

A Comparison of The Official Tourism Website Effectiveness of Bali And North Sumatra Province: A Content Analysis Approach

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Abstract

This study discusses the comparison of Bali and North Sumatra Tourism website in terms of website effectiveness. A content analysis method consisting of three dimensions, namely Aesthetics (Destination Visualisation and Web Design), Informative (Uniqueness and Cultural Promotion), and Interactive (E-travel planners and Online Communities), is used to analyze and assess tourism website both on the island of Bali and North Sumatra. The results is there are differences in the use of the Destination Visualisation Factor (AES1) and Web Design (AES2). Meanwhile other dimensions are no difference. This analysis can be used by tourism organizations to use the website better to promote and marketing tourism.

Keywords: Content Analysis, Effectiveness, Tourism Website, Bali, North Sumatra

A. Introduction

One of the sectors currently being developed by the Government of Indonesia is the tourism sector. The natural beauty, diversity, and uniqueness of culture make tourism in Indonesia possible to create. Indonesia's tourism potential can be used as an opportunity to increase local and foreign tourist visits. A popular destination and frequently visited by tourists in Bali. Bali is the prima donna of tourism in Indonesia because of its natural beauty, cultural diversity, and artificial tourism (Arismayanti et al., 2020). Bali is also a popular destination among local or foreign tourists (Ramadhan & Kusumah, 2022). Besides Bali, one province that also has natural beauty in North Sumatra. The main and well-known destination in North Sumatra is Lake Toba, a goal set by the government as a leading and priority destination. As a popular destination for tourists due to Indonesia's

countless beautiful islands, it can attract many tourists to visit the destinations offered, such as destinations in Bali or North Sumatra (Erlita & Noviana, 2018). In the current era, the rapid development of technology is used by various sectors, including the tourism sector. One of the uses of technology in the tourism sector is a tourism website. A tourism website that can be accessed via the Internet promotes and markets tourism in an area by displaying useful and needed information. The Ministry of Tourism and Creative Economics promotes market tourism in Indonesia, especially in Bali and North Sumatra. Seeing this, a form of marketing that can be used is the official tourism website. With the website on the Internet, those who will visit Bali and North Sumatra can access websites created by the Government or the local Tourism Office to see destinations visually, get information, and plan trips.

Several previous studies also investigated existing tourism websites. Such as research conducted by Han & Mills (2006) investigated tourism websites in several countries on five continents. This research aims to see how tourism organizations in these countries impress tourists after seeing them at first glance. In addition, this study also examines the effectiveness of national tourism websites in these countries in providing tourist information (Han & Mills, 2006). Other studies also investigate and evaluate the tourism office's website on 10 Priority Destinations or ten new Balis. Similar to the research conducted by Han & Mills, this research also looks at the effectiveness of regional tourism websites, which are included in the ten priority destinations in Indonesia (Subandi & Putra, 2017).

Research conducted by Fajar and his colleagues also analyzed how effective regional tourism websites are in West Java Province (Putra et al., 2018). Seeing this phenomenon, the analysis of tourism websites in Indonesia is relatively very small. In addition, there has been no research on Bali island tourism websites and regional tourism websites whose destinations are included in the ten new Bali programs and five super-priority destinations. This analysis of tourism websites in Indonesia is crucial considering that the government is actively promoting tourism. However, the use of websites as a means of information and promotion has been neglected. The selection of Bali as the object of analysis because Bali is the prima donna of tourism in Indonesia, and the selection of North Sumatra as the object of analysis because the destinations they offer are included in the government's priority program. Therefore, this study analyzes the effectiveness and compares Bali and North Sumatra tourism websites.

B. Literature Review

Indonesian Tourism

As the largest archipelago country, Indonesia stretches from Aceh in the west to the east in Papua. Natural beauty and cultural diversity make Indonesia a prominent place for tourism, so it is expected to attract many domestic and foreign tourists (Adi, 2014). Indonesia is also a developing country that is developing the

tourism sector. Although classified as a developing country, the tourist destinations offered by Indonesia, such as natural scenery and cultural uniqueness, can become a trend in the tourism market. Examples that can be taken from this trend are, like in Bali, the natural scenery offered is the marine ecosystem in the Nusa Penida, Nusa Ceningan, and Nusa Lembongan islands. Not only that, mountains such as Mount Agung and Mount Batur to various beautiful beaches are offered in Bali. In addition to its natural wealth, Bali is also rich in culture and traditions such as Tri Hita Karana. Tri Hita Karana means that peace can only be achieved if people respect the three harmonious relationships: belief in God, the natural environment, and the social realm (Luchman et al., 2009). North Sumatra also offers natural beauty, such as Lake Toba's Toba's leading destination, and tourism based on the culture and history of the Batak tribe in the area around Lake Toba (Sagala, 2017).

However, relatively few foreign tourists visit developing countries (Goenadhi & Rahadi, 2020). The reason is that most developing countries have unique and natural landscapes that attract foreign tourists to visit. The wealth owned by Indonesia, such as natural landscape, uniqueness, and cultural diversity as well as its hospitality, has made the tourism sector develop very rapidly in recent years, which has caused the tourism sector to become one of the primary sources of foreign currency income (Ollivaud & Haxton, 2019). This makes the government ambitious to attract as many visitors as possible to Indonesia (Ollivaud & Haxton, 2019).

On the official Indonesian tourism website, the government introduces many destinations offered to tourists. These tourist destinations offer several forms: cultural tourism, historical tourism, nature tourism, shopping tourism, and religious tourism (Rahma, 2020). Indonesia's cultural tourism forms show their diversity, such as dances, musical instruments, food, and customs. For example, such cultural tourism is on the island of Bali, which holds the Ramayana Ballet show. The second form is historical tourism which shows a series of history in Indonesia, such as the Borobudur Temple in Magelang, Central Java. The third form is natural tourism, as it is well known that Indonesia is very famous for its natural beauty. It is undeniable that many tourists visit to enjoy the nature of Indonesia (Kalebos, 2016).

