DATA SET ON INDONESIAN TOURISM RELATED ARTICLES FROM WELL-KNOWN ONLINE SOURCES

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ABSTRACT

The presence of media helps both local destination managers and the government in their efforts to improve and promote the Indonesian tourism as an attractive and unique destination. This data article provides a dataset of 12,487 articles from eight well-known online sources from media such as liputan6.com, republika.com, tempo.co, detik.com, tribunnews.com, suaramerdeka.com, antaranews.com, and kompas.com. Fifty-four targeted keywords selected as the matching criteria for data acquisition from online sources was acquired from 2018 – 2020. The dataset comprises of (i) demographics of online data sources (ii) tourism activity categories (iii) information regarding supporting infrastructure for tourism. Due to the scarcity of real data for scientific purposes, these datasets can have an important role of research and education in hospitality management, tourism, or marketing Indonesia tourism in providing world class tourism to its visitors also to support the tourism activities not only can invigorate the economic activity but also ensure the sustainability of the tourism destination.

Keywords: Marketing, Media data, Information, Online sources, Tourism

INTRODUCTION

Tourism is the engine of economic development and job creation worldwide (Edgell, 2019). The latest annual research of World Travel and Tourism Council (WTTC), together with the Oxford Institute for Economic Research, show that tourism grew by 3.5% in 2019, surpassing global economic growth by 2.5% for nine consecutive years (World Tourism and Travel Council, 2019). Thus, year of 2019 is another year of strong growth for the tourism industry, consolidating its achievements of economic growth and job creation (Abdulla & Malik, 2015).

Indonesia is no exception, Indonesia is a country with extremely rich tourism resources, a unique geographical location, rich natural landscapes such as oceans, volcanoes and lakes, famous mountains and ancient temples and diverse ethnic cultures all over the country. The numbers of international tourists to Indonesia increased from 9.4 million in 2014 to 16.1 million in 2019, with a CAGR of 11.3%. As estimated by the Indonesia Statistic Bureau (BPS), the number of foreign tourists to Indonesia in 2019 was 16.1 million, an increase of 1.9% over 2018 (Lee & Syah, 2018). With the development of the tourism industry in Indonesia, the foreign exchange income of foreign tourists and tourism has increased annually (Jaelani & Karjoko, 2020). Over the years, Indonesia has always made tourism the focus of its economic development and has made great achievements (Ollivaud & Haxton, 2019).

Realizing the potential of a tourist industry requires multiple parameters. One of which is marketability. How can you define a landmark, historical site, or traditional activities to be worth of tourism if nobody even heard or read about it? In this case, for a country as widespread and diverse

as Indonesia, word of mouth alone may never get the job done. Therefore, media expose is critical in getting the word out, and (Lee & Syah, 2018) (Jaelani & Karjoko, 2020) (Ollivaud & Haxton, 2019)letting the people know about an interesting activity or newly found landmark and help garner significant amount of attention needed. Media will become more active and involved in marketing the tourist area or activities (Ayalew, 2016).

A dataset of media articles about information related with tourism activities explain about the sources where the articles are collected, and the subsequent keywords used to collect the data to provide a brief understanding on how Indonesian media identify and presents a potential tourism attraction towards its audience. A similar approach has been exercised, by using survey and questionnaire to determine the impact of communication to improve tourism promotion in one regency in Indonesia (Damayanti & Ferdiana, 2019). The presence of media helps both local destination managers and the government in their efforts to improve and promote the Indonesian tourism as an attractive and unique destination (Zulzilah, Prihantoro, & Wulandari, 2019)

This study will explore the dataset contains 12,487 media articles from several well-known online sources (All you can read, 2021), such as: liputan6.com, republika.com, tempo.co, detik.com, tribunnews.com, suaramerdeka.com, antaranews.com, and kompas.com (Table 1) from January 2018 until December 2019. As for the keywords used to obtain the data, the following are the targeted keywords selected as the matching criteria for data acquisition from online sources (Table 2).

