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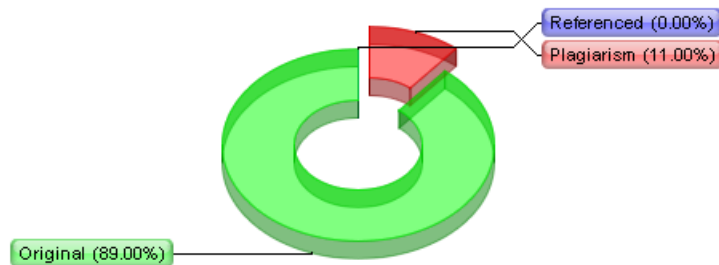
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Measuring The Web Site Effectiveness To Communicating The Tourism Destination In Jakarta, Indonesia

Abstract: Tourism is one largest sector contributing the foreign exchange for Indonesia, especially for the Special Capital City District of Jakarta (hereinafter referred to as DKI Jakarta) as a capital city and major tourism destination of Indonesia. In accordance with the development of technology and the continuously increasing tourism information needs, internet plays a significant role in communicating a tourism destination. This research aims at investigating the effectiveness of DKI Jakarta tourism websites in communicating the superiority of DKI Jakarta tourism destinations in attracting tourists to pay a visit. This research employs a quantitative method with 240 people taken as the research samples randomly selected from 8 superior tourism sites in DKI Jakarta. To assess the effectiveness of those DKI Jakarta tourism websites, EPIC (Empathy, Persuasive, Impact and Communication) model is adopted, while the data are analyzed using a statistical method. The research results show that, in general, DKI Jakarta tourism websites are adequately effective in representing tourisms in DKI Jakarta (total score = 2.82). However, on each dimensional assessment, there are still found some significant differences. The score of impact variable is relatively small (1.96). It indicateds that DKI Jakarta tourism website displays are less effective and do not have significant impacts in attracting the potential tourists' interests. On the other hand, communication variable has the highest score (3.28). It means that the communication patterns in DKI Jakarta tourism websites both verbally and non-verbally are good enough and result in the potential tourists' understanding. In general, the research results are expected to become a reference for the development of tourism promotion in DKI Jakarta that its tourism sectors may optimally develop Keywords WEB, Communication, Tourism Destination, DKI Jakarta, EPICIntroduction Tourism holds an important role as a major contribution for economy of a country not least for Indonesia (Untari et al, 2017; Deslianna and Andani, 2012). Many developing countries view growth in the tourism sector as an indicator of economic development because tourism can generate significant foreign exchange earnings (Srihadi et al, 2016). The World Tourism Organization reported the fastest growth of international tourist arrivals in the South-East Asia sub-region in 2013, with an increase of 11% compared to 2012. The WTO has also forecasted a long-term outlook of international tourist arrivals between 2010 and 2030, with an annual increase of 4.4% of arrivals in emerging destinations (WTO, 2014). The Directorate General of Tourism (Ditjen Pariwisata) has established ten

