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## **The Effectiveness of the Short Film Via Youtube “Kembara: Empati” as A Tourism Promotion Media Nusa Tenggara Timur**

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**Abstract:** This study aims to determine the effectiveness of short films as a medium for tourism in East Nusa Tenggara. The existence of the Tourism 4.0 concept has changed the overall cycle of tourism ecosystems in Indonesia, including the cause of the shift in tourist culture in the digital world. One example is the change in people's decision-making processes in the digital era. Where people use social media as a reference in determining their tourist destinations. The comment column on Youtube becomes a reference for anyone who reads it. Because they write their opinions or experiences based on the existing content. This of course makes Youtube allows it to be a medium for tourism promotion, including through short film content. This study was made with the aim of finding out how effective the short film produced by CXO Media, namely "KEMBARA: EMPATI" starring Darius Sinarthya, was uploaded through the Youtube channel as a promotional medium for East Nusa Tenggara tourism.

**Keywords:** Promotion, Tourism, Youtube, Short Film.

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### **1. Introduction**

In the era of the industrial revolution 4.0, the dissemination of information that is commercial and difficult to do is now easier to use and presented with various kinds of convenience, low cost and efficiency by using publications via the internet. Based on the results of a survey at the Indonesian Internet Service Providers Association (APJII) regarding current internet user data, it is stated that the number of internet users in Indonesia has reached 73.7% or equivalent to 196.71 million internet users out of 266.91 million Indonesians. . The high number of internet users in Indonesia makes Indonesia a country that has a potential market for online business activities.

It is undeniable that in the era of the industrial revolution 4.0, technology plays an important role in communication processes or practices in a society that is now starting to transform into an information society. Although technology is closely related to the use of hardware to convey information and communication, nowadays people can use technology and access information easily. This of course changes the way we think about how to communicate.

The industrial revolution 4.0 was first introduced by Kalu Schwab in his work *The Fourth Industrial Revolution*, marked by the presence of a combination of technology as the cause of the refraction of boundaries between the physical, digital and biological fields (Pariwisata et al., 2019). The whole series of developments and changes from this revolution focuses on one key, namely harnessing the power of digitizing information or

better known as the *Internet of Things (IoTS)* . The term *Internet of Things (IoTS)* can be interpreted as the relationship between various types of things in life such as products, places, services, services and many things with people. This relationship occurs because of the use of technology for information that is accessed through various forms of *platforms*, one of which is *Youtube* .

The presence of *Youtube* is able to compete with television as a medium of information that is most often used by the public. The internet network on *Youtube* offers more diverse and innovative sources of information than television. In addition, *Youtube* has a strong penetration power in people's lives. This is subject to the ability of *Youtube* which is easily accessed through various tools other than computers, such as mobile phones, tablets and even *Smart TV* devices . *Youtube* is an alternative choice that is not only popular in other countries, but also in Indonesia. *Youtube* is a video site that provides various information in the form of "moving pictures" including short films.

One of the Indonesian short films that has succeeded in elevating the tourism industry is the film *Kumbara*, which uses East Nusa Tenggara as the backdrop for the film. In the short film, many display and highlight the natural beauty, local culture and creative industries that are developing and growing in local communities 77% .

The problem that often occurs in Indonesia in publication through short films is the minimal number of tourists when the tourism destination is not well publicized through short film media, due to the lack of promotional factors related to the tourism industry. However, when these tourist destinations are published through short films, they are able to increase the number of tourist visits.

Promotion is one of the important tools in marketing and is often referred to as a continuous process. This is because promotions can lead to a series of further activities from the company. Currently it is better known as the *Promotion Mix*, which is the best combination of strategies from advertising variables, personal selling or other promotional tools, all of which are planned to achieve the objectives of the sales program (Nasution, 2014). Promotion is one part of the *marketing mix* concept which consists of 4Ps, namely *product*, *place*, *price* and *promotion* (Abdurrahman, 2015). Therefore, promotional activities are deemed necessary, not only for the corporate sector, all sectors need to carry out promotions. With the promotion, the audience who previously did not know became aware, who previously did not want to visit a destination, to visit that place.