Tourism Marketing

Seeing these opportunities, the government must have a promotion strategy essential in marketing to improve the tourism sector (Poyk & Pandjaitan, 2016). One form of marketing strategy undertaken by the Indonesian Ministry of Tourism and Creative Economy is by creating promotional programs called "Wonderful Indonesia" (especially for foreign tourists) and Pesona Indonesia (specifically for domestic tourists) (Situmeang & Sugianto, 2017). "Wonderful Indonesia" is a form of Indonesian Tourism branding with three main messages:

culture, nature, and creativity (manufactured). The establishment of the tourism branding "Wonderful Indonesia" and "Pesona Indonesia" must be supported by all stakeholders in Indonesia, such as Provincial or Regency Agencies in Indonesia that are engaged in tourism, so that they can become a national brand (Situmeang & Sugianto, 2017).

We can see tourism marketing, especially in Bali, is like the choice of words (slogans). Some accommodations, such as hotels and resorts in Bali, of course, have slogans to attract the attention of tourists. The slogan is like Marriot Seminyak, which has the slogan "Of course, we can go on and on about our location nearby Seminyak's Seminyak's famous dining scenes, coolest beaches, and endless entertainment, but then again, we prefer you to have fun your way!" and The Kayana Villa which has the slogan "Located in the heart of the fashionable Seminyak district" (Pratiwi et al., 2018).

Virtual reality marketing encourages tourists. Virtual Reality Marketing (VRM) encourages tourists to visit attractive places that need to be seen and enjoyed with the help of technological devices used in different places despite being located in different countries. Several hotels in Bali have used virtual reality to promote their activities, namely Club Med Bali, The Westin Resort, Bondalem Beach Club, and The Royal Santrian. They are members of international and national business networks. According to two Insiders III and IV, they are using virtual reality as a promotional tool to advertise dance halls, resorts, and other properties, who are senior star hotel marketing specialists. (Subawa et al., 2021). Tourism marketing also applies the 7P+ marketing concept: Product, Price, Place, Promotion, Participant, Physical Evidence, and Process (Yoga et al., 2020).

The implementation of the Product concept is carried out by Puri Ahimsa Retreat Bali, which applies five elements derived from Tri Hita Karana. Next is the Price element applied by Earthly Paradise Resort in Ubud, which provides part of the funds from consumers to be distributed to the Earth Company Foundation. Next is the Place element, which is the accommodation location, such as Bagus Jati Health & Wellbeing Retreat, which is located in the middle of hills and rivers in Ubud. Although not strategic, they offer an unforgettable experience of nature. The Participants element, which concerns employees, as implemented by the Maca Group, offers good service. In addition, the marketing element, namely Physical Evidence, is a marketing element that focuses not only on economic aspects but also on social and environmental aspects, as implemented by Puri Ahimsa in Bali. Puri Ahimsa provides an experience by using the entire interior using bamboo material. The marketing element is the process where it can be seen that several programs are being run. This marketing model has been implemented in several hotels on the island of Bali, but this tourism marketing only focuses on accommodation, not too focused on tourist destinations or others.

Tourism Website

To attract tourists through marketing activities, a form of promotion can be done by creating a website (Adi et al., 2021). The website is used as a data center and tourism information at the central, provincial, and district or city levels (Adi, 2014). Website development to introduce tourist destinations has been carried out by many organizations with various levels of interactivity to provide offers about the goals sought by potential visitors (Palmer & McCole, 2000). Internet development has also become very popular for finding information about tourism (Standing et al., 2014). Based on previous research, the official website to find information about tourist destinations by 93% of users (Letho et al., 2005). It becomes essential for the Government or Destination Management Organizations to utilize the Internet and develop an official Website (Subandi & Putra, 2017).

To assess efficient and effective tourism websites, there are three-dimensional approaches consisting of the Aesthetic Dimension (AES), Informative Dimension (INF), and Interactive Dimension (INT) (Han & Mills, 2006). The Aesthetic Dimension (AES) looks at the features on the website aesthetically, determined through visual items that can attract the attention and interest of visitors when they first see them. These items such as images, colors, and graphic layouts. This category has two sub-factors: goal visualization and web design (Han & Mills, 2006). Visualization of the purpose of viewing the website from the quality of the image regarding the destination, logo or slogan, use of colors, and background of the website that attracts attention. Not only that, videos, newsletters, and brochures can also be information about a destination. In comparison, web design sees the website using existing features such as maps, home buttons, search tools, clear text, neat web pages, and easy-to-remember website addresses. These visual features can provide tourists with an overview of the destination and convenience in accessing the information presented online. The last dimension is the Interactive Dimension (INT), which looks at the website's features that trigger responsible behavior from visitors to ask questions and plan their journey to a destination through the website. This category has website sub-factors consisting of e-travel planners and online communities (Han & Mills, 2006).

Research Questions and Hypotheses

Based on the literature review, the researcher formulated several questions about the research to analyze the comparison of the tourism website on the islands of Bali and North Sumatra using all three dimensions (Figure 1). The research questions and hypotheses consist of the following: (1) Research Question 1 (RQ 1), how are the six factors (Destination Visualisation, Web Design, Uniqueness, Cultural Promotion, E-Travel Planner, and Online Communities) used on the Bali and North Sumatra Island tourism websites?; (2) Research Question 2 (RQ 2),

how are Aesthetic Features, Informative Features, and Interactive Features used on tourism website in Bali and North Sumatra; (3) Hypothesis 1 (H1), there is a difference in the use of Destination Visualisation Factors (AES1) and Web Design (AES2) between tourism website between the islands of Bali and North Sumatra; (4) Hypothesis 2 (H2), there is a difference in the use of the Uniqueness Factors (INF1) and Cultural Promotion (INF2) between tourism website on the islands of Bali and North Sumatra; (5) Hypothesis 3 (H3), there is a difference in the use of the E-Travel Planner Factor (INT1) and the Online Communities (INT2) between tourism website on the islands of Bali and North Sumatra; (6) Hypothesis 4 (H4), There are differences in the use of Aesthetic Features (AES), Informative Features (INF), and Interactive Features (INT) between tourism website on the islands of Bali and North Sumatra.