national tourism destinations as Indonesian tourism development priorities in 1999 covering DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, Bali, North Sumatera, West Sumatera, North Sulawesi and South Sulawesi. The establishment of government policy on tourism development is based on two main considerations: first, the availability of infrastructure, facilities, and tourism potentials in the related regions; second, the equal development principles that tourism development may be simultaneously performed without ignoring the resource potentials owned by each region (Untari et al., 2014). As a capital city, Jakarta is also a business, political and government center that its position as a metropolitan city has its own magnet to invite people outside Jakarta to pay a visit or even reside in Jakarta (Untari et al., 2017). Jakarta as one Indonesian main tourism destination has various tourism products. Jakarta's attraction as one Indonesian main tourism may be seen from the continuously increasing number of foreign tourists visiting Jakarta in the last four years with the average of 85,782 foreign tourists per year in December and of 149,504 in January (The Official Statistic News of DKI Jakarta Province, 2013). The competitiveness of destination recently becomes crucial issues among planners and managers of tourist destination (Nurbaeti et al, 2016). All tourism potentials owned by DKI Jakarta require a good management that benefits may be provided for the communities (Mathew and Sreejesh, 2017). DKI Jakarta government's efforts to improve people's economy through tourism sectors and make DKI Jakarta as one international tourism area have already been good, yet the success depends on the local governments in collaboration with the other related institutions supported by the society and the active participations of various elements around the tourism locations (Lyon et al, 2017). The government's plan to increase tourism will succeed if an appropriate combination of tourism products and services are created and correctly targeted. Therefore, the government needs to have a valid understanding of the characteristics of foreign visitors who travel to Indonesia (Srihadi et al, 2016) One required element to inform and communicate DKI Jakarta tourism is the existence of effective promotion (Srisattarat and Chancharoensuk, 2016; Assante et al, 2016). Promotional activities will be aimed at attracting visitors from Asian countries such as China, Singapore, Malaysia and the Philippines and from European countries such as England and Germany (Srihadi et al, 2016). To capitalize on this potential, the Indonesian government plans to triple international tourist arrivals by 2018 and has quadrupled the budget for promoting tourism in Indonesia (Chan, 2015). The development of technology in the world greatly influence all sectors of life, including tourism sectors. Based on the economic information report of UNCTAD 2005, it is stated that the E-commerce and development report (ECDR) analyze e-commerce and tourism with a view to explore how tourism industries start to utilize the information technology and internet to obtain benefits as the impacts of developing countries' competitiveness on tourism market. The above explanations show that both tourism and business sectors are trying to improve the utilization of information technology and internet by looking at the impacts on the developing countries through the tourism market competitions (Huseno, 2005). In addition, ECDR records that a great fundamental shift brought by e-tourism has improved the tourism values through the increasing income in the tourism world. Moreover, there is an information searching trend evolution from offline to online (Garima Malik and Himanshu 2015). Due to the importance of promotion media and evaluation of media effectiveness in the development of DKI Jakarta tourism, thus, this research aims at investigating the effectiveness of DKI Jakarta tourism websites. The research results are expected to become an evaluation material and reference for the tourism development in Jakarta, especially in the field of promotion through internet.

Text of the introduction. No more than 15 lines. Arial Narrow, 11 pt, regular, Alignment justify, First paragraph Indentation None, next paragraph Indentation 1 cm, Line spacing Single. Literature Review Tourism; The Opportunities and Challenges For Regional Development Various international organizations, such as the World Bank and WTO, have acknowledged that tourism is an integral part of human life, especially regarding the social and economic activities. Previously, tourism was enjoyed by only a handful of people who are relatively rich in the early 20th century; but now, tourism has become a part of human rights (Agung et al, 2015). Tourism is a humanistic activity dealing with people either from the same or different countries or merely a limited geographical area which includes staying for a while in the other areas or countries or continents to meet various needs, except for income-generating activities, although in its development the income generating limitation has become a bias (Wahab 1989). Tourism is a temporary movement of people to a destination outside of their residence to carry out activities during their stay in the destination, which also requires the preparation of facilities to meet their needs (Pitana and Gayatri 2005). In line with the above opinions, Warpani and Warpani (2007) explain that tourism is a travel undertaken by an individual or a group of people to voluntarily and temporarily visit a certain place for a vacation or other purposes which are not intended to earn money. Those similar definitions given by some experts that tourism involves a temporal movement to a certain place for pleasure and not to earn money. In addition, there are two main factors that affect the motivation of tourists, which are namely the demand and supply of tourism activity. Tourism demand consists of travel preparation, movement, accommodation and catering, activities at the destination, purchase and personal needs, as well as recording and preserving impressions (Yoeti 2008). Tourism has two essential concept to manage the sustainability of destination management, it is supply and demand concepts. Tourism supply includes natural amenities, historical, cultural, religious, infrastructure, means of access and transport facilities,

superstructure, and people's way of life. The suitability of demand and supply affects the realization of an optimal tourist experience, which ultimately impacts the satisfaction of tourists and their desire to return. The management of a tourist destination is said to be successful if they are able to offer tourism supply according to the tourists' demands (Wijayanti, 2017) The riseing development of tourism sector and the demand of tourism market who growd rapidly, than now we known so many tourism types. Generally, tourism could be classify basic on region criterion, number of tourist, duration, basic perpose and base on attraction.

