passive Entertainment which occurs when people absorb entertainment simply through their senses without much participation. An example is when a person listens to music, looks at the scenery. Then the second is Educational Entertainment which requires the direct and active participation of someone who mainly involves his mind. Next is the third, Escapist Entertainment which requires a deeper mental involvement than being passive, educative and aesthetic. Whereas in Esthetic Entertainment the audience involves themselves more deeply into cultural experiences with visual components at that time such as visiting museums or art galleries, enjoying the beauty of natural scenery (Sayre, 2008).

(Sayre, 2008) also explains that the content of entertainment enjoyed by the audience consists of 3 ways, namely: Live Pe (Roger, 1998) performance (theater, musical, concert, etc.), as an interactive experience (recreation, playgrounds, excursions etc.)) and in the form of media (film, tv etc.). We can see that travel is also part of the content of entertainment. Roger and Slinn (1998) stated that attraction or attraction is everything contained in a tourist attraction that becomes an attraction so that people visit the place. In accordance with the definition of entertainment/entertainment mentioned earlier, entertainment attractions can be interpreted as all attractions and activities that are carried out, paid for, and contain elements of fun and diversion from everyday life contained in tourist objects and become an attraction so that people visit the place. the.

A tourist destination itself is a collection of tourism products with reference to adjacent places, such as theme parks, country club hotels and holiday villages/entertainment complexes.

A tourist destination is an entertainment/entertainment experience, where recreation itself is one of 3 categories of activities to spend free time, namely: (Sayre, 2008).

1. Amusement which is a diversion of attention such as games and the satisfaction obtained from the diversion.
2. Entertainment which in this case is defined as the presentation of direct or indirect experiences
3. Recreation consists of activities or experiences carried out in free time to gain personal satisfaction or enrich the experience.

The development of tourist attractions includes planning, implementation and control efforts to create added value so that a destination has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth which is the target or purpose of tourist visits.

The similarities between myth and language according to Levi-Strauss' structuralism view, namely: First, language is a medium, a tool or a means to communicate, a means of delivering messages from one individual to another, from one group to another, as well as myths. Messages in myths are conveyed through language that is known from the storytelling, on the basis of this view until now people are still looking for and always trying to explore messages that are considered to be behind various myths in the world. Second, like Saussure regarding language which has langue and parole aspects, Levi-Strauss also sees the same in myth. Parole is language as it is manifested in everyday life as a means to communicate. According to Levi-Strauss parole is a statistical aspect of language that arises from the concrete use of language, while the langue aspect of a language is its structural aspect. Language in this second sense is a structure that forms a system or is a structured system, this structure is what distinguishes one language from another. Language as a langue exists in reversible time, because it escapes the diachronic time trap, but language as parole cannot be separated from this time trap, parole in Levi-Strauss's view is in an irreversible time.

RESEARCH METHODOLOGY

Research design is a framework used to guide and direct the research process towards the expected goals (Aaker, 2001). Qualitative researchers try to reach various aspects of the social world, including the atmosphere that forms an object of observation that is difficult to capture through precise measurements or expressed in numbers. Thus, qualitative research is more transcendental in nature, including the aim of eliminating false beliefs that are formed on an object of study. Qualitative research is the process of gathering information and actual conditions in the life of an object that is associated with solving a problem from both a theoretical and tactical point of view. (Nawawi, 2012). And also according to the view of the latest expert who said that "Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings); also called the qualitative method because the data collected and the analysis are qualitative" (Sugiyono, 2017). The qualitative research approach was carried out using in-depth interview techniques to informants using a question guide. This descriptive research is useful for making a systematic, factual, and accurate explanation of the facts obtained during the research. Primary data through field surveys to destination locations islands Komodo. This destination was chosen because it considers Labuan Bajo as one of the super priority tourism destinations, easy access and the existence of Komodo as an international competitive attraction. The technique used is through direct observation, open interviews with informants, namely village heads, community leaders, and residents who clearly know the condition of the village and the development of tourism in their village. Secondary data is obtained from policy documents related to tourism such as Laws, Government Regulations, Guidebooks and tourism development concepts, Ministries, Local Governments and the Tourism Authority of Labuan Bajo Flores.