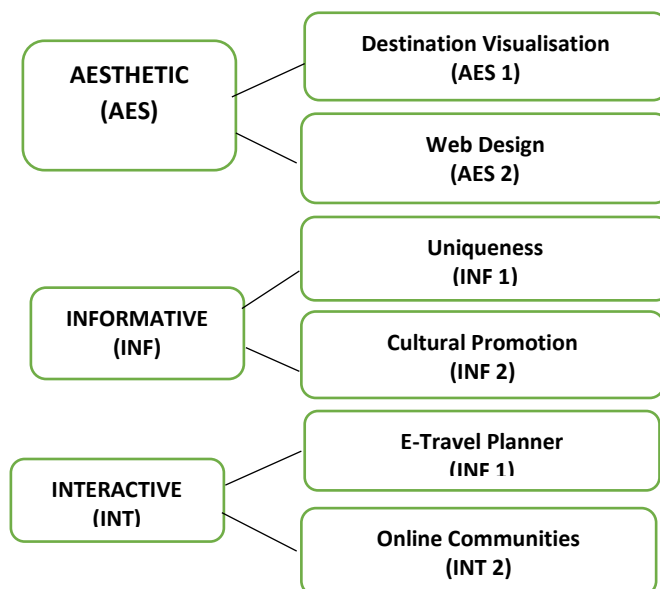


Figure 1. Dimensions and Categories to Measure The Effectiveness of Tourism Website

C. Research Methodology

The research method used is the descriptive content analysis method with a quantitative approach. Content analysis is a systematic and replicable test of communication symbols (Zhezhnych & Markiv, 2017). The symbols are assigned a numerical value based on valid measurements and analyzed using statistical methods to describe communication, draw conclusions and provide context, production, and consumption (Riffe et al., 2014). Content analysis can analyze all forms of documented communication such as newspapers, television, films, the Internet, and other sources (Riffe et al., 2014).

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In this study, the researcher first determines the sample population to find the sampling size. The sample chosen is the official tourism website for Bali, and North Sumatra, including the region's, city, and regency tourism websites of Bali and North Sumatra because Bali is a popular destination among domestic and foreign tourists. It can be said that Bali Island is a barometer of tourism in Indonesia. Meanwhile, North Sumatra was selected because one of its flagship destinations, Lake Toba, was included in the "10 New Bali" and "5 Super Priority Destinations" programs by the Ministry of Tourism and Creative Economics in the Republic of Indonesia.

This study uses a census sampling technique. The census sampling technique was used because the sample, which is the available tourism website on the island of Bali and North Sumatra, was taken as a whole for research. Therefore, this study will review 22 Bali and North Sumatra Island Tourism Office websites, the Bali Provincial Tourism Office, and nine City and Regency Tourism Office Websites. In addition, the Tourism Website of North Sumatra Province and 11 Websites of the City and Regency Tourism Offices in North Sumatra will be analyzed. The following is the tourism website for the islands of Bali and North Sumatra, which will be analyzed:

Table 1. List of tourism website on the island of Bali

| Region | Website Address |
|----------------------|---|
| Bali Province | https://disparda.baliprov.go.id |
| Bangli District | https://disparbud.banglikab.go.id |
| Badung District | https://disparbud.banglikab.go.id |
| Buleleng District | https://dispar.bulelengkab.go.id |
| Gianyar District | http://diparda.gianyarkab.go.id/index.php/id/ |
| Jembrana District | https://wonderful.jembranakab.go.id |
| Karang Asem District | http://tourism.karangasemkab.go.id |
| Klungkung District | https://dispar.klungkungkab.go.id |
| Tabanan District | https://dispar.tabanankab.go.id |
| Denpasar City | https://pariwisata.denpasarkota.go.id |

Table 2. List of tourism website on North Sumatra

| Region | Website Address |
|-------------------------------|---|
| North Sumatra Province | http://disbudpar.sumutprov.go.id |
| Asahan District | https://disporapar.asahankab.go.id |
| Karo District | http://pariwisata.karokab.go.id/up/index.php/id/ |
| Labuhan Batu Selatan District | http://pariwisata.labuhanbatuselatankab.go.id/beranda |

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| Region | Website Address |
|---------------------------|---|
| Langkat District | https://disparbud.langkatkab.go.id |
| Pak Pak Bharat District | https://dispar.pakpakbharatkab.go.id |
| Samosir District | https://visitsamosir.com |
| Deli Serdang District | http://disporabudpar.deliserdangkab.go.id |
| Pematang Siantar District | https://pariwisata.pematangsiantar.go.id |
| Sibolga City | https://disparpora.sibolgakota.go.id |
| Tebing Tinggi City | https://dispora.tebingtinggikota.go.id/category/pariwisata/ |
| Medan City | https://medantourism.pemkomedan.go.id |

The validity test used in this study is constructed validity. Construct validity is the degree of suitability of theories and concepts used by using measurement tools used in research (Riffe et al., 2014). In this study, the measuring instrument used is a coding book, which contains a guide for filling out the coding assessment table, which will be used and filled in by the coder.