Marketing Strategy Previous researches revealed that many factors influenced tourist visit, for instance promotion, tourism attribute, consumer image, needs and lifestyle. Based on those research findings, many marketers became confuse in choosing which strategy should be applied in marketing a tourist destination (Agung et al, 2015). Preparing a strategy for a product development, in this case, a tourism product is greatly necessary. It is related to effort sustainability in which planning a good strategy may be helpful in achieving the ultimate goal and focus on the vision and priorities to develop in response to the dynamic environmental changes (Untari et al., 2014). A good planning strategy may also ensure that all stakeholders participating in a product development may work best leading to the ultimate goals to achieve. Tourism marketers recognize the importance of understanding tourists interests for influencing their decisions for their tourist destinations. Each destination attracts certain types of tourists (Buhalis, 2000). Furthermore, the tourism stakeholders will be able to grow tourism industry competitiveness that is socially, environmentally, and culturally sustainable (Ritchie & Crouch, 2003). As supplys aspect, destination marketers must understand their needs and wants in order to manage the destination resources and to attract the right group of tourists (Pesonen, 2012). By classifying foreign visitors into different segments, tourism stakeholders will be able to develop products and services that effectively appeal to each segment. A strategy is required in developing a product as well as a tourism product that strategic decision concerns on three main parameters, covering the dimension of who as the targeted customers, what as the offered products or services, and how as activities performed to make those happen (Tjiptono 2008). The research conducted by Kastaman (2003) reveals that a strategy is greatly essential to gain success in the field of product marketing, including superiority on cost leadership due to the product uniqueness or differences made focusing on the targeted or specified market segments.

Promotion As The One Of Communication Media Promotion is a form of marketing communication containing marketing activities to spread information, influence, persuade, and remind the target market to willingly accept, buy and be loyal to the offered products (Tjiptono, 2008; Agung et all, 2017) communication that provides a convincing explanation to prospective customers about goods and services (Simamora, 2004) and there are four factors that influence promotion are marketer, target market, product and environment. It also means that approaching the costumers, communicating a product value and differentiating it from others as well as providing reasons to buy the products become a greatly necessary since humans are able to manipulate and control people's mind through the words or phrases heard (Reilly 2010). Communication is the process of sharing ideas, information or feelings of the audience. Promotional purpose is to inform, persuade and remind the existence of a product to consumers. The research conducted by Primadona (2011) finds that promotions remind the costumers related to the products informed and also motivate the costumers to consume the informed products. The use of advertising media is in the forms of printed and electronic media as well as sales promotion in the forms of discounts which are considered more effective in promoting a product. Promotion is an effort to improve the costumers' understanding and perception to the offered products by improving the costumers' understanding and perception to a product which may influence the provided amount of money used to consume the offered products (Rini, 2012). The development process of a promotion may effectively and efficiently run and require three stages of analysis, determining the purpose of promotion, creating effective themes and messages and analyzing the effectiveness and efficiency of the marketing mix.

Determining the purpose of promotion. Before promotion, it is highly necessary to determine the promotion purpose which is in marketing world is known as AIDA (Attention, Interest, Desire, and Action) model. This model is directed to develop the expected responses. Attention reflects cognitive, and interest stages; desire reflects affective stages; and action reflects cognitive stages. Thus, the promotion purposes and stages may be determined regarding to the promotion target. Creating effective themes and messages. Food is a powerful symbol of the quality of life and authenticity that theme is greatly essential and then used in advertising. However, the food theme actually has multiple functions which may be used to describe the cultural symbols, and status (Frochot, 2003). Creating effective messages involve four questions related to promotion. First, what message is about to convey. It is related to the attractiveness of the message. There are three attractions in creating a Unique Selling Proposition: rational, emotional and moral attraction on how to create a logical message structure, how to create interesting message symbols which involve headlines, taglines, color and sound illustrations, as well as who is going to deliver the message. It is related to the selection of figure credibility to become a product ambassador. Tjiptono (2008) reveals that effective messages have three main characteristics: first, desirability (preferred by the customers); second, exclusiveness (relatively unique and free of competitors); third, believability (trusted by the customers).Analyzing the effectiveness and efficiency of the marketing mix. Kotler (Kotler and Keller 2005)