Qualitative data were analyzed in three stages, namely data reduction, data presentation, and verification. The first is the data reduction process starting from the process of selecting and simplifying the data from the FGD results, in-depth interviews in the form of field notes, observations, and document studies that are reduced in thematic writing. The purpose of this data reduction is to sharpen, classify, direct, and remove unnecessary data. The second is data presentation by compiling all information and data obtained into a series of easy-to-read words into a report in the form of quotations or typologies.

RESULT AND DISCUSSION

Entertainment Attractions as Tourist Product Attractions

That Komodo attraction is an attraction because Komodo Island has amazing beauty and is also included in the 7 wonders of the world (Seven wonders). That the dragon komodo us as one of the wonders of the world. Of the many world heritage reserves in our country, Indonesia. One of them is an ancient animal which is the only one in the world that still exists and lives on Komodo Island and Rinca Island which is a UNESCO heritage.

The city of Labuan Bajo as a premium destination carries out sustainable development to create a modern city, with infrastructure facilities and infrastructure, one of which is the sea area which cannot be separated from the existence of the fish market as a buying and selling activity. which is clean and

modern and can become one with the sea, so it has more value to make it a photo spot, culinary and witnessing fish trading activities that attract tourists.

Image 1 : construction of a culinary center, Labuan Bajo fish market, 2021

The plan will carry out the construction of electric poles that are planted (Grounding system), although currently the power poles are on the side of the road with lighting lamps like Komodo. Pedestarians are neatly arranged, so they can be used as photo spots with views of the sea, ships and mountains. However, the sidewalks are used by street vendors to trade beverages, namely coffee and other drinks, the availability of trash cans and the difficulty of parking spaces, so that cars park on the side of the road, this causes congestion because it coincides with car traffic passing through the road.

Image 2 : the situation of the waringin peak area, 2021

The condition before dusk becomes the main attraction by seeing the ships decorated with ship lights, having the beauty of the colorful ship lights. This can be developed into an atmosphere like the city of Venice, so there is a need for the arrangement of available ships to be designed to be nice and beautiful, as well as the existence of Standard Operating Procedures for ship service procedures and the availability of ships for the needs of tourists and the needs for trade logistics purposes, so that shipping experts are needed in making regulations regarding the operation of ships in Labuan Bajo, as well as related to the level of safety, health and hygiene.
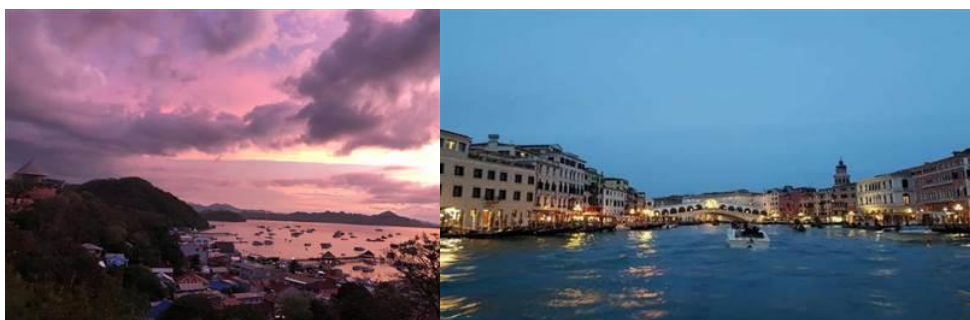
Figure 3A : The atmosphere of the afternoon and evening in Labuan Bajo

Picture 3 B : The beauty of downtown Venice has a long history. So the attractions and places of interest here are the classic buildings and urban planning. Mainly because of the many canals and bridges

That the city of Venice and Labuan Bajo have similarities, namely the atmosphere of classic buildings and urban planning located near the sea, only Venice is famous for the city of water, with classic buildings surrounded by water, is the main attraction. The uniqueness of Labuan Bajo has a uniqueness with the attraction of the sea and the mountain into one.

