Local Tourism Promotion through Multilingual Vlog in Garut, Indonesia

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ABSTRACT
Nowadays, vlog or video blog is an informative media with various contents for people of all ages. There are videos with themes of daily activities, games, sport, and tourism. The existence of vlog with tourism themes make it possible to be one of the ways to promote local culture of a place. In addition, internet based support as channel for global publication also good for local wisdom promotion from everywhere to anywhere. This research is about an experiment on vlog project in Garut, West Java, Indonesia. The vlog explains about tourist places in Garut through different languages: English, German, and Mandarin. Qualitative descriptive is used in this research. The goals of this research are for giving experiment result from vlog project and information about tourism promotion in Garut, Indonesia, and Asia to all elements such as experts, academic staffs, students, government, and society in the world. Publication and video promotion production are the results of the research.

Keywords: culture, globalization, technology, tourism

I. INTRODUCTION

A. Statement of Problem
Indonesia is one of the countries in Southeast Asia that has natural resource and tourism prospect in the future. This country is known as an archipelago state because it has some islands with different soil structures. According to Statistics Indonesia (BPS/Badan Pusat Statistik Indonesia) in 2015, this country has 17,504 islands from Sabang to Merauke and Miangas to Rote Island. That condition makes many beautiful places worth a visit in Indonesia; meanwhile, only several famous regions have known visited by international and local people. Those regions have unique culture to attract people to visit. The other regions actually have their identity too, but they find many obstacles in order to be known, especially related to publication issues. Garut is a town in the West Java province of Indonesia. There are five mountains around this town and beaches in the southern area. Garut has some suitable places that can be visited during vacation, for instance hot water spring, forest, and tea plantation. Although not famous like other places, such as the island of Bali and Lombok or as the city of Bandung and Yogyakarta, however this town has unique foods, souvenirs, and culture too. That distinctiveness is a big potential that can be used by the society and government to increase visitors and Indonesia tourism growth.

B. Objectives
1) To implement and publish multilingual vlog in media social
2) To identify and analyze the usefulness of multilingual vlog in the international and local people

C. Significance of the Study
This research is expected to be a publication material and media that have important role to take control in increasing visitor in Garut, Indonesia, because globalization now makes information accessed by people around the world through technology.

II. LITERATURE REVIEWS

A. Local Wisdom
Nakorntap et al. In Mungmachon (2012) explains, that local wisdom is basic knowledge gained from living in balance with nature [1]. In real experiences related with the body, the spirit, and environment. It emphasizes respect for elders and their life. Values of morals more than material things. Also, Kartika (2014) defines local wisdom is an action by people got passed down from their parents [2]. An action is positive for local community to get harmony.

Local wisdom come from local community, in deep from family or parents. There are knowledge, morals, values, and positive action to balance the local situation.

B. Globalization
Globalization is the process of economic, social, cultural, and political activities that cross national boundaries [3]. As a phenomenon, Globalization has been seen through many aspects: economic, culture, politics, social and technology. In case of culture and
financial markets, Mazarr (2005) defines globalization as faster sales, improved telecommunications, and increased global availability of media provided by new ICT [4].

Globalization makes information technology growth faster these days. In the context of tourism, globalization has clear impact on tourism. Moreover, technology is also facilitating by giving easiness to find information globally, review about places all over the world, and to promote using interactive online media easily.

C. Digital Media

Digital media is defined as products and services that come from the media, entertainment and information industry and its subsectors. It includes digital platforms (e.g. websites and applications), digitized content (e.g. text, audio, video and images) and services (e.g. information, entertainment and communication) that can be accessed and consumed through different digital devices [5].

The use of digital media as an information resource and communication platform has grown, especially for tourists, such as through online information that can be accessed from websites, email, blogs, and social networking sites. Electronic gadget industries also have united with telecommunications providers to facilitating information, travel plans, itineraries, reservations, and sharing their travel experiences. Heung (2003) acknowledged that travellers are increasingly utilizing digital sources such as tourism websites in their information search and communication exchange [6]. Digital users in tourism can get an immediate of where they want to go by viewing videos that other tourists have uploaded through social media such as YouTube. Photo and video are the most attractive media to share experiences and tend to encourage people to visit some places. This is also one of benefit of digital media in tourism industry, because digital media have contributed to promoting tourism, not only official promote but also by review by other tourists such as self-made travel video blog (vlog).

![Figure 1. Internet use by language](chartfromInternetWorldStatsinBritishCouncil2013reportingaboutLanguagessfortheFutureabove) shows that English is the most dominant language used on the internet, the second is Chinese, while Spanish and Japanese are close to third rank, meanwhile German and other languages are below of them. That research can be used as a standard that it is still better to use English for promoting tourism to other people across the world.

D. Tourism

In choosing a place to be their destination, tourists do need some recommendation about tourism. Tourism is an activity that is delivered at the local destination, hopefully by local residents and drawing upon local culture, cuisine and attractions, yet it is impacted upon by global processes, creating the dilemma of global or local nexus [7]. On the other hand, destinations are traditionally defined as territories, geographical areas, such as a country, an island or town [8].