In this study, the type of reliability test is the intercoder-intercoder. Intercoder is an assessment or coding from within (researcher) and outside (coder). In content analysis, the coding results generated by the coder determine the validity (Riffe et al., 2014). In this study, there are two coders to analyze the Bali and North Sumatra Island Tourism Websites. After getting the results of the coding data between the two coders, the level of reliability will be tested. The following are the results of coding data that were tested for reliability:

Table 3. Results of Reliability Test

| Indicator | Reliability |
|---|-------------|
| Aesthetics related to Destination Visualisation (AES 1) | 0,732 |
| Aesthetics related to Web Design (AES 2) | 0,813 |
| Information regarding Uniqueness (INF 1) | 0,829 |
| Information regarding Cultural Promotion (INF 2) | 0,821 |
| Interactive related E-travel Planner (INT 1) | 0,866 |
| Interactive related Online Communities (INT 2) | 1 |

In the reliability testing process, the standard reliability coefficient used is 0.7, which means that the reliability obtained is sufficient (sufficient reliability) (Cahyani et al., 2016). Therefore, if the reliability coefficient value is above 0.7, the variable is reliable (high reliability). By looking at the reliability test results, the reliability figure obtained is above 0.7, which means that all indicators are declared worthy of the test (reliable). The analysis plan used by the researcher is the Mann-Whitney test. Researchers used the Mann-Whitney test to see differences in

features and factors in Bali and North Sumatra tourism websites. In processing and analyzing research data, researchers used IBM SPSS software.

D. Result

In analyzing the data, the researcher uses the content analysis technique, a study that discusses the content of in-depth written or printed information. Harold D. Lasswell was the pioneer of this analysis, creating the symbol coding technique. The symbol coding technique is used in research by recording symbols or messages interpreted (Riffe et al., 2014). Therefore, the researcher used the symbol coding technique in analyzing the data. The symbol coding technique is a form of coding that views and analyzes the content by looking at symbols such as colors, text, images, etc. The content analysis results that became the hypothesis in this study can be seen in Table 4 and Table 5.

Hypothesis 1 (H1)

There is a difference in the use of Destination Visualisation Factors (AES1) and Web Design (AES2) between tourism websites between the islands of Bali and North Sumatra. Based on the results of the Mann Whitney test conducted, it can be stated that hypothesis 1 is supported by a value of $p = 0.020$ ($p < 0.05$) for Destination Visualisation (AES1) and $p = 0.039$ ($p < 0.05$) for Site Design (AES2) (See table 1). There are differences between the Destination Visualisation Factor (AES1) and Web Design (AES2) on tourism websites between Bali and North Sumatra islands. Therefore, aesthetic dimensions (AES) in tourism websites on Bali and North Sumatra islands are different between the two websites.

Hypothesis 2 (H2)

There are differences in the use of the Uniqueness Factor (INF1) and Cultural Promotion (INF2) between the tourism website between Bali Island and North Sumatra. Based on the results of the Mann Whitney test conducted, it can be stated that hypothesis 2 rejected with a value of $p = 0.319$ ($p > 0.05$) for Uniqueness (INF1) and $p = 0.513$ ($p > 0.05$) for Cultural Promotion (INF2) (see table 1). These results show no difference in using the Uniqueness Factor (INF1) and Cultural Promotion (INF2) on the tourism website between Bali and North Sumatra islands. Therefore, the use of the Informative Dimension (INF) in the tourism website for Bali and North Sumatra islands has no different in its use.

Table 4. Results of Mann-Whitney Test for Six Factors of Online Promotion
Evaluation Instrument

| Factor | N | Mean Rank | d.f. | Asymp.P Value |
|----------------------------------|-----------|------------------|-------------|----------------------|
| Destination Visualisation | 22 | | 1 | 0.020 |
| North Sumatra | | 14.38 | | |
| Bali | | 8.05 | | |
| Web Design | 22 | | 1 | 0.039 |
| Bali | | 14.40 | | |
| North Sumatra | | 9.08 | | |
| Uniqueness | 22 | | 1 | 0.319 |
| Bali | | 12.90 | | |
| North Sumatra | | 10.33 | | |
| Cultural Promotion | 22 | | 1 | 0.513 |
| North Sumatra | | 12.25 | | |
| Bali | | 10.60 | | |
| E-Travel Planner | 22 | | 1 | 0.476 |
| North Sumatra | | 12.38 | | |
| Bali | | 10.45 | | |
| Online Communities | 22 | | 1 | 0.844 |
| Bali | | 11.70 | | |
| North Sumatra | | 11.33 | | |

Hypothesis 3 (H3)

There are differences in E-Travel Planner Factors (INT1) and Online Communities (INT2) between tourism websites between the islands of Bali and North Sumatra. Based on the results of the Mann Whitney test conducted, it stated that hypothesis 3 rejected with $p = 0.476$ ($p > 0.05$) for E-Travel Planners (INT1) and $p = 0.844$ ($p > 0.05$) for Online Communities (INT2) (see table 1). There is no difference in using the E-Travel Planner Factor (INT1) and Online Communities (INT2) on the tourism website between Bali and North Sumatra. Therefore, the Interactive Dimension (INT) in the tourism website on Bali and North Sumatra islands has no difference in its use.

Hypothesis 4 (H4)

There is a difference in the use of Aesthetic Features (AES), Informative Features (INF), and Interactive Features (INT) between tourism websites between the islands of Bali and North Sumatra. Based on the results of the Mann Whitney test conducted, it can be stated that hypothesis 4 rejected with $p\text{-value} = 0.364$ ($p > 0.05$) for aesthetics (AES), $p\text{-value} = 0.867$ ($p > 0.05$) for informative (INF) and $p\text{-value} = 0.188$ ($p > 0.05$) for Interactive (INT) (see table 2). The three features have no difference in their use for Bali and North Sumatra tourism websites.