states that the elements of promotion mix consist of five main instruments; advertising. It covers all non-personal presentations, promotion of ideas, promotions of products or services made by certain paid sponsors, sales Promotion. It covers various short-term incentives to encourage the willing to try or buy a product or service, public relations and publicity. It covers various programs to promote and/or protect the company image or individual products. personal Selling: It deals with direct interactions with potential buyers intended to make a presentation, directly answer the questions and receive orders and direct marketing: It deals with the utilization of letters, telephones, facsimiles, e-mails and other non-personal matters to directly communicate with or obtain direct responses from both certain and prospective customers. In addition, the development of Work of Mouth strategy and the use of social media are adequately effective in delivering messages to the audience. The research conducted by Amalia (2012) reveals that the world development of information and technology impacts on finding information processes on the products about to purchase. The costumers will continuously strive to obtain information through online, either via mailing list, social network or search engine. The information searched is related to opinions f others who have obtained various benefits from the purchased products. Marketing mix has different effectiveness for each segment that effectiveness analysis of each promotion mix on culinary products is greatly necessary. In the promotion implementation, budget or cost availability should also be well considered. There are several definitions of advertising effectiveness according to some experts; effectiveness is a measure in the sense of achieving a predetermined goal, then the effectiveness can be defined by doing the right work. (Drucker, 2002) whereas according to Rangkuty (1997) the effectiveness of advertising is the measurement of advertising in the sense of achieving predetermined goals. E-Tourism as Online Marketing Strategy The concept of e-tourism is basically a new concept which is still and has not received a lot of attention from various parties engaged in tourism. E-tourism is still viewed as something required to be further studied related to its existence. Although emphasizing on high internet utilization, the tourism development is in facts not accompanied by internet application as a means of tourism development. In the organization's goal management system planning, UNCTAD 2005, states that in the developing countries, internet has been utilized as an offer in the tourism markets. In this case, the use of internet in tourism markets is utilized as the tourism strategic policy making foundation and basis for more effective changes/innovations in tourism shown through the development of infrastructure, human capacity, and integration of low-level e-business concepts by local tourism providers and government by adding several main regulations in improving the tourism companies' participation and income in global tourism market. There are four main characteristics in developing E-tourism: 1) tourism products; 2) multiple impacts caused by the tourism industries; 3) tourism industry structures; and 4) the availability of communication and information technology infrastructure. Thus, to well prepare e-tourism characteristics, the development of electronic market places is greatly necessary, such as: 1) the existing inherited system, 2) information diversity, 3) no global standard in data exchange; 4) seamless interoperability (Tun, 2005).Based on above understanding, the internet application in tourism is basically reflected in a tourism distribution system focusing more on the transformation of tourism development industry from traditional to internet intermediary that website has an important role as a connecting bridge between the tourism producers and tourism potential areas in providing services to the tourism producers through both Global and Costumer Distribution System. Web As Marketing Media Now aday, when economic times demand pragmatic spending, marketing concept need to find innovative as well as practical solutions to help them attract customers and maintain brand awareness in this competitive market place. A website is a one tool that can be used to leverage and help increase brand exposure, expand their target market and help grow their business. Internet is an important communication tool and is very important for tourism sector to use it as an effective marketing tool. Consequently, it is possible to state that tourism increasingly needs to adopt innovative methods to enhance their competitiveness. It is also necessary to stress the importance of improved advertising and marketing. This can be provided byincreasing the usage of the Internet by thermal tourist destination with their website and as the Internet has proven to be an effective means of advertising, marketing, distributing goods, and information services (Avcikurt et al, 2011). The web is the primary information source and outlet for millions of people in today's connected world. The Internet and web have created a new way to communicate and have real-time interactions. Nowadays, the internet, particularly the websites have become popular for firms to introduce their products and services. Companies worldwide are recognizing the World Wide Web as a valuable addition to their tool of advertising media (Sheehan & Doherty, 2004). Statistics shows that the internet has about twelve per cent of world advertising market share in 2010 with internet ad spending reaching USD 24 billion. The level of spending is estimated to reach USD 64 billion by 2018 (Owoyele, 2017). The internet has become an important commercial medium and marketing environment, where people, companies and governments are jumping on the internet faster than they acquire any other new communications medium (Abrahamsson and Lundgren, 2004). Being on the internet can be advantageous to the company if there is a proper implementation and control of the effort. Therefore, it is imperative for marketers and advertising agency personnel to put search for ways to direct online users to their web pages and provide a strong communication message to them once they visit (Abrahamsson and Lundgren, 2004). Integrated marketing

