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Jurnal Ilmu Pemerintahan

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Navigating digital tourism governance: a case study of branding strategies in the Mandalika special economic zones

Ilham Zitri^{1*)}, Rifaid², Yudhi Lestanata³, Cahyadi Kurniawan⁴

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Abstract

The purpose of this research is to analyze how digital Tourism on Branding the Mandalika Special Region in West Nusa Tenggara; this investigation uses a descriptive methodology combined with a qualitative approach, as well as previously published literature and online news sources as well as secondary data obtained from related agencies. Most importantly, take advantage of the Nvivo 12 plus program to analyze the data results. The findings of this study indicate that the use of information and communication technology to promote Special Economic Zones through digital tourism, utilizing platforms such as websites, YouTube, Facebook, TikTok, Instagram, and the West Nusa Tenggara Tourism Office website, is a viable strategy for increasing tourism. Indonesian tourism industry. ITDC and National Council of Special Economic Zones websites. Government Regulation Number 52 of 2014 identifies two main focus topics, namely tourism areas and special economic areas, and prioritizes several initiatives. Development management in accordance with statutory regulations. PP Number 40 of 2021 discusses three important things: human resources and infrastructure, two facilities, and SEZ convenience for three commercial organizations. The finding of human resources and infrastructure is considered to be the main driver for branding the Mandalika Special Economic Zone in this policy.

Keywords: branding, digital tourism governance, special economic zone

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Introduction

Digital technology enhances the visitor experience through "digital tourism." In addition, it combines the physical environment with digital materials for remedial purposes (Kurniati & Suryanto, 2023). Internet and cell phones both over the past decades, revolutionized travel with digital technology and redefined the tourism business industry in several industrialized countries, particularly by facilitating one-to-one communication between customers and supply chains. The internet and cell phones have allowed places in the travel industry to increase their web presence (Husodo et al., 2022).

Offline connection is essential to survive in today's market. Today, the tourism industry is on a world scale (Caraka et al., 2023). They provide essential tools and software to manage tourism more effectively, providing affordable access to existing and prospective clients and facilitating distribution channels (Dwiastuti, 2023). For example, cell phones have become an essential and routine part of life, and more and

more people are getting them. The latest innovations in technology include visitors (Prastya & Ningsih, 2023).

Given that more and more people have a wide variety of technologies and mobile travel reservation technology contribution to the industry as a whole, Mobile travel reservation technology has emerged as a pivotal contributor to this evolution, revolutionizing the way travelers plan and experience their journeys. Today, mobile phones have become indispensable tools for travelers, offering a plethora of applications aimed at easing the burden of travel. From booking accommodations and flights to accessing real-time navigation and language translation services, mobile technology has streamlined the entire travel process.

Moreover, the advent of intelligent tourism applications has further enhanced the travel experience by providing personalized recommendations, cultural insights, and immersive experiences tailored to individual preferences. As a result, travelers can now navigate unfamiliar destinations with ease, make informed decisions on-the-go, and enrich their journeys with memorable encounters and discoveries. In essence, mobile technology has become an indispensable companion for modern-day travelers, empowering them to explore the world with confidence and convenience. (Syamsurrijal et al., 2023). Mobile phone use on the go apps is one of the categories with the highest overall downloads. Moreover, more smartphone users use travel planning software to enjoy their vacations more. Visitor Industry Users can better manage their trips with the help of smartphone applications. (Kusumah & Wahyudin, 2023). Maps, ticket reservations, accommodation reservations, taxi service reservations, and more. Applications are used in the tourism business to reach the next generation of consumers. (Husnaini, 2023).

The level of competition in the market as well as user participation. However, even though mobile phones and the internet have reached saturation levels in many wealthy countries, this technology has recently started to be implemented in Indonesia. Last twenty years (Sulastri, 2023). Mobile device ownership and internet access have increased rapidly since launch. In addition, cell phones and the internet, as a result, provide a lot of opportunities to develop and boost tourism in Indonesia. What stands out among these is the cell phone. Internet access can increase Indonesia's economic growth. By permitting the "direct promotion and commercialization of local tourism offerings in international markets, " tourism reduces our dependence on large international intermediaries. The designated Mandalika Special Economic Zone is in Central Lombok Regency, West Nusa Tenggara. (Fransisca, 2023).