Table 1. Data Description

Object	Description
Sources	Online sources of the article: liputan6.com republika.com tempo.co detik.com tribunnews.com suaramerdeka.com antaranews.com kompas.com
Duration	January 2018 – December 2019
Total Articles	12,487

Table 2. Target Keywords

Bali	Travel activities	
Travel	Travel information	Tourism value chain
Tourist	Tourism employment	Foreign tourists
Traveler	Tourism contribution	Potential tourist
Politic	Tourist contribution	Tourism potential
Food	Travel certification	Tourist satisfaction
Temple	Travel training	Traveler activities
Dance	Tour guide training	Tourist activity
Festival	Impact of tourism	Tourism activity
Election	Tourism ecosystem	Building
Port	Tourism sustainability	Return tourist
Airlines	Availability of water	Traveler activity
Toll	Ministry	Competition
Fashion	Agency	Culinary

Clothing	Train	Loyal traveler
Eid	Airport	Loyal tourist
Christmas	Ship	Jakarta
Health	Sports	
Race	Batam	

EXPERIMENTAL DESIGN, MATERIALS AND METHODS

Data was obtained directly from acquired data spanning from 2018 – 2020. The result shares about different data parameters that presents information related to Indonesian potential tourism, tourism ecosystem and tourism infrastructure. In addition, a word cloud is also shown to visualize the most important keyword related with Indonesian tourism.

FINDING(S) AND DISCUSSION

Table 3 shows the demographics of the article acquired and the statistics of each parameters.

Table 1. Online Sources

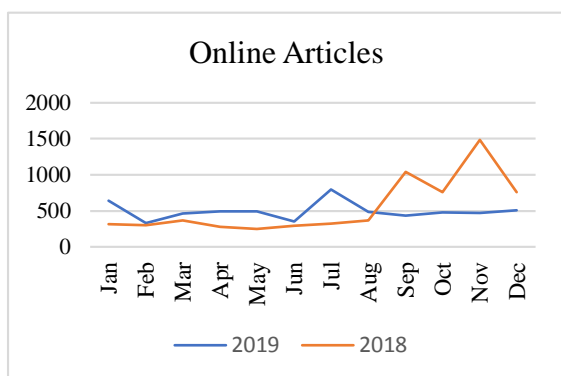| Source	Coverage	Percentage
liputan6.com	Nationwide	7%
republika.com	Nationwide	21%
tempo.co	Nationwide	24%
detik.com	Nationwide	16%
tribunnews.com	Nationwide	6%
suaramerdeka.com	Nationwide	13%
antaranews.com	Nationwide	2%
kompas.com	Nationwide	10%

Figure 1. Online Articles Time Series

(Edgell, 2019) (World Tourism and Travel Council, 2019) (Abdulla & Malik, 2015)

Based on the Figure 1 above, there are spikes in terms of articles that contains the selected keywords. The reason being is that in 2019, the spike in July was partially from the coverage of Tangkuban Perahu's erupsion. The spike in 2018 was from the result of Asian Games 2018 that took place from August 2018 to September 2018, and at the same time positively contributed to the economy as well (Revindo, et al., 2019). Moreover, as the Ministry of Tourism and Creative Economy has stated that 2018 is the visitation year for the Wonderful Indonesia Tourism Campaign, November was the month that most media reviewed about the performance of such campaign. The following subsection will present about four selected categories of tourism that we classified for the acquired dataset.

Tourism Category

Tourist attraction can be classified into several categories based on the events or activities available. According to Ismayanti (Ismayanti, 2010), there are several forms of tourism known to the general public, including sport, culinary, religious, agro, shopping and ecological. For this report, we classify the categories into four categories, as follows:

Table 4. Tourism Categories

Tourism Category	Keywords	Occurrences	Percentage of Articles
Sport	Championship, Competition, Race, Sport	633	9%
Culinary	Culinary, Food, Dish	1247	17%

Religious	Eid, Christmas, Seclusion day, Vesak	424	6%
Fashion	Fashion, Clothing	177	2%
Airport	Airport, Terminal	132	2%
Bus	Bus, Bus Stop, Bus Station	1394	19%
Train	Train Station, Train	378	5%
Toll	Toll roads	850	12%
Govt Agency	Government, Local Government, Ministries, Department	778	11%
Airline	Airlines, Aviation, Aircraft	706	10%
Shipping	Ships, Port	635	9%

The table 4 above shows how online media presents more articles that relates with tourism infrastructure. Transportation related articles was most published. It was proofed that Indonesia was strongly develop its infrastructure rapidly in the past few years as instructed by President, Joko Wibowo. While culinary tourism also shows dominance in terms of presence, that is due to the fact that culinary festivals was part of the 2018 Wonderful Indonesia campaign that targeted foreign travelers to experience Indonesian cuisines as a tourist attraction.

CONCLUSION (S)

Tourism industry is the pillar of country's economic. Realizing the potential of a tourist industry requires multiple parameters for marketability. This study proofed that Indonesia was strongly develop its infrastructure rapidly in the past few years. While culinary tourism also shows dominance in terms of presence, that is due to the fact that culinary festivals was part of the 2018 Wonderful Indonesia campaign that targeted foreign travelers to experience Indonesian cuisines as a tourist attraction.

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