communication is one good way to go about this because every marketing communication messages will originate from the same concept (Owoyele, 2017). Jakarta-tourism.go.id as DKI Jakarta Tourism Promotion Media Jakarta has a quite strategic position, either from the economic, social, and political side. Not only as the state capital city and governance center, Jakarta has also become the center for social community activities that many people from the other regions eagerly come to visit Jakarta. Due to the rapid development of communication technology, different marketing models, including promotion by utilizing internet as one promotional medium is greatly necessary (Stojkovic, 2013; Van Doren et al., 2010). It is quite reasonable that the internet users continuously increase in number and the gadgets rapidly develop and enable people easily and rapidly access information, including that related to tourist destinations. Jakarta-tourism.go.id is one medium utilized to promote DKI Jakarta as one Indonesian superior tourism destination. The website is excellently managed by DKI Jakarta Tourism Office and contains some information related to both traditional and modern food, tourism attractions, accommodations, events and DKI Jakarta tourism site photographs. Figure 1. DKI Jakarta Tourism Website Display Source: Jakarta-tourism.go.id

EPIC Model EPIC Model in (Duriyanto 2003) and (Satriya 2012) is one instrument to measure the effectiveness of tourism advertisement with a communication approach developed by AC Nielsen - one reputable world leading marketing research company - covering four critical dimensions, empathy, persuasion, impact and communication. Empathy Dimension . Empathy is a mental state which enables an individual to identify or feel himself at the same state of mind or feeling with the other people or groups. Empathy dimension informs whether the costumers like one advertisement and describe how costumers examine the relationship between an advertisement and their personality. Persuasion Dimension . Persuasion covers the changes of trust, attitude, and desire to behave caused by a promotional communication. The persuasion process to use is determined by the level of costumers' involvement with product messages. Persuasion dimension informs what is provided by an advertisement to improve or strengthen the character of a brand that the advertisement installation is able to obtain knowledge related to the impacts of an advertisement on costumers' desire to buy and obtain an advertisement capacity in developing a brand to attract the costumers. Impact Dimension . It is a desired impact from the number of product knowledge that the costumers obtain through the level of costumers' involvement with the products or selection processes. Impact dimension shows whether a brand may become more superior that the others in a similar category; and whether an advertisement may involve costumers in the delivered messages. Communication Dimension . Communication dimension provides information related to the costumers' ability in remembering the delivered main messages, customer understanding, and the power of message impression left. In the context of your research paper the literature review should be a critical synthesis of previous research in the subject field. The evaluation of the literature leads logically to the research question. Who is doing what? Who has done what? Who first did it or published it? Taken from published papers, research monographs, catalogues etc. based on primary sources. Offering a, probably new, structured view of the field of study. Methodology This research is included to the scope of marketing management on the advertisement effectiveness measurement. This survey research employs a quantitative method with 240 samples of people randomly taken from DKI Jakarta superior tourism sites. The analytical method used is adjusted to the research objectives in answering the effectiveness of DKI Jakarta tourism websites in promoting DKI Jakarta tourism sectors. Thus, the researcher employs EPIC method. 4 critical dimensions consisting of empathy, persuasion, impact, and communication are conducted in the website effectiveness research to promote DKI Jakarta tourism sectors. Table 1. Operating variables

No Dimension Statement

1. Empathy You agree that DKI Jakarta tourism website is quite attractive. You agree that you like the display of DKI Jakarta tourism website
2. Persuasion You agree that you are interested in Jakarta tourist website after seeing the advertisement You agree that you are willing to visit DKI Jakarta tourism destination after visiting the website
3. Impact You agree that you well recognize DKI Jakarta tourisms after seeing the website You agree that DKI Jakarta tourism website is more creative than the other similar website in the other places.
4. Communication You agree that the display of DKI Jakarta tourism website is more comprehensive in providing tourism information than the similar tourism websites at the other places. You agree that DKI Jakarta tourism website well delivers its messages You agree that you clearly understand the messages delivered by DKI Jakarta tourism website