The ultimate goal of promotion is behavior modification (Cruz, 2005), where in tourism promotion becomes an inseparable part. Included in building a *destination image* , although promotion does not stand alone, namely the role of other sources of information (Govers et al., 2007).

In order to survive in the competition, especially in the digital era, marketing is an activity where companies try to inform, persuade, and remind consumers about the products and brands they sell (Kotler & Keller, 2009). Marketing communications represent the voice of the company and its brand and are a means by which companies can engage in dialogue and build good relationships with consumers. Likewise, what is done by the local government in marketing tourism potential in the area to the wider community as consumers.

Incorporating tourist destinations into short films is also part of *product placement* promotion . *Product placement* refers to the inclusion of certain products and the use of certain brand names in films. The practice of product placement then developed into a new form of promotion known as *branded entertainment*. *Branded Entertainment* is an advertiser showing a product in a film with a narrative form, no longer in the form of a commercial advertisement. With appropriate product placement, it can assist in consumer

decision making because they are considered to be familiar with the product, and create a sense of cultural ownership that produces emotional feelings.

Meanwhile, other studies have found that congruent placements that are not consistent with the plot can affect negative attitudes towards a brand or product, because they appear to be out of theme (Dastiana & Mudiantono, 2013). This study aims to discuss the phenomenon of *product placement* of tourist destinations in films and successfully become known by the wider community and increase tourist visits to these tourist destinations.

## 2. Literature Review

A short film is a work of art that contains about culture that implements electronic media as a medium for broadcasting. A short film is a shortened version of a visual art work that runs for no more than 60 minutes and is produced with or without sound (Hartino et al., 2021). Short films have a great ability to attract people's attention. Currently, films can be an effective marketing promotion medium to market tourism (Yudaninggar & Ajibullo, 2019). The benefits of promotion through short films can increase the number of visits that come because they see the location from a visual.

There are several previous studies that discuss films and tourism. The first is in the research conducted by Ayu (2015) which shows that the film factor can have a positive impact on the Province of Bali. Such as tourism promotion factors through the film "Eat, Pray, Love" with factors of natural beauty, architecture as well as traditional and cultural factors, as well as community and promotional media selection factors. Another previous research is the research conducted by Nasution (2018) in the film "Kauman Pekalongan *Travel Guide*". The image of the destination in the village of Waisata Batik Kauman Pekalongan before the film screening is in the good category or *Cognitive Image*. With a percentage of 74.7% in good category (*Cognitive Image*), good category 75.8% in *Unique Image*, and 72.4% *Affective Image* in good category.

The two previous researchers proved that one way to promote the beauty of nature and culture as well as local wisdom that can be done by the Indonesian government or local governments is to use film media, both short films and feature films. The effect of films with tourism content can affect the number of tourist visits that are visualized in the film. Previous researchers have also proven that using promotional and marketing strategies by paying attention to the three pull factors of *induced tourism* films, namely *place*, *personality* and *performance*.

## Indonesian Tourism

Indonesia is a country that is endowed with many things, both in the form of natural wealth or cultural diversity. The various natural potentials currently owned by Indonesia certainly have the opportunity to improve the Indonesian economy through the tourism sector. Based on the final report related to the study of the impact of the tourism sector on the Indonesian economy; The role of the national tourism sector is considered increasingly important in line with the development and contribution made by the tourism sector. Through foreign exchange earnings, regional income, regional development and absorption of investment or labor as well as business development spread across various regions in Indonesia (Morphology, n.d.).

According to the Ministry of Tourism Performance Report (2019), the contribution of the tourism sector to the national Gross Domestic Product (GDP) in 2019 has reached 5.5% with the achievement of 80.50% of foreign tourists and 162% of domestic

tourists(Kemenparekraf, 2020) Therefore, the potential in every tourist destination in Indonesia is the main thing to understand, so that they are ready to support and accept the large number of tourist visits, both foreign tourists and domestic tourists. So the role of promotion is indispensable and unavoidable. Without effective promotional activities, tourist objects cannot be recognized by the general public, so that the level of tourist visits will be low.

