

DIGITAL FREE TOURISM: STRATEGY FOR DEVELOPING TOURISM IN INDONESIA

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Abstract

This research aims to (1) describe the potential of digital free in developing Indonesian tourism; and (2) know the strategy for developing Indonesian tourism through digital free. This research uses SWOT analysis. The results of this research show that (1) the digital free concept is considered appropriate to be applied in several natural destinations in Indonesia that have limited internet access; (2) strategies for developing Indonesian tourism through digital free based on SWOT analysis, including SO strategy through promoting digital free tourism to the public, WO strategy by developing the concept of digital free tourism to attract tourists, ST strategy through collaboration with tourism stakeholders to provide digital free tourism, and WT strategy through educating tourism managers to develop digital free tourism.

Keywords: Digital free, tourism, develop

1. INTRODUCTION

Indonesia is famous for its rich, beautiful and attractive natural resource potential. Indonesia has natural and cultural potential that can be utilized for tourism purposes. Nature tourism is the most popular destination because of its abundant resources. The main problem is that the potential of this area has not been explored in depth, especially for non-leading tourism (Permadani, 2021). Apart from that, public awareness of the cultural riches that support the tourism industry is felt to be lacking, even though tourism activities are actually socio-cultural tourism which involves the human element (HR) in it. This means that it needs to be supported by an attitude of conscious tourism behavior that supports these activities (Rostiyati, 2013).

The development of the natural tourism sector is not always known to potential tourists. There are so many tourism and recreation destinations, foreign tourists and domestic tourists only know about tourist destinations that are well-known. However, if explored further, the potential for recreational tourism in Indonesia is very rich, but promotional activities are still very minimal, and there is a lack of information data needed for tourism development. This is why Indonesia's abundant natural and recreational tourism is rarely known (Fauziah, 2018).

Vacations seem to be a primary need nowadays (Villa, 2021). All the beauty of tourist destinations can be easily found on the internet. However, the bad side is that sometimes the internet also creates dependency and tourists forget the essence of the holiday itself. In line with this, a new concept has emerged in tourist travel known as 'free digital tourism' or destinations that do not have an internet signal so that the holiday feels more perfect. This digital free concept is really needed by many people, especially those who deal with all the sophisticated equipment connected to the internet every day (Hassan, 2022; Astuti, 2020).

In the midst of current developments in digital technology. Apart from having a positive impact, massive digital development can also have a negative impact on the tourism sector.

Digital free tourism has recently become popular as "a tourism space where there is no internet signal and cellular or the use of digital technology is controlled" (Egger, 2020). These free digital products generally display the absence, or limited access to Information and Communication Technology which aims to reduce internet addiction, anxiety and stress among tourists by maximizing the value of tourism so that it can improve work-life balance, improve health, and attract public attention to what is happening. considered "really important" in the real world. DFT promises to reduce ICT addiction, anxiety, stress, maximize tourism value, and improve work-life, balance, improved health, and a more "realistic" tourism experience (Sharma, 2023; Li, 2020).

This research aims to (1) describe the potential of digital free in developing Indonesian tourism; and (2) know the strategy for developing Indonesian tourism through digital free.

2. METHOD

This research is qualitative-descriptive research. The qualitative-descriptive research method is a type of research that aims to describe research findings in detail in the form of descriptions (Semiawan, 2010). This is in line with the aim of this research to describe the potential of digital free in developing Indonesian tourism, and strategies for developing Indonesian tourism through digital free.

The data sources for this research were obtained through literature sources that are relevant to the potential of digital free in developing Indonesian tourism and strategies for developing Indonesian tourism through digital free. The data collection technique in this research involves reading relevant sources and then sorting the appropriate data as discussion material. The data analysis technique used in this research is SWOT analysis related to strategies for developing Indonesian tourism through digital free.

3. RESULTS AND DISCUSSION

3.1.Digital Free's Potential to Develop Indonesian Tourism

Perhaps most holiday destinations actually prioritize internet quality because of the high level of people's dependence on the internet. However, it turns out that there are quite a few tourist destinations in Indonesia that are free of wifi or tourist destinations that are not yet reached by the internet network. This condition provides time for tourists to take a break from the digital world and focus on having a good quality holiday. Without us realizing it, many people around us are already implementing this concept. Tourism without digital actually increases the meaning of tourism itself. The application of the DFT concept has implications for the tourism experience for tourists. DFT is closely related to deepening experiences and increasing tourists' curiosity and well-being.

Indonesia has a million natural riches that contain many tourist destinations, some of which are still rarely visited by tourists. Limited internet access at these tourist attractions is an obstacle for tourism managers to develop tourist destinations. The findings of this research indicate that the digital free concept is considered appropriate to be implemented in several Indonesian tourist destinations due to the difficulty of internet access while the natural panorama presented is so beautiful. The government needs to focus on tourist services and experiences during tourist trips even without or having difficulty accessing the internet.