Table 5. Results of Mann-Whitney test for features of online promotion
evaluation instrument

| Categories | N | Mean Rank | d.f. | Asymp. P value |
|--------------------|-----------|-----------|----------|----------------|
| Aesthetic | 22 | | 1 | 0.188 |
| North Sumatra | | 13.13 | | |
| Bali | | 9.55 | | |
| Informative | 22 | | 1 | 0.867 |
| Bali | | 11.75 | | |
| North Sumatra | | 11.29 | | |
| Interactive | 22 | | 1 | 0.364 |
| North Sumatra | | 12.63 | | |
| Bali | | 10.15 | | |

It can be concluded from the results of the Mann-Whitney analysis test that was carried out that hypothesis 1 was supported because the significance value obtained met the standard or above 0.05 ($P < 0.05$). While the other three hypotheses, namely Hypothesis 2, Hypothesis 3, and Hypothesis 4, are not supported by the significance value obtained above 0.05 ($P > 0.05$). The following is a further discussion regarding the effectiveness of the tourism website on Bali and North Sumatra.

E. Discussion

This section will discuss content analysis results from 22 tourism websites in districts or cities on the Bali and North Sumatra islands. There are nine sections of discussion, namely content analysis in the visualization factor of the destination, and the last section is the aesthetic, informative, and interactive dimension of the two regional tourism websites, dimension of the two regional tourism websites.

Table 6. Results of Coding A Tourism Website in North Sumatra

| Tourism Website in North Sumatra | AES 1 | AES 2 | INF 1 | INF 2 | INT 1 | INT 2 | Total |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|
| North Sumatra Province | 7 | 6 | 1 | 3 | 6 | 0 | 23 |
| Asahan District | 2 | 5 | 0 | 0 | 0 | 1 | 8 |
| Karo District | 5 | 6 | 1 | 3 | 5 | 0 | 20 |
| Labuhan Batu Selatan District | 1 | 6 | 0 | 0 | 0 | 1 | 8 |
| Langkat District | 5 | 6 | 0 | 3 | 2 | 0 | 16 |
| Pak Pak Bharat District | 5 | 7 | 0 | 2 | 1 | 0 | 15 |
| Samosir District | 6 | 7 | 3 | 3 | 9 | 0 | 28 |
| Pematang Siantar City | 4 | 7 | 1 | 3 | 5 | 0 | 20 |
| Medan City | 7 | 5 | 2 | 3 | 3 | 0 | 20 |

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| Tourism Website in North Sumatra | AES 1 | AES 2 | INF 1 | INF 2 | INT 1 | INT 2 | Total |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Deli Serdang District | 2 | 5 | 0 | 2 | 0 | 0 | 9 |
| Sibolga City | 6 | 6 | 0 | 3 | 1 | 0 | 16 |
| Tebing Tinggi City | 2 | 5 | 0 | 2 | 0 | 0 | 9 |

Table 7. Results of Coding A Tourism Website in Bali

| Tourism Website in Bali | AES 1 | AES 2 | INF 1 | INF 2 | INT 1 | INT 2 | Total |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|
| Bali Province | 5 | 7 | 2 | 3 | 7 | 0 | 24 |
| Bangli District | 3 | 6 | 1 | 2 | 1 | 1 | 14 |
| Buleleng District | 2 | 6 | 0 | 1 | 0 | 0 | 9 |
| Badung District | 4 | 7 | 1 | 3 | 3 | 1 | 19 |
| Gianyar District | 6 | 6 | 2 | 3 | 2 | 0 | 19 |
| Jembrana District | 4 | 7 | 2 | 3 | 2 | 0 | 18 |
| Karang Asem District | 7 | 7 | 3 | 3 | 1 | 0 | 21 |
| Klungkung District | 2 | 6 | 0 | 0 | 0 | 0 | 8 |
| Denpasar City | 6 | 7 | 0 | 0 | 0 | 0 | 13 |
| Tabanan District | 2 | 7 | 0 | 0 | 0 | 0 | 9 |

The results of coding and analysis that have been carried out are certainly different from previous studies. Most of the earlier studies only discussed one or several tourism websites. They did not compare each other, so research on the differences in tourism websites in Bali and North Sumatra was different from previous research. The following is a discussion of the analysis that has been carried out.

Destination Visualisation (AES1)

Aesthetic Dimensions (AES), the first category, is Destination Visualization (AES1). Based on the coding and content analysis results of 22 tourism websites, both Bali and North Sumatra, it turns out that the Destination Visualization (AES1) has a difference in its use in tourism websites between Bali and North Sumatra. Judging from the Mean Rank results obtained, the North Sumatra Tourism website received a value of 14.38 while, on the Bali Island Tourism Website, the Mean Rank value obtained was 8.05 (See Table 4). Based on these scores, it can be said that the use of the Destination Visualization (AES1) category on the North Sumatra Tourism website is better than on the Bali Island Tourism website.

The Destination Visualization (AES1) factor on the Bali Island Tourism website is still less used than on the Klungkung Regency Tourism website, which does not display the visual side that contains the aesthetic value such as colors and images. The website's background, the use of colors, and images are not included in the Klungkung Regency tourism website. This is contradictory to the fact that

there are prime destinations on the island of Bali, such as Nusa Penida, Nusa Lembongan, and Nusa Ceningan, that are popular among both local and foreign tourists. Not only Klungkung Regency but also the Tabanan Regency Tourism website also does not display aesthetic values on its website. The Karang Asem Regency Tourism website shows a visual side that contains the aesthetic value, starting from using a brown background and pictures to the presence of various kinds of videos about visually attractive tourist destinations. The Badung Regency Tourism website also displays many visual sides ranging from colors to pictures of the destinations offered to make potential tourists who see them feel interested in visiting Bali Island, especially the Badung Regency. In addition, there are 6 out of 10 Bali Island Tourism Websites that present logos or slogans regarding tourism on the website, such as Karangasem Regency (Truly The Beauty Of Badung), Karangasem Regency (The Spirit Of Bali), Jembrana Regency (Wonderful Jembrana, "A Door To Heaven Called Bali"), Gianyar Regency (The Soul of Art and Culture), Denpasar City (The Heart of Bali) to the Tourism

Website of the Province of Bali Island (The Island of Gods).