Consumer experiences will form opinions which in turn give positive satisfaction and form a reputation among the public about the tourist destination itself (Hasan, 2015). The circulating opinion is a message that also promotes Labuan Bajo. The experience of entertainment attractions experienced by consumers is what becomes a marketing communication tool for Labuan Bajo to become a reason for purchases and repurchases by consumers who visit it because of its unique environmental conditions.

The process of tourists in the selection of tourist destinations is associated with entertainment attractions (Kotler, 1989) states that the process that forms the relationship between producers and individuals or groups in delivering products, namely goods and services, is carried out to meet needs and desires in order to achieve a higher level of satisfaction through the creation of quality products. Kotler explained that the marketing mix consists of Product, Price, Promotion and Place (4P) which are related to the 4Cs; then Product is related to Customer Solution, Price is related to Customer Cost, Place is related to Convinience, while Promotion is related to Communication. The products presented on Komodo Island, Labuan Bajo as a tourist destination are actually still developing. The main products of Komodo Island itself as a tourism product are animals, the beauty and beauty of the surrounding nature. This product must remain adapted to the changing needs of the target customer. Therefore, it is necessary to make adjustments that balance the changing needs of these customers. Informants mentioned their various needs in achieving a level of satisfaction, starting when they determined the needs that arose for the problems they experienced (problem recognition) related to their planned vacation activities.

In tourism marketing, several additional marketing tools are found which are the development of product elements, such as attractions or tourist attractions; accessibility/ accessibility; amenity/ amenity and ancellery/ ansileri; which came to be known as 4A. (V.A. Zeithaml, 1990)

In accordance with the stages of decision making conveyed by (Kotler, 1989) it can be explained that the decision making of purchasing tourism products in this study is as follows:

a) Problem Recognition is when consumers realize a problem in themselves or a personal need. At this time consumers realize the need to release stress and the need to divert attention from everyday life. In this study the motivation of tourists is as a perceived need is the need for a vacation by traveling. The informants felt the urge to go on a tour, namely to break away from the routine, release the stress they experience every day. The problems they want to overcome are clearly felt, namely fatigue in everyday life,

b) Information Search is the stage of finding information about the needs that were realized in the previous stage. At this stage, travel consumers usually search both online and offline.

Both of these searches were carried out by the informants in this study during their visit to the Pulau Komodo, although online searches were preferred and carried out more frequently. This is clearly an input for tourist destination managers to fix and activate information about their tourist destinations on social media as well as being able to provide news value that will be covered and included in both online and offline media. Searching for information online is currently proving to be a benchmark for making choices and even making decisions about which tourist destinations to choose. Entertainment attractions are expected to be a 'message' in information that attracts consumers to visit the Komodo Island. This Entertainment attraction is what is being sold by tourist destinations.

c) Evaluation of Alternatives is an evaluation or discussion conducted after receiving information. Evaluation is carried out depending on the type of tourist who will be traveling. If the tourist goes alone, then the evaluation is carried out internally within him which is usually based on what kind of needs he wants to fulfill and what type of tourism is his favorite. If tourists are traveling in groups (eg with family or friends) then at this stage a discussion is carried out with their traveling companions to determine their attitude towards the selection of existing alternatives. The informants evaluate internally and of course also with their traveling companions. They admit that this is also done while looking back at the information they get both online and offline.

d) Purchase Decision is the final decision making of the selected tourist destination, what activities will be carried out, as well as planning for transportation, accommodation and usually adjusted to the agreed travel costs. At this stage, the informants enjoy the entertainment attractions on Komodo Island. The experience they got was considered to be in accordance with what they expected even more because previously they only knew one of the existing entertainment attractions, namely seeing Komodo dragons which are rare ancient animals, which they knew from the results of their information search.

e) Post Purchase Behavior is the stage where a person has made his trip and concludes whether he likes the trip, is satisfied or dissatisfied with the experience he gets. This stage is important not only to determine whether the consumer will return to the tourist destination he has just visited, but also to determine whether he will share his experience with others both online and offline. In turn, this stage will affect the purchasing decisions of many others and the popularity of the tourist destination.