### **Short Film As Cultural Preservation Digitalization**

Referring to the function and scope of film as stated in Article 5 Paragraph (1) of Law Number 8 of 1992 concerning Film, it is stated that film as a communication medium for viewing and hearing has the functions of information, education, development of national culture, entertainment and economy.

Film also has a role as part of the information that reflects the development of culture, natural wealth and heritage of the Indonesian nation to the public. Therefore, the information presented in a film is able to provide a lot of new knowledge and have a positive impact on the people of Indonesia. In the film itself, many aspects can be presented, for example through the storyline, characters or players, language style, costumes, musical illustrations, and the setting or setting of the film. Through this all information can be constructed, so that it becomes interesting and able to make films as a unique means to convey messages(Yudaninggar & Ajibulloh, 2019).

However, the film also has a negative side, according to Santika (2015) that one of the tourism concept activities offered can create certain beliefs from the way tourists look at it, such as the attraction of modified local cultural elements. The attractions of these local cultural elements can damage the authenticity and integrity of Indonesian cultural products because they directly force them to suit tourism needs. Some types of traditional dances are no longer presented in their entirety. In addition, cultural attractions can also cause undesirable conditions for the sacred value of a cultural product, because the performance must be adjusted to the time of tourists who want to watch it.

### **Film As A Tourism Sector Promotion Media**

An unattractive tourism destination could be due to various factors such as having low numbers of visits and sales, the number of competitors for a tourism destination, or the number of tourist destinations that have similar features. Tourist destinations still have to make improvements, especially in building their identity. This means that a tourist destination must be able to place itself on the list of tourist preferences (*positioning*). This makes it easier for tourists to make decisions to visit tourism destinations. If not, tourists will find it very difficult to know the existence and quality of these destinations. Therefore, promotional activities are an indispensable part. Promotion is considered capable of communicating information about the quality of a tourism destination to potential tourists, with the aim of influencing the consumption behavior of potential tourists.

Films, especially short films, can be used as an effective solution for marketing activities in making promotional strategies to market Indonesian tourism, such as the short film "Kumbara" which presents the natural beauty of East Nusa Tenggara. Because films have the power to influence and lead thoughts, imaginations and emotions such as high curiosity for potential tourists to decide to travel in these destinations. Film can also be one of the factors that influence the journey of an individual (Vagionis & Loumioti, 2011).

Promotion through films can be classified as publicity that has a mass nature, making it more effective to reach a wide and spread market. Perreault and McCarthy (2002) state that in mass promotion, publicity is a cheaper method than advertising because it is not paid to report and can often be more effective than advertising (Yudaninggar & Ajibullo, 2019). The use of publications from films to be managed as a tourist attraction for a destination is also known as film tourism, where a tourism activity is caused by the existence of filmmaking in the location concerned (Lukitasari, 2019).

### **Destination Image**

*Destination Image* is an important factor in the *destination brand*, namely the form of tourist representation. What is felt and believed as well as ideas about something destination (Fakeye & Crompton, 1991). *Destination* image has an important role in the decision-making process of tourists in choosing a destination, the process of disseminating reviews and recommendations to those closest to them (Agapito et al., 2013). *Destination Image* consists of several aspects, namely affective, cognitive and a combination of both. Cognitive image refers to aspects of a destination that are attractive to tourists such as *ambience, weather, public hygiene*, and unforgettable experiences. *Affective image* is the emotion or feeling of tourists towards the destination (Kim et al., 2017).

The image of the destination is now able to be seen and felt by anyone from the content shared online. The term online destination image then appears. Online destination image is an online representation of feelings, beliefs and overall impressions of the destination. Online destination images are then grouped into two, namely projected online destination images and perceived online destination images. Perceived online destination image is the perception, feeling and impression that tourists share online about products or offers that exist at a destination (Pamuji, D. D., 2020).