The research sampling method is conducted using a non-random sampling technique with a purposive sampling method due to the following considerations: Respondents are tourists visiting DKI Jakarta tourism destinations. Respondents know or ever see DKI Jakarta tourism website. The distribution of respondents show in table 2. Table 2. Distribution of samples from each tourist object

No	Objek Wisata	Jumlah Sample
1	Ancol	30
2	TMII	30
3	Ragunan	30
4	Monas	30
5	Musium Nasional	30
6	Musium Satria Mandala	30
7	Musium Sejarah Jakarta	30
8	Pelabuhan Sunda Kelapa	30
Total	Responden	240

Result And Discussion The advertisement effectiveness level within media may be divided into five categories; very effective, effective, moderately effective, ineffective and very ineffective. The explanation of each category is presented in t able 3

Table 3. Advertisement Effectiveness Level Range Score Kategori
1,00 - 1,80 Sangat Tidak Efektif
1,81 - 2,60 Tidak Efektif
2,61 - 3,40 Sedang
3,41 - 4,20 Efektif
4,20 - 5 Sangat Efektif

Source:

Processed primary data, 2017 Based on the resulted questionnaire recapitulation distributed to 240 respondents in 8 different tourism sites followed with the validity and reliability test, it is stated that all questionnaire question items are considered valid (with the significance level of 5% and r table of 0.138) and reliable to be utilized as the research instrument. The results of validity and reliability test may be seen in table 4 below.

Table 4. Output Validity and Reliability Test	Item	Corrected Item Total Correlation	Cronbach's Alpha
Empathy 1	0,838	Valid	Empathy (0,602)
High Reliability Empathy 2	0,640	Valid	Empathy 3 0,673
Valid Persuasion1	0,320	Valid	Persuasion (0,586)
Adequate Reliability Persuasion 2	0,474	Valid	Impact 1 0,528
Valid Impact (0,520)		Adequate Reliability	Impact 2 0,499
Valid Communication1	0,725	Valid	Communication (0,698)
High Reliability Communication2	0,679	Valid	Communication3 0,704
Valid Source: Processed Primary data			

Media Affectivity Mapping Analysis with EPIC Model Table 5. Tabulation of the Research Results

E1	E2	E3	P1	P1	I1	I2	C1	C1	C1	Amount
716	104	744	756	797	435	507	773	876	716	Average per indicator
2,98	2,31	3,10	3,15	3,32	1,81	2,11	3,22	3,65	2,98	Average Per variable
2,80	3,24	1,96	3,28							Total score of Effectiveness

Source: Processed primary data, 2017 Based on the calculation presented in table 5, it can be stated that DKI Jakarta tourism website is quite effective in promoting DKI Jakarta tourism destinations. From the EPIC Model calculation, it can be concluded that: Empathy dimension . Empathy dimension aims at obtaining information about DKI Jakarta tourism website display whether or not is attractive according to the website viewers' number and interest. Empathy involves affection and consumer cognition, according to Peter and Olson (2000), affection and cognition refer to two types of psychological internal responses that consumers have for environmental stimuli and events. In essence, cognition involves thinking and affection: involves feelings. Variations of affective responses can be positive, negative, fun or unpleasant, and the consumer can feel four different types of affective responses: different emotions, feelings, moods and evaluations in the level of intensity and power of improvisation. The results of effectiveness measurement analysis of DKI Jakarta tourism website based on EPIC Model show that the dimension is classified into medium scale category (2.80). It means that the website viewers consider the tourism website display is quite interesting. Thus, they consider DKI Jakarta tourism website display is good enough although there is nothing special. Empathy dimension is highly important in the promotion and marketing concept, since empathy may increase the costumers' brand building awareness on products, knowledge, and behavior.