In this study, the informants felt satisfied and gave positive values about the entertainment attractions located on Komodo Island, Labuan Bajo, which then impressed the entire experience while on Komodo Island. The desire to repurchase is also quite good, with the desire that the entertainment attractions provided can be more varied with the support of facilities which are also expected to be better.

Myths as Tourist Attractions

The name Komodo National Park is well known and worldwide because this tourist spot has a great attraction to attract tourists to come to visit. The tourists who come to visit the island of Komodo can see the wild life of Komodo dragons as giant lizards. In Komodo National Park, the activities of the tourists who come will be invited to track around the forest and hills in order to see the wild life of the Komodo dragon. There are three tracking paths available in this National Park for tourists to choose and the paths are the first short track, the second is the medium track and the last is the long track. Many tourists come to visit this place because this place is very memorable and becomes a valuable experience for tourists. One of these experiences is being able to take pictures close to the Komodo dragon. There are three routes that can be chosen by tourists who come to visit Komodo Island, namely short, medium and long routes. Another interesting thing is the myth about Komodo. Myth always exists in two times at the same time, namely time that can be reversed and time that cannot be reversed. For example, the fact that myths always refer to events that occurred in the past. The words "reputedly long ago...", "Once upon a time long ago...", and so on. These words are often encountered in the opening of the myth. On

the other hand, the distinctive patterns of myth are the characteristics that keep myths relevant in the current context. The pattern revealed by the myth, which is described by the myth is timeless, not bound by time, or is in reversible time, this pattern can explain what happened in the past, present, and what will happen in the future.

Based on an interview with the Head of Komodo Village, he said that the myths about Komodo are:

> "That Komodo is their brother, when seen physically that Komodo also has fingers and hands like humans, so with local residents are brothers, so it is impossible for Komodo, even though it is a wild animal, to injure local residents"

This is a special attraction for tourists, namely the relationship between rare animals living in peace with the local community.

Figure 4: Komodo is a tourist attraction

Then based on the story of the local community, that Komodo has a call "orah" by the community
Based on the historical legend of Komodo, it tells of a long time ago, there was a princess named Putri Naga. He lived on an island and later married Moja, a young man from the other side. Long story short the princess got pregnant and then gave birth to twin sons, both of whom had male sex. It's just that one of them has a different shape that is similar to a lizard and makes this couple embarrassed. Both gave the name Orah for a son who was similar to a lizard and named Gerong for a normal baby. Orah is exiled into the forest while Gerong is raised alone by Dragon Princess and Moja. As time passed, Gerong had grown up with a dashing body. Until when Gerong was hunting deer, he met a giant lizard, which Gerong chased after and was about to draw a spear.

However, suddenly the Dragon Princess came and forbade the killing of the giant lizard that is currently known as the Komodo dragon. The Dragon Princess explained to Gerong that the lizard was her twin sister named Orah. Since then the local community has always treated the Komodo dragons as brothers. The myth about the origin of the Komodo dragon is named Orah and is an animal that is well preserved to this day by the local community. However, the meaning of the myth is that Komodo Island is included in the National area, meaning to preserve nature and the environment so that not many people live on the island because it is a national area that must be preserved for nature and the environment, meaning that only local people may live on the island. This is because to maintain security for the immigrant community from the wild star, namely Komodo