### **Promotion**

Of all the elements of the marketing mix, promotion gets the most attention in tourism, where promoting tourism services has become an increasingly complex task, and marketers are much more sophisticated in using promotional methods. Promotion is also considered as communication. Promotion has also become a traditional activity of destination marketing organizations (Destination Marketing Organizations or DMOs), with most organizations focusing on advertising and sales (personal selling) as well as other promotional mix models such as *sales promotion, public relations* and *merchandising* (Coca-Stefaniak & Morrison, 2018).

Promotional activities in tourism tend to focus more on destination marketing or destination marketing, where tourist destinations use promotions and marketing communication strategies to influence destination image. By using various promotions, marketers focus on increasing awareness to visit a destination (Pamuji, D. D., 2020).

### **I. Methodology**

This study uses a virtual ethnographic approach (Bito 2021). That is the method used in order to photograph the phenomenon of society in the virtual world (Nasrullah, 2015). Which in the context of this research are netizens who interact in Youtube comments. The research data retrieval is carried out in a virtual area, namely on the social media Youtube. Specifically only in the area of the short film "Kumbara" produced by CXO Media. This is because if research data collection is carried out outside the area (virtual), then it is considered a violation in the context of virtual ethnography (Hine, 2000).



## 5. Research Results

The province of East Nusa Tenggara (NTT) is located south of the equator at positions 80 – 120 South Latitude and 1180 – 1250 East Longitude. Territorial boundaries; To the north it is bordered by the Flores Sea, to the south by the Indian Ocean, to the east by the Republic of Timor Leste and to the west by the Province of West Nusa Tenggara. NTT is an archipelago consisting of 566 islands, of which 246 islands have names and the rest do not yet have names. Among the islands that already have names, there are 4 large islands, namely Flores, Sumba, Timor and Alor (FLOBAMORA), the rest are small islands that are scattered, including: Adonara, Babi, Lomblen, Pamana Besar, Panga Batang, Parmahan, Deer, Samhila, Solor (Flotim/Lembata Regency), Batang Island, Kisu, Lapang, Temple, Deer, Trweng (Alor Regency), Dana Island, Doo, Landu Manifon, Manuk, Pamana, Rajina, Rote, Sarvu, Semau (Rote Regency Ndao), Loren Island, Komodo, Rinca, Causei Sebayur Kecil, Sebayur Besar Serayu Besar (Manggarai Regency), Untelue Island (Ngada Regency), Halura Island (East Sumba Regency), etc. Of all the existing islands, 42 islands are inhabited while the rest are uninhabited (Nusa & Timur, 2019).

The development of technology and high-speed internet in the era of the industrial revolution 4.0 participated in encouraging the development of social media so as to allow travelers in the Tourism 4.0 era to be more independent in their travels. Advances in technology and the internet with available travel applications, allow tourists to know all tourist destinations before leaving their homes (Xiang et al., 2015). The presence of social media has created a wider way for people to communicate and connect with each other in general (Ippvb et al., 2014). Meanwhile, with the development of technology and the internet, all generations alike use the internet for travel planning, although millennials are still the highest generation of travelers in using the internet and social media (Xiang et al., 2015).

A study states that one in three internet users prove that their purchasing decisions are influenced by social content sites (Cox et al., 2008). Unlike in the past, tourists now always convey ideas of tourist destinations to be visited by word of mouth. Colleagues, friends and family are often considered a reliable source, this is because they are the closest people who can be used as a source of information, inspiration, planning and organizing trips. However, in another study it was stated that the emergence of social media allows tourists to receive certain information about certain destinations, this of course has a strong influence on tourist travel decision making (Pour et al., 2020).

Youtube is one of the social media in the form of a website or online video sharing application. Recorded on the website we are social and hootsuite, Youtube users reach 2 billion users worldwide in 2020, of course this right makes Youtube worthy as a tool in creating and displaying Indonesian tourism content.