In addition to the island of Bali, the use of the Destination Visualization (AES1) factor on the North Sumatra Tourism website, some areas do not display the visual side of the website, such as the South Labuhan Batu Regency Tourism Website, Asahan Regency, Deli Serdang Regency, and Tebing Tinggi City. However, the complete Tourism Website displays the Destination Visualization (AES1) factor, such as the Medan City Tourism Website and North Sumatra Province. The use of attractive backgrounds and bright colors in videos showcase the unique culinary delights and destinations displayed on the Medan City Tourism Website. Not only that, colors and backgrounds equipped with pictures of destinations in North Sumatra Province, especially Lake Toba, are also displayed on the North Sumatra Province Tourism website. Overall, the North Sumatra Tourism website displays visually appealing images of the destinations in the area. Not only that, all North Sumatra tourism websites are equipped with bulletins or news about the development of the City or Regency area regarding tourism.

Web Design (AES2)

The second category namely Web Design (AES2). Based on the coding and content analysis results of 22 tourism websites, both Bali and North Sumatra, it turns out that the Destination Visualisation (AES1) has a difference in its use in tourism websites between Bali and North Sumatra. Judging from the Mean Rank results obtained, the Bali Island Tourism website received a value of 14.40, while at the North Sumatra Tourism website, the Mean Rank was 9.08 (See Table 4). In contrast to the results of the Destination Visualization (AES1), it can be said that the use of the Web Design category (AES2) on the Bali Island Tourism website is better than in North Sumatra.

The Web Design factor (AES2) on the Bali Island Tourism website is considered very good because all tourism websites on Bali have designs that make it easy for users to access the website. Overall, the Bali Island tourism website has clear text that is easy to read, neat pages, a list of contents, and a home button to a search button. In contrast to the North Sumatra tourism website, which is not very good at using site design factors (AES2). Overall, tourism websites in North Sumatra have clear text, neat pages, an available list of content, and a home button. However, 5 out of 12 North Sumatra tourism websites do not have regional maps and search buttons, which is a lacking feature, so the website is not very practical to use.

The critical point of this factor is using a web address that is easy to remember. On the Bali island tourism website, only 3 out of 10 websites use a web address easy to remember. The three websites are the tourism website of Badung Regency, Jembrana Regency, and Karang Asem Regency. While on the North Sumatra tourism site, 2 out of 12 websites use a web address that is easy to remember. The two tourism websites that use it is the tourism website of Samosir Regency and Medan City. Many tourism websites in Bali and North Sumatra still use domain names that refer to district or city tourism offices, such as the Bali provincial tourism website (<https://disparda.baliprov.go.id>), which still uses the tourism office site domain. The Sibolga Regency tourism website (<https://disparpora.sibolgakota.go.id>) still uses the domain of the youth tourism and sports agency website. A domain name that refers to the district or city tourism office is considered less effective. It is difficult to remember in contrast to tourism websites such as Jembrana Regency (<https://wonderful.jembranakab.go.id>) and Samosir Regency (<https://visitsamosir.com>), where the use of domain names is easier to remember because they use city or regency names and terminology from English.

Uniqueness (INF1)

The first category from the Informative Dimension (INF) is uniqueness (INF1). Based on the coding and content analysis results of 22 tourism websites both on the island of Bali and North Sumatra, it turns out that Uniqueness (INF1) has no difference in its use in tourism websites both on Bali and North Sumatra. The results of the analysis state that the uniqueness category (INF1) on the Bali Island Tourism website is better than on the North Sumatra Tourism website. The Mean Rank results obtained on the Bali Island Tourism Website are 12.90, while on the North Sumatra Tourism website, the Mean Rank value obtained is 10.33 (See Table 4). Based on the acquisition of this value, it can be said that the use of the Uniqueness category (INF1) on the Bali Island Tourism website is better than on the North Sumatra Tourism website.

From the analysis results, the use of the Uniqueness factor (INF1) on the Bali Island Tourism website is pretty good. There are 1 in 10 tourism websites on

the island of Bali that provide information about special trips. Like Bali, tourism websites in North Sumatra are only 1 of 12 websites that give information on special trips. In addition, travel information about the destinations offered by each region on the island of Bali; only 6 out of 10 websites provide information about this. Meanwhile, only 4 out of 12 websites provide travel information about destinations in North Sumatra tourism website.

An essential aspect of improving this factor is the availability of foreign languages at each tourism site. Bali Island Tourism Website is only 4 out of 10 tourism websites that provide foreign language options. While on the North Sumatra tourism website, only 3 of the 12 tourism websites. Tourism websites on the island of Bali, for example, Jembrana Regency and Karang Asem Regency, provide foreign language facilities such as Portuguese (Brazil), Italian, French, Spanish, German, and Russian to English their site features. While tourism website in North Sumatra, precisely the Medan City tourism site, provides various kinds of foreign languages on its website such as English, Arabic, Chinese, Indian, Japanese, Korean, Turkish, to Thai. In addition, the Samosir Regency tourism website also provides foreign language services consisting of Chinese, Russian, German, French, to English. This factor is important to improve because prospective tourists or travelers visiting Indonesia come from within the country, but from abroad also enliven the existing tourism sector. Tourism websites on the island of Bali, mainly a place where many foreign tourists come for vacation, should further increase the availability of foreign languages to make it easier for foreign tourists to receive information about the destinations offered.