Persuasive dimension . Persuasive dimension informs what an advertisement may provide to improve or strengthen a brand that the advertisement installation may improve the knowledge dealing with the impact of advertisement on the costumers' willing to buy and obtain ideas related to the advertisement ability to develop a brand attractiveness (Durianto 2003). In addition, persuasive dimension ability and marketing communication method may influence people's attitude and willing to buy or consume (Setyani, Sudargo, and Dewi 2014). In advertising, persuasion (persuasion) is a change in beliefs, attitudes, and desire to behave caused by a promotional communication. Promotional communications, such as advertising, that can affect consumers can use two cognitive processes, namely: "central path" and "peripheral path" to persuasion. The process of persuasion to be used is determined by the level of consumer involvement in product messages. (Peter and Olson, 2000).DKI Jakarta tourism website's persuasive dimension is classified into medium scale category (3.24) indicating that DKI Jakarta tourism is adequately provide DKI Jakarta tourism website's character development or reinforcement as one superior tourism destination in Indonesia. The website adequately impact on the website viewers' interest to select DKI Jakarta tourism products and improve people's willingness to enjoy the DKI Jakarta tourism destinations. Impact dimension . Impact dimension is used as an advertisement's parameter whether or not it becomes more creative and superior when compared to the other similar advertisement brand and whether or not the costumers' involvement influence the product knowledge level. The desired impact of the advertising result is the amount of product knowledge that the customer achieves through the level of consumer involvement with the product and / or the selection process. Consumers have different levels of product knowledge, which can be used to translate new information and make purchasing choices (Andri, 2012).At impact dimension, DKI Jakarta tourism website is classified into ineffective scale (1.96). It means that DKI Jakarta tourism website is unable to develop the product knowledge understanding of DKI Jakarta tourism destinations and the website viewers assume that DKI Jakarta tourism website is still less creative when compared to another tourism destination website. Thus, it can be concluded that creativity in thinking and working is one of many important aspects. In addition consumers can also have three types of product knowledge, that is, knowledge of the characteristics or character of the product, the consequences or positive benefits of using the product and the value to be satisfied or achieved a product (Peter and Olson, 2000). Communication dimension . Communication dimension provides information about the costumers' ability to remember the main messages delivered, costumer understanding, and impression power left (Durianto, 2003). The cognitive processing perspective is central to developing a successful marketing strategy that is a communication issue. The process begins when the source of the promotional communication determines what information should be communicated, then encodes the message in the form of the most appropriate symbols (using words, images, or actions). Then, messages are transmitted to a recipient through various media, such as television shows, postal offers, billboards, or magazines. The

recipient or consumer, if led to a promotion, has to decode or translate the meaning. Then, consumers can take action, such as going to the store or make a purchase. Two stages of communication model is needed, especially for the successful implementation of promotional strategies. The first stage occurs when the marketer creates promotional communication to encode a meaning. The second stage is decoding, that is, consumers enter and understand information in promotional communication and develop their personal interpretation of the meaning captured (Andri, 2012) The communication dimension of DKI Jakarta tourism website is classified into medium scale category (3.28). It means that the costumers and the website viewers consider the DKI Jakarta tourism website is adequately clear, able to deliver the main messages, and the website viewers adequately understand the messages delivered through the website. The website is able to represent messages which are easily delivered and understood by the viewers. Conclusion Based on the research results, Jakarta tourism website as a medium to promote DKI Jakarta tourism destinations through internet media is considered quite effective in representing DKI Jakarta tourism. However, in its impact dimension, the score is smaller than that of the other dimensions. Based on the research results, it is expected that the related institutions may cooperate with the private parties and academicians to create a more interesting visual design presented on DKI Jakarta tourism website display and more up-to-date creative ideas that DKI Jakarta tourism website's uniqueness and quality may become a reference for the other tourism destination websites in Indonesia. In addition, it is expected that DKI Jakarta tourism website may be comprehensively added with more sophisticated information related to accommodation, transportation and other amenities to develop a better understanding for the website viewers and potential tourists. Thus, it is expected that DKI Jakarta tourism website may attract more tourists to pay a visit. Conclusions must have wider perspective-implications for other broader areas and domains. Future Work and Outstanding Questions must arise from Conclusions.



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