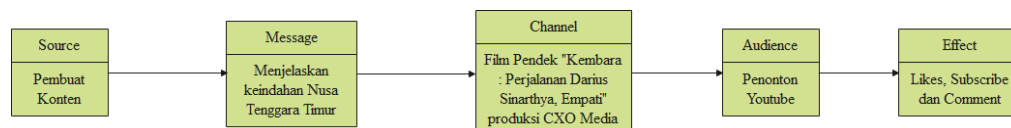
A study conducted by (O'Connor, 2008) states that the influence of content created by Youtube users has a potential and motivational impact on the choice of tourist destinations. It can be concluded that content created by consumers, in this context is a traveler, means that the information conveyed is more acceptable and trusted by the public compared to ordinary advertisements such as on television. The content produced is considered as one of the factors that can be trusted and influential for consumers. Even in today's digital era, tourists rely heavily on social media content. Consumer reviews on social media can increase consumer purchase intentions, as well as the perceived credibility of the content (Cheong & Morrison, 2008).

(Crowell et al., 2014) in their research mentioned that Google and Ipsos Media CT conducted a study on the use of Youtube in the travel industry and found that two thirds of travelers in the United States watch travel videos online before they travel. The increasing trend in its use, as well as changing market tastes have made Youtube indirectly a marketing

tool. By embedding videos Youtube website and blog websites deemed menambahkekayaan company web site and can be considered a potential tourist attractions (Reino & Hay, 2011).

Furthermore, in the results and discussion of this research, we will discuss the effectiveness of the short film via youtube "Kembara: Empathy" as a medium for promoting tourism in East Nusa Tenggara in order to attract tourists, both domestic and foreign tourists, to come to visit East Nusa Tenggara. Based on the theory of marketing communication, which is a social process that occurs between two people, where individuals send stimuli to other individuals. Stimulus can be in the form of messages delivered in verbal form, where the delivery process is carried out through communication channels and changes or responses occur to the message to be conveyed (Sukoco, 2018). In addition, communication must have 5 elements of elaboration, namely source, message, channel, audience and effect(Wenxiu, 2015)

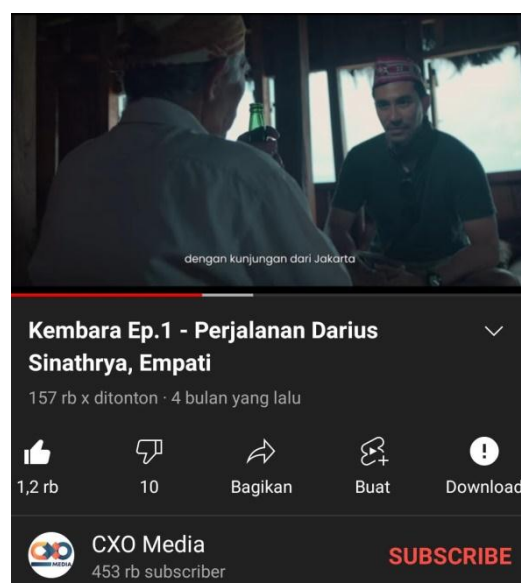
Figure 1. Elements of Communication in the research context



Source: Processed personal data, 2021

Figure 1 explains how the application of the elements of communication and context in this study is to make it easier to understand the explanations in the discussion and results of this study. Furthermore, it will be explained related to the signs and meanings that are part of the many promotions on social media, especially Youtube.

Figure 2. Short Film "Kumbara : Darius Sinarhya's Journey, Empathy" via Youtube



Source : <https://www.youtube.com/watch?v=AckYZjH26HE&t=75s>

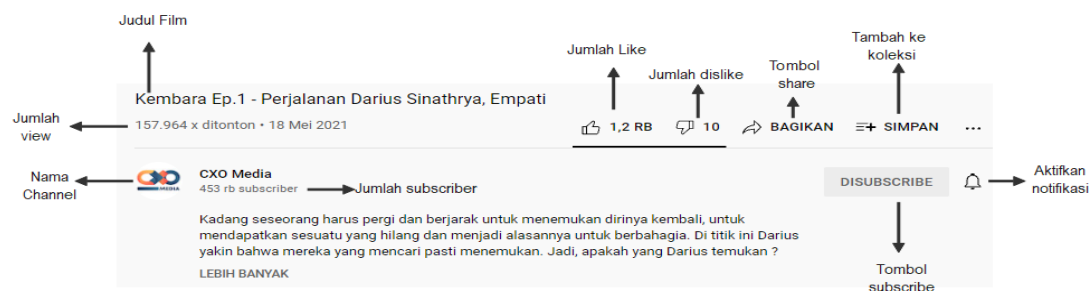
Figure 2 explains that the display on the short film via YouTube is the research location as well as the research area. Where the researcher takes research data and the place of research, namely the research subject is a resident of the virtual world or called Netizens. While the object of research is a short film that can be accessed on youtube with the title