3.2.Strategy for Developing Indonesian Tourism Through Digital Free

Table 1. SWOT Analysis of Strategy to Develop Indonesian Tourism Through Digital Free

<div style="text-align: center;">SW</div> <div style="position: absolute; left: 10px; top: 350px;">OT</div>	Strengths (kekuatan) <ol style="list-style-type: none"> 1. The potential for natural tourism allows tourists to gain physical and spiritual freshness, gain knowledge and experience and develop a love for nature 	Weakness (kelemahan) <ol style="list-style-type: none"> 1. A new tourism concept that has not been utilized optimally 2. Lack of awareness among tourism managers to utilize digital-free tourism
Opportunity (peluang) <ol style="list-style-type: none"> 1. Internet access is not evenly distributed, even though it has strong tourism potential 	SO Strategy <i>Promotion of digital-free tourism to the public</i>	WO Strategy <i>Develop a digital-free tourism concept to attract tourists</i>
Treat (Ancaman) <ol style="list-style-type: none"> 1. Lack of awareness of tourism stakeholders in utilizing new concepts that are trending in the world 2. Excessive use of digital technology which affects physically and mentally 	ST Strategy <i>Collaborating with tourism stakeholders to provide digital free tourism</i>	WT Strategy <i>Educate tourism managers to develop digital free tourism</i>

Source: 2024 data processed

SO Strategy: Promotion of digital-free tourism to the public

Social media platforms have a strong role in promoting Indonesian tourist destinations, including free digital tourist destinations. Even though everything is digital, so is the ease of access for tourists to get to tourist locations, starting from ordering travel tickets, choosing transportation, determining accommodation, to looking for information on the destination tourist destination. The digital free concept does not necessarily eliminate the use of tourism promotion to the public via social media.

Digital free tourism is a new way of travel that focuses on the tourist experience without being connected to the internet, but still requires the internet as a medium for tourism promotion.

Thus, DFT does not reject the use of digital, but continues to innovate by optimizing digital content at pre-site and post-site to reflect its commitment to be relevant in the digital era while maintaining traditional values in DFT. The internet or use of digital media must continue to be optimized to support free digital tourism destination marketing. By utilizing digital promotions, it is hoped that it can increase the interest of potential tourists in coming to free digital destinations that are not yet widely known.

WO Strategy: Develop a digital-free tourism concept to attract tourists

The DFT concept not only offers the opportunity to be "free" from digital, but also to experience a more immersive experience through direct interaction with nature and local residents as well as adapting to a new environment. Tourists will enjoy traveling without internet access. There are no annoying WhatsApp notifications, no Instagram updates, and no dependency on Google Maps. People must believe that travel without dependence on technology will produce richer experiences and deeper connections with the surrounding environment. The DFT concept is carried out by controlling the use of on-site technology during the tour and creating a more immersive experience and increasing visitor curiosity and well-being.

When doing free digital tourism, individuals will feel a pleasant feeling, which arises from a sense of comfort, curiosity and connection with the activities carried out at the tourist location. Tourism that provides positive experiences to visitors will increase happy memories, positive feelings and improve the quality of well-being. Aspects of the feeling of happiness felt include positive emotions, positive personality, tourism management system, and the interventions provided. The natural atmosphere, beautiful views and fresh air are therapies that can be applied to overcome stress due to digital addiction.

Through natural meditation, tension can be controlled, nervous conditions become calmer and moods become more stable. The mood is calmer and emotions are more stable so the ability to manage stress will also be easier to handle and resolve. One of the experiences can be found through traveling and doing new things. One way is through tourism which can be done in a simple way, such as doing activities that are fun and can reduce the tension felt. A stable emotional condition can strengthen positive thinking and motivation in overcoming the problems you are experiencing. Thus, the emotional stability and calm obtained through 'free digital tourism' are the first steps that can be taken in reducing stress.

ST Strategy: Collaborating with tourism stakeholders to provide digital free tourism

The government, in collaboration with relevant tourism stakeholders, needs to take advantage of new tourism concepts that are of great interest to the millennial generation by focusing on tourist services and experiences during trips to digital free tourism destinations. The satisfaction obtained through tourism does not require luxury, but rather choosing the type of tourism that suits the tourist experience obtained through free digital tourism.

WT Strategy: Educate tourism managers to develop digital free tourism

There needs to be education such as training for tourism managers so that managers can develop digital free tourism concepts that will attract tourists. Tourism managers can improve tourists' well-being obtained from tourists' interactions with nature and the deeper understanding provided by the tourism services offered. An aspect that is directly connected to tourist comfort is the choice of the right tourist destination that suits tourists' needs, becoming a place for relaxation and escape from the stress and routine of daily life which is shackled by information and communication technology. Thus, a natural tourism context that offers beautiful views produces a healthy, enjoyable, comfortable holiday and provides an enjoyable tourist experience.

Nature becomes a special context for tourism in increasing tourists' well-being, and becomes another motive in emphasizing its potential to be explored by tourism actors.

4. CONCLUSION

Based on the results and discussion, the findings of this research show that the digital free concept is considered appropriate to be applied in several natural destinations in Indonesia that have limited internet access. The strategies for developing Indonesian tourism through digital free based on SWOT analysis include SO strategy through promoting digital free tourism to the public, WO strategy by developing the concept of digital free tourism to attract tourists, ST strategy through collaboration with tourism stakeholders to provide digital free tourism, and WT strategy through educating tourism managers to develop digital free tourism.

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