E. Communication

Communication holds important role in promoting. Communication can be defined as the process of transmitting information and common understanding from one person to another [9]. The general purpose is to use communications to persuade people to buy products or services, while in the case of tourism, the use of communications is to persuade people to visit some destinations.

In persuading people to come to a place, we can use marketing communications as the solution. An organisation engages with its various audiences through a management process. By understanding an audience’s communications environment, organisations seek to develop and present messages for their identified stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, they encourage audiences to offer attitudinal and behavioural responses [10].

Currently, the revolutionized meaning of information communication technologies and Internet technologies refers to mobile communications that enable individuals to move and generate, transmit and receive different kinds of information. Because of this process, various models of communication emerged. With the help of information communication technology in the global environment, individuals may interact; move through space and time and their necessary information accompany and help them to find the desirable product or services.

In tourism, companies try to combine varied marketing techniques they used in the past and they
analyze several specific factors in the process of developing communication mix strategy (type of tourism market, traveller’s readiness to make purchase, destination development stage, and the brand’s market share and positioning). Sophisticated target groups and modern ICT environment are a serious challenge for tourism industry and it is of great importance to send the right messages through the proper media channels.

F. Intercultural Communication and Language

Intercultural communication can be defined as the sharing of information on different levels of awareness and control between people with different cultural backgrounds, where different cultural backgrounds include both national cultural differences and differences which are connected with participation in the different activities that exist within a national unit. Gudykunst (2002) explains that there are two keys concept from intercultural communication: communication and culture between individuals of different culture [11].

Language and culture are close to each other, thus students learn culture by take or use language from its region. Whorf in Littlejohn and Foss (2009) define that communication with language makes humans human [12]. Language is not only as a media, but also as an important instrument. Language is primary and unique in human for communicating like share ideas, express intentions, and get information [13].

III. METHODOLOGY

This research is based on studying literature, concept and theories about tourism, communication, and culture. The used method is qualitative descriptive.

IV. FINDING AND DISCUSSION

A. Concept and Contents

In the beginning, this multilingual vlog needs concept to realize its utility and usefulness for local and international viewers. This model will maintain the main purpose to publish value of local wisdom around the world through internet.

Place for publishing local contents fits in social media like YouTube, Facebook, Instagram, and website. Those have million users in that platform. Everyday there are active users anywhere and anytime surfing internet on them. For now, the multilingual vlog of this research starts available on YouTube and Instagram, not ready launch first in a website.

Figure 2. Multilingual Vlog Network in Internet Platform

As popular social media, Instagram has many functions like to post a photo and video gallery, also story and live features. It can approach followers to keep and touch with multilingual vlog’s contents. Showed in the picture below, there are three one minute-videos introducing viewers with nature tourism, special food called Dodol, and landmark in the street and three more photos of greeting in three languages, English, Mandarin, and German.

Figure Garutism on Instagram

Figure 3. Garutism on Instagram

Second social media discussed in this research is YouTube that fits for video publication. Multilingual vlog makes channel to publish full video about Garut here. Different with Instagram, viewers can watch video more than one minute in YouTube. Viewers can comment, like, and subscribe this channel for newest update video. The contents in this multilingual vlog are about culture in Garut, Indonesia, based on the local wisdom.
B. Usefulness of Multilingual Vlog

Languages for this multilingual vlog are are English, Mandarin, and German. Those languages used by most of people around the world. Then, there is intercultural situation. Language is one aspect of culture. This media use multiple languages for the reason is to get respect from people by respect them first. Then, Garutism presents "think globally and act locally" behaviour. It maintains local wisdom and networking with international relations. The output goals (for international people) is to make this media impact to local culture value, spread out information about characteristic of Garut, like foods, natural tourism, dance, fashion, and its identity into the world, while the input goals (for local people) is to let them know and learn foreign languages, pride about their own identity and culture.

V. RESULT OF THE STUDY

In this globalization situation, Indonesia as a country with natural and culture potentials should utilize technology to achieve goals. One of them is spreading local wisdom in each region to global platform.

Multilingual vlog is one of the solutions to be able to think globally and act locally. The concept and contents have important role. It uses three languages to inform local culture into the world. The impact are local people pride with their own culture and international people know about Indonesia deeper. Introduction tourism profil with photos and videos in social media. Its include culture, foods, fashion, dance, and local wisdom. Information is available in internet like YouTube, Instagram and website. People can keep in touch with it.

There is usefulness for local and international side. Local people can study and learn basic foreign language, but also pride with the identity andgive respect impact to international people to visit tourism region.

International viewers know culture of local through multilingual vlog.

VI. RECOMMENDATIONS FROM THE STUDY

Recommendation from result of the study is that multilingual vlog does not only give local culture contents for international visitors, but also give basic foreign languages education for local society. Multilingual vlog can help people to, as Paul McCartney said, think globally and act locally. With that behaviour, hopefully, in the future Indonesia can mingle in the international sphere and still maintain its culture at the same time.

VII. SUGGESTIONS FOR FUTURE RESEARCH

The study of this multilingual vlog use qualitative method, therefore, it is better if the future research uses should in quantitative method, for example to give specific number about amount of vlog viewers each month, and to share questionnaire for the viewers. That kind of research can give comprehensive results to know the improvement of vlog and make some evaluations to develop vlog contents.

REFERENCES