"Kumbara : Darius Sinarthya's Journey, Empathy" is the object of research. This is because the film "Kumbara : Darius Sinarthya's Journey, Empathy, is something that is not only enjoyed, but also responded to by netizens. In terms of appearance, we can see some symbols with the explanations outlined in Figure 3.

Figure 3 shows an overview of the results of this study. a short film with the title "Kumbara : Darius Sinarthya's Journey, Empathy managed to get 157,000 views or watched with a response of netizens liking 1.2 million thousand and 10 people not liking the short film. The YouTube channel with the name CXO Media has 452 thousand subscribers. For YouTube's size, the number of views that can reach 157 thousand is included in large numbers. This means that a short film with a YouTube title with the title "Kumbara : Darius Sinarthya's Journey, Empathy" is said to have succeeded in attracting netizens' interest so that they watch the content in it.

Please note that Youtube is a social media that allows twoway communications. Where netizens are considered an active audience because they can respond by leaving opinions, criticisms, suggestions and so on in the YouTube comments column. Even comments that have been left by netizens can be commented on by other netizens . This proves that YouTube is a social media that allows interconnectivity in it.

Figure 3. Symbols with meaning in the Research Area

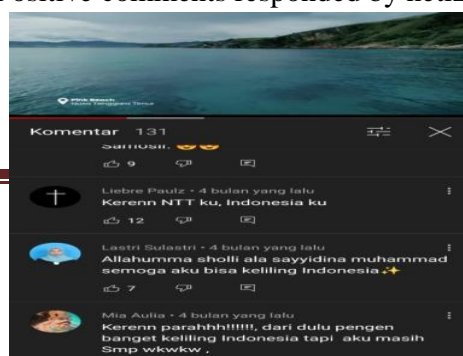


Source: Research data, 2021

With the number of comments as many as 131 netizen comments , of course this is a separate review for anyone who reads it. Today's social media has really changed the behavior of a person's assessment of something, including in tourist destinations. As stated by (Hawkins et al., 2009) in his research, people before getting to know social media were accustomed to collecting various kinds of information related to the tourist destinations they would visit. However, with the existence of social media, people are getting used to trusting the judgments of foreigners to make their travel decisions through reviewing comments, pictures and ratings and other things that are shared on social networks. This condition is similar to a study conducted by (Tham et al., 2013), which argues that there is an influence of social media on each choice of tourist destination. So the emergence of social media allows travelers to receive information from unknown people about certain destinations that have a strong influence on their travel decisions.

Similarly, short films on social media Youtube . Researchers saw a short film that played through the channel Youtube has an influence on travel decisions of the Traveler in the future. This can be proven by the positive responses or comments from netizens. Positive comments from netizens stated that they were interested in visiting one of the places in the Kumbara Short Film, and other netizens said that they would visit that place. This proves that social media with its characteristics can eliminate regional boundaries, age and distance, so it is not surprising that anyone and from anywhere can meet in one space and time.

Figure 4. Positive comments responded by netizens





Source

<https://www.youtube.com/watch?v=AckYZjH26HE&t=75s>

Figure 4 proves that a positive comment can be a review that is used as a consideration for other netizens to visit East Nusa Tenggara. Figure 4 explains that netizens commented that netizens who live in Indonesia recognize the beauty of East Nusa Tenggara and want to visit the islands someday when the time comes. the pandemic is over. And several other comments said that the tourist destinations in the short film "Kumbara" were very cool. It can be concluded that the short film "Kumbara : Darius Sinarthya's Journey, Empathy" has successfully gained the attention of netizens , with 1.2 thousand likes. This means that as many as 1.2 thousand netizens have received information about East Nusa Tenggara and it is possible that 1.2 thousand like netizens who like it will change their minds to visit East Nusa Tenggara.