Cultural Promotion (INF2)

The next Informative Dimension (INF) is the second category, namely Cultural Promotion (INF2). Based on the coding and content analysis results of 22 Tourism Websites both on the island of Bali and North Sumatra, Cultural Promotion (INF2) has no difference in its use in tourism websites both on the island of Bali and North Sumatra. The analysis results stated that the category of Cultural Promotion (INF2) on the North Sumatra Tourism Website was better than on the Bali Island Tourism Website. The Mean Rank obtained on the North Sumatra Tourism Website is 12.25, while on the Bali Island Tourism Website, the Mean Rank value obtained is 10.60 (See Table 4). Based on the acquisition of this value, it can be said that the use of the Cultural Promotion category (INF2) on the North Sumatra Tourism Website is better than on the Bali Tourism Website. Overall, tourism websites in North Sumatra use cultural promotion factors well. Information about destinations, things to do, and an introduction to each region's culture in North Sumatra. One of the Karo Regency tourism websites, for example, is very effective in using cultural promotion factors. Information about destinations and cultural introductions is complete, presented on websites such as natural, cultural, religious tourist destinations, cultural arts attractions, culinary

delights, to historical relics of Karo Regency. It is not surprising that this factor is used well on the Karo Regency tourism website. The leading destination from North Sumatra also includes the "10 New Bali" and "5 Super Priority Tourist Destinations" programs, namely Lake Toba, located in the area. In addition, a tourism website that is relatively complete in using the cultural promotion factor (INF2) on the island of Bali is the tourism website of Bali Province. The Bali Province Tourism Website uses cultural promotion factors in full because information about destinations, things to do, and cultural promotions cover the entire island of Bali.

The things discussed in the Cultural Promotion (INF2) factor are information on visas and customs. Both Bali and North Sumatra tourism websites do not provide information on visa making and customs regulations and regulations in Indonesia. Tourism websites may not only be accessed by potential domestic tourists, but prospective tourists from abroad will also indeed access tourism websites to find out more clearly about tourist destinations in the area. Therefore, information regarding visas and customs should be provided on the site to be known. Not all City or Regency tourism websites have to display information about this. Still, the Bali and North Sumatra Province tourism websites which are the center of the area should display information about visas and customs in Indonesia.

E-Travel Planner (INT1)

The first category from Interactive Dimensions (INT) is the E-Travel Planner (INT1). Based on the coding and content analysis results of 22 tourism websites on the island of Bali and North Sumatra, the E-Travel Planner (INT1) has no difference in its use in tourism websites in Bali and North Sumatra. The results of the analysis state that the E-Travel Planner category (INT1) on the North Sumatra Tourism Website is better than the Bali Island Tourism Website. The results Mean Rank obtained on the North Sumatra Tourism Website is 12.38, while on the Bali Island Tourism Website, the Mean Rank value obtained is 10.60 (See Table 4). Based on the acquisition of this value, it can be said that the use of the E-Travel Planner category (INT1) on the North Sumatra Tourism Website is better than on the Bali Island Tourism Website.

The E-Travel planning factor aims to provide details about the travel plans that potential tourists will carry out to visit Bali and North Sumatra islands. This factor is very little used in tourism websites on the island of Bali, and there are 1 in 10 websites that provide links or contacts regarding travel agents, car rentals, and tourist destinations to events/festivals held in Bali. In addition, hotel and restaurant listings are only found on 3 out of 10 websites. Meanwhile, for tourism websites in North Sumatra, the list of hotels and restaurants is only on 6 out of 10 websites that provide information. The E-Travel planning factor is used well on the tourism website in Samosir Regency. The Samosir Regency tourism website is

complete and detailed in providing travel information, starting from lists and hotels, accommodation, restaurants, and destinations offered. The transportation fleet, both buses, ships, and planes, as well as schedules to Samosir Regency, are also provided on the Samosir Regency tourism website. Links and contacts from hotels, accommodations, restaurants, and others are also complete. Therefore, an e-travel planning factor on a tourism website makes it very easy for potential tourists who want to visit, especially Lake Toba and Samosir Island.

Online Communities (INT2)

The next Interactive Dimension (INT), the second category, is the Online Communities (INT2). Based on the coding and content analysis results of 22 tourism websites on the island of Bali and North Sumatra, the Online Communities (INT2) has no difference in its use in tourism sites both on the island of Bali and North Sumatra. The results of the analysis state that the Online Communities (INT2) category on the Bali Island Tourism website is better than the North Sumatra Tourism website. The Mean Rank results obtained on the Bali Island Tourism Website are 11.70, while on the North Sumatra Tourism Website, the Mean Rank value obtained is 11.3 (See Table 4). Based on these scores, it can be said that the use of the Online Community (INT2) category on the Bali Tourism Site is better than the North Sumatra Tourism Website.

Overall, both Bali and North Sumatra are ineffective in using online community factors (INT2). As on the tourism website on the island of Bali, only 1 in 10 websites uses the Frequently Asked Question (FAQ) feature. Likewise, the subscription feature is only 1 in 10 websites that use it. In addition, on the tourism website in North Sumatra, the Frequently Asked Questions (FAQ) feature is only used by 2 out of 12 tourism websites. To be precise, the tourism website of Asahan Regency and South Labuhan Batu Regency.

Meanwhile, the subscription feature is not used on tourism websites in North Sumatra, which makes the website less interactive for users. If these two features are used, potential tourists who are confused and have questions about the destinations they will visit can see the FAQ feature provided by the tourism website, Province, City, and Regency. Not only that, but they can also get information about the destinations to be visited by subscribing. Therefore, this feature is here so that potential tourists can use tourism websites more interactively.