Komodo or "Orah" is one of the largest legendary reptile species in world history. Habitat Komodo currently lives only in the islands of Komodo, Flores, Gili Matang, Gili Dasami and Rinca, East Nusa Tenggara Indonesia. Based on the results of the literature that the discovery of Komodo is based on science, namely: In 1910, Lieutenant Jacques Karel Henri van Steyn van Hensbroek was stationed on the eastern Indonesian island of Flores by the Dutch colonial administration. When he received word of a very large "land crocodile" living on the island of Komodo by the local people. Varanus komodoensis Curious, he set out to the island to investigate on his own. He returned with a photo and a skin of the animal, which he sent to Pieter Ouwens, then director of the Java Zoological Museum and Botanical Gardens Buitenzorg (now Bogor Botanical Gardens). The animal was not a crocodile of any kind, but a huge giant lizard. Ouwens realized that this animal was new to world science and immediately published the first formal description of the animal, which we now know as the Komodo dragon, Varanus komodoensis. Deadly Poisons Komodo dragons include reptile species that have

deadly venom. The lethal ability is obtained due to the strength of the bite and the venomous poison that emerges from the thousands of glands in the gums.

Some people call it the thousands of deadly bacteria that are in the saliva of his mouth. But there has been a rebuttal from some poison research scientists from the University of Melbourne in Australia saying that "all bacteria are scientific fairy tales," said Bryan Fry. (Source: This is written in his quote by Bryan Fry in National Geographic "Komodo Dragons Kill With Venom). Komodo Island, which is a natural habitat and is a very famous tourist destination, does not only have Komodo as its attraction.

Figure 5: Village Head with Komodo (source of village head documentation)

Tourist destinations can use entertainment attractions as a marketing communication tool by taking into account the segmentation of the audience they choose and of course including information about the entertainment attractions in their communication. The provision and planning of entertainment attractions is important because it can be the main pulling force in a tourist destination and provide a strong reason for consumers to achieve their goals of visiting tourist destinations. The strength of this entertainment attraction must be supported by other facilities and services, however, it can be used as a main weapon in selling tourist destinations to the public, especially if it has its own uniqueness compared to other Komodo Islands (differentiation).

Social media and the selfie phenomenon as an influencing trend
Another interesting finding in this study is the entry of the selfie/wefie phenomenon and the widespread use of social media as a trend which is now a strong consideration and motivation for the selection of tourist destinations. Judging from the motivation for traveling, namely to release stress and divert from the routine of daily life, the selfie and social media phenomena are currently adding motivation for someone to travel. In fact, this starts from the initial process of selecting tourist destinations and what entertainment attractions are contained in them.

In searching for information as a consideration for someone in determining their tourist destination, one of the important considerations is the imagination of what kind of images/photos can be taken and uploaded to social media to get the attention of friends or relatives or followers in cyberspace (social media). . In addition, at this information search stage, a person usually also gets references from friends and social media by looking at pictures or photos of other people who have vacationed in these destinations. The desire will be stronger to choose the destination if it is considered that the image or photo displayed is very beautiful or interesting. Until the term 'contemporary' appears which can mean following the trend.

This phenomenon is clearly a new agenda for tourism service providers, especially the island of Komodo, Labuan Bajo in attracting visitors, to do more careful and detailed planning and of course never stop seeing trends that occur in the community.

The results show the importance of entertainment attractions being presented to attract people to visit a tourist destination. The more and more varied entertainment attractions are presented, the better the tourist destination will provide satisfaction for visitors from all walks of life in meeting their needs and further expanding the market they can target. Entertainment attractions should still be adapted to the

type of tourism object in question, for example, nature tourism should still think about attractions that still expose nature as the basis of their appeal.

The level of satisfaction of visitors can differ from one another depending on the factors that underlie their desire to take a vacation and the motivation that drives them to carry out tourism activities themselves. Visitor satisfaction is also an important factor in planning the creation or addition of entertainment attractions on Komodo Island as a tourist destination. This is accompanied by an understanding of the target audience segmentation of Komodo Island. The more managers of tourist destinations understand the needs of their audiences and the trends that are happening in the midst of their audiences, the stronger the tendency of audiences to choose these destinations as travel options.