To strengthen the results of the study, the researchers collected data from the comment column for the short film "Kumbara : Darius Sinarthya's Journey, Empathy" via Youtube, which is related to the statements of several netizens who gave comments indicating their interest in visiting East Nusa Tenggara. Of course the statements taken are not from netizens who have visited East Nusa Tenggara, but from those who have never visited East Nusa Tenggara, after seeing the short film "Kumbara : Darius Sinarthya's Journey, Empathy". The data collection was carried out using a random sampling technique where the researcher chose the research subject at random from the entire population of research subjects who had characteristics according to the scope of the study. Or in other words that have a relationship with research.

Regarding this, it can be seen in Figure 5, with a screenshot taken from the comments column on the short film via YouTube "Kumbara : Darius Sinarthya's Journey, Empathy". In picture 5, it can be seen that a netizen with an account named Cahyono Tok said "Cool, so I want to go to NTT." This statement indicates that netizens with an account named Cahyono Tok were affected by the short film on YouTube .

Figure 5. Positive Comments Respond by Netizens

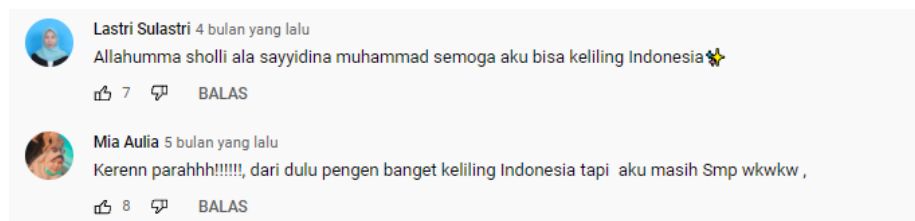


Source : <https://www.youtube.com/watch?v=AckYZjH26HE&t=75s>

In picture 6, it can be seen that an account with the name Hema Melisa expressed her interest with the sentence "It's amazingly beautiful, I hope one day I can visit this beautiful place. Thanks CXO Media and brother Darius Sinathrya." Likewise with Mia Aulia's account saying that she wants to travel around Indonesia, the same thing was also expressed by netizens who own the Lastri Sulastris account, " Allahuma Sholli Ala Sayyidina Muhammad, I hope I can travel around Indonesia." And several other accounts such as Rismawaty Juliana, Komodo Fun Trip and Syiehab Malik said it was cool in the short film "Kumbara: Darius

Sinarthya's Journey, Empathy" which shows the natural and cultural beauty of East Nusa Tenggara.

Figure 6. Netizen Comments



Source : <https://www.youtube.com/watch?v=AckYZjH26HE&t=75s>

## 6. Conclusions

Promoting tourism in the era of globalization must utilize technology, such as promoting tourist destinations using short films through the Youtube site . The tourism sector is required to keep up with technological developments and times to ensure tourism continues to run and become a source of foreign exchange for the country. Those who work in the tourism industry are responsible for ensuring maximum results from tourist trips and providing a satisfying experience(Chincholkar, 2019). Using short films to promote tourist destinations and local culture from East Nusa Tenggara, provides benefits to foreign and local tourists who will get to know Indonesia more deeply and local residents who are proud of their culture.

Short films with the theme of tourism and emerging as narrative power . Based on the previous explanation, the researcher found several findings to measure and explain how effective the short film via Youtube "Kumbara : Darius Sinarthya's Journey, Empathy" is as a medium for promoting Indonesian tourism, especially East Nusa Tenggara, since it was first uploaded until this research was made, at least it was recorded there 157rb view netizen with the response of netizens who liked about 1.2 thousand and who do not like as much as 10 people. In addition, at least 131 netizens commented on the film, with the majority giving positive comments, and some of them wanted to visit East Nusa Tenggara. Based on these data, it can be said that the short film via Youtube "Kumbara : Darius Sinarthya's Journey, Empathy" is considered effective as a medium for promoting tourism in East Nusa Tenggara.

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