Aesthetics (AES)

The first measuring tool used as a reference to see whether tourism websites both on the island of Bali and North Sumatra are effectively used is the Aesthetic Dimension (AES). The aesthetic dimension (AES) is divided into two factors, namely Destination Visualisation (AES1) and Web Design (AES2). Based on the coding and content analysis of 22 tourism websites in Bali and North

Sumatra, the Aesthetic dimension (AES) is used well on tourism websites in North Sumatra, with a mean rank of 13.13. In contrast, Bali's tourism site has a mean rank of 9.55 (See table 5). Although the results of the analysis state that overall aesthetic features (AES) are better used by the North Sumatra tourism website than on Bali Island, based on the results of the two factors from the Aesthetic dimension (AES), it turns out to be balanced.

The North Sumatra Tourism Site emphasizes the aesthetic side of destination visualization (AES1). Tourism websites in North Sumatra use many aesthetics such as images, colors, and attractive backgrounds. One example that can be taken is the Medan City tourism website, where everyone who sees the website feels visually attracted. In contrast to the tourism website, the island of Bali emphasizes the aesthetic side in the form of Web Design (AES2). Web Design (AES2) is used well in tourism websites in Bali, where both city and district tourism websites present features that make it easier for potential tourists to access existing websites.

Informative (INF)

The second measuring tool used to see whether tourism websites in Bali and North Sumatra are effectively used is the Informative Dimension (INF). The Aesthetic Dimension (INF) is divided into two factors, namely Uniqueness (INF1) and Cultural Promotion (INF2). Based on the coding and content analysis results from 22 tourism websites in Bali and North Sumatra, the informative dimension (INF) is used well on tourism websites in Bali, with a mean rank of 11.75. In contrast, the tourism website of Bali Island has a mean rank of 11.29 (See table 5). The mean rank results obtained indicate that the difference in informative dimensions on Bali and North Sumatra tourism websites is not very significant. Although the results of the analysis state that overall the Informative dimension (INF) is better used by the Bali Island tourism website than North Sumatra, based on the results of the two factors from the Informative dimension (INF), it turns out to be balanced.

Bali Island tourism website emphasizes the informative side of uniqueness (INF1). Tourism websites on the island of Bali provide much information, such as travel information. Almost all tourism websites on the island of Bali give much information about this. However, on the North Sumatra website, the Uniqueness factor (INF1) also provides information. Furthermore, the North Sumatra Island tourism website emphasizes the informative side of Cultural Promotion (INF2). Although the Cultural Promotion factor (INF2) is better used on most North Sumatra tourism websites, Bali Island tourism websites also use the Cultural Promotion factor.

Interactive (INT)

The last measuring tool used as a reference to see whether a tourism website is effectively utilized is called the Interactive Dimension (INT). The Interactive Dimension (INT) is divided into two factors, namely the E-Travel Planner (INT1) and the Online Communities (INT2). Based on the coding and content analysis results from 22 Tourism Websites on Bali and North Sumatra island, the Interactive dimension (INT) is used well on the North Sumatra tourism website, with a mean rank of 12.63. In contrast, the North Sumatra tourism website obtain a mean rank of 10.15 (See table 5). Although the results of the analysis state that the overall Interactive feature (INT) is better used by the North Sumatra Tourism website than on Bali Island, based on the results of the two factors from the Interactive dimension (INT), it turns out to be balanced.

The North Sumatra Tourism Website emphasizes the interactive side of using the e-travel planning factor (INT1). At the same time, the Bali Island tourism website highlights the interactive side of using online community factors (INT2). This interactive dimension is not used effectively on these two tourism websites, but only a few tourism websites use this Interactive (INT) dimension. As in North Sumatra, tourism websites that use it are Asahan Regency and the South Labuhan Regency tourism website. In addition, tourism websites on the island of Bali, websites that use them are Bangli Regency and Badung Regency.

F. Conclusion

Research on the content of this analysis examines four hypotheses from the tourism website of Bali and North Sumatra by using three dimensions which are variables consisting of aesthetic dimensions (AES), informative sizes (INF), and interactive dimensions (INT). The results of the study reveal that: (1) There are differences in the use of the Destination Visualisation Factor (AES1) and Web Design (AES2) between tourism websites between Bali and North Sumatra; (2) There is no use of the Uniqueness Factor (INF1) and Cultural Promotion (INF2) between tourism website between the islands of Bali and North Sumatra; (3) There is no use of the E-travel Planning Factor (INT1) and Online Communities (INT2) between tourism website between Bali Island and North Sumatra; (4) There is no difference in the use of Aesthetic Features (AES), Informative Features (INF) and Interactive Features (INT) between tourism website between Bali Island and North Sumatra.

The results of this study are expected for the managers of tourism websites both on the island of Bali and North Sumatra, which are the local tourism offices, to improve further and fix the shortcomings that exist on the tourism website. In addition, both Bali and North Sumatra's tourism websites still display many things that are not in line with tourism promotion and marketing, which are considered ineffective. Both Bali and North Sumatra tourism websites are still inefficient in

using the AES, Informative (INF), and Interactive (INT) dimensions to promote and market tourism.

Practically, the results of this study can be used as a basis for managers of tourism websites in Indonesia to be managed by the local Tourism Office to increase the use of websites to promote existing tourism. A tourism website is also a representation of a country's image. If its use is effective, the appearance of a country, especially Indonesia, will be considered suitable in website visitors' eyes. Further studies should investigate the existing tourism website in Indonesia in the scope of cities and districts concerning standardizing tourism websites.

G. Acknowledgement

The author realizes that there are many obstacles in the process of writing this article. However, thanks to Allah SWT and assistance from various parties, some barriers can be overcome. On this occasion, the author would like to thank those who provided guidance, direction, advice, and thoughts in the process of writing this article, especially Mr. S. Kunto Adi Wibowo, M.Comn., Ph.D. and Mr. Ikhsan Fuady, S.P., M.Si who are lecturers of the Content Analysis Method course, Faculty of Communication Science, Padjadjaran University. In addition, the author would like to thank Rizqi Magdawati, a friend and second coder in content analysis research on the comparison of tourism websites for Bali and North Sumatra islands

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