Entertainment attractions in tourist destinations must of course be supported by various tourist facilities. The informant mentioned several tourist facilities that need to be added or paid more attention to on the island of Komodo, namely transportation, sanitation, places to buy food and souvenirs. This facility is also important because it becomes a consideration for visitors to make purchases or repurchase travel trips.

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The importance of unique entertainment attractions provided by tourist destinations in general and Komodo Island in particular is very high. The uniqueness of these entertainment attractions can be recognized and used as a tourist destination's signature in communicating their products in the market. Managers are expected to be more active in communicating their tourism products complete with entertainment attractions contained therein as a material for public consideration (reasons for purchase) in determining their choice. The more information that can be extracted by the public will increase consumer confidence to make purchases of travel trips to the tourist destinations offered.

This entertainment/entertainment attraction is a factor attracting visitors in making election decisions. (Kotler, 1989) states that in making purchasing decisions, consumers usually go through a five-stage process, namely:

a. Problem Recognition is when consumers realize a problem in themselves or a personal need. This need can arise from within himself or from outside pressure. Needs from within can be in the form of emotional conditions that suppress and cause stress. Pressure from outside can be in the form of daily life conditions that cause discomfort and contribute to pressure on a person's emotional state. In this study, the perceived need is the need for a vacation by traveling.

b. Information Search is the stage of finding information about the needs that were realized in the previous stage. At this stage, travel consumers usually search both online and offline.

c. Both of these searches were carried out by the informant during his visit to Komodo Island, although online searches were preferred and carried out more often. This is clearly an input for tourist destination managers to fix and activate information about their tourist destinations on social media as well as being able to provide news value that will be covered and included in both online and offline media. Searching for information online is currently proving to be a benchmark for making choices and even making decisions about which tourist destinations to choose.

d. Evaluation of Alternatives is an evaluation or discussion conducted after getting a choice based on information obtained both online and offline. Evaluation is carried out depending on the type of tourist who will be traveling. If the tourist goes alone, then the evaluation is carried out internally within him which is usually based on what kind of needs he wants to fulfill and what type of tourism

is his favorite. If tourists are traveling in groups (eg with family or friends) then at this stage a discussion is carried out with their traveling companions to determine their attitude towards the selection of existing alternatives.

e. Purchase Decision is the final decision making of the selected tourist destination, what activities will be carried out, as well as planning for transportation, accommodation and usually adjusted to the agreed travel costs.

f. Post Purchase Behavior is the stage where a person has made his trip and concludes whether he likes the trip, is satisfied or dissatisfied with the experience he gets. This stage is important not only to determine whether the consumer will return to the tourist destination he has just visited, but also to determine whether he will share his experience with others both online and offline. In turn, this stage will affect the purchasing decisions of many others and the popularity of the tourist destination.

In this study, it was found that the trend was driven by the selfie phenomenon, where taking pictures and uploading photos to social media was considered important. Natural destinations are considered the right destinations to satisfy this desire because they have the best photo spots and provide a beautiful background for the photos to be taken.

CONCLUSION

Develop a philosophy about the historical meaning and background of the geographical area related to conservation through mythical communication by making story telling through local wisdom, so that it can be used as a guide in behavior to preserve the environment and ecosystems. Komodo Village can build a tourism village for local products with the branding as an art village, because the people there are Komodo statue carvers and woven cloth makers. That myth can be used as an attraction in marketing communication activities. The more and varied entertainment attractions are presented, the better the tourist destination will provide satisfaction for visitors from all walks of life in meeting their needs and further expanding the market they can target. Entertainment attractions should still be adapted to the type of tourism object in question, for example, nature tourism should still think about attractions that still expose nature as the basis of their appeal.

The selfie phenomenon as previously mentioned as a trend that occurs in society and a trend that occurs dynamically in society must be considered as part of planning for the manufacture or development of tourist attractions, to attract tourists and in turn will increase the popularity of these tourist destinations. The higher the popularity of a tourist destination, the easier it will be in further development starting from the increase in the number of visitors.

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