The area included in the Mandalika Special Economic Zone covers approximately 1,250 hectares. This location is 25 kilometers from Lombok International Airport, 55 kilometers from Lembar Port, and 45 kilometers from Mataram City, the capital of West Nusa Tenggara province. This region is the birthplace of innovative business models. The Mandalika Special Economy can be divided into two distinct parts: the public and private worlds (Yuli et al., 2023). The public domain is a business concept that develops facilities that support regional sustainability, such as

transportation infrastructure, utility networks including electricity, water, and gas, communication networks, parks, sports and entertainment facilities, and public services such as trade health , and security, as well as agro-tourism and religious facilities. All of these facilities are part of the public domain. Although the Private Realm is a commercial idea, an Independent Development Package can be developed. This can include hotels, spas, conference facilities, museums, and craft venues. The area designated as the Mandalika Special Economic Zone can be found in Central Lombok Regency, West Nusa Tenggara. The scope included in the Mandalika Special Economic Zone covers approximately 1,250 hectares (Rizki, 2023).

Scholars rarely do research on Digital Tourism as in the study. Pandamdari, (2023) Focuses on Legal Certainty for Mandalika Special Economic Zone Management Rights and then research Azizurrohman, Ilyas, & Mayasari, (2023) Focus on Community Readiness Analysis for the Mandalika Special Economic Zone: Using the Sapta Pesona Standard for further research Azizurrohman, Martayadi, Najmudin, Fathurrahim, & Bratayasa, (2023) Focus on the Readiness of the Tourism Industry and Society: A Case Study of the Mandalika Special Economic Zone (SEZ). Therefore, this research fills the knowledge gap about Digital Tourism: branding the Mandalika Special Area. Because information technology is developing rapidly, it is essential to carry out this research and analyze the extent to which tourism is branded through digital media, especially in the Mandalika Special Economic Zone.

Research Methods

Qualitative methods were used throughout this study. Qualitative research collects data in a natural setting to understand and interpret certain events and gain enlightenment in certain situations, which will be analyzed scientifically. (Kurniawan et al., 2023). This type of research is known as naturalistic data collection. They describe qualitative research as a study that collects data specifically to answer these questions. Therefore, another point of view that has been put forward confirms that qualitative research seeks contextual knowledge about phenomena experienced by society, and this is done so that researchers can interpret the importance of the context of their involvement in offering perspectives and experiences (Kurniawan et al., 2021). This view is motivated by qualitative research seeking to gain contextual knowledge about phenomena that society perceives. Used qualitative methods to conduct genealogical research (Darmasetiawan et al., 2021).

Besides that research Damanik et al., (2023) Quantitative analysis explores the meaning of information from objective sources, while qualitative study examines the importance of information from sources that are interpreted descriptively-narrative depending on the researcher's perspective. Qualitative research not only helps researchers obtain more excellent knowledge about the creation, administration, and interpretation of research results but is also relatively easy. As a research subject, Digital tourism in branding the Mandalika Special Economic Zone, Central Lombok, West Nusa Tenggara, was chosen as the object of study in this article so that it can provide knowledge about behavioral phenomena in their respective environmental contexts.

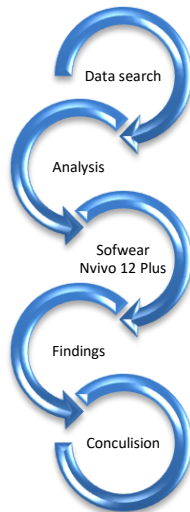


Figure 1. The author makes the stages of research

Source : processed by the author

In addition, the data sources of this study used several different approaches, which allowed investigations of various origins. Secondary data, including literature reviews and online news media, was used in this research. Therefore, the Mandalika Special Economic Zone will be our investigation location. Data analysis tool using NVivo 12 plus (Salahudin et al., 2020). Researchers can observe at a glance which code has been implemented. We are loading data into the program as an analysis tool to code operations on NVivo 12 Plus. This allows researchers to determine the amount of coding intensity done. After that, we attempt to analyze the critical components of capturing meaning to disseminate research findings and provide a narrative or critique of phenomena constructed by previous studies. By using NVivo 12 plus (Widayat et al., 2022).

NVivo 12 Plus stands out as an indispensable automated coding tool designed to streamline the analysis of coding schemes and nodes. Beyond its fundamental role in academic data organization, NVivo serves as a comprehensive platform that simplifies the intricate process of data analysis. By providing intuitive tools for identifying themes, collecting insights, and formulating conclusions, NVivo empowers researchers to navigate complex datasets with ease and precision. Moreover, the software facilitates the exploration and definition of data, enabling researchers to construct topics, groupings, and models seamlessly. With NVivo 12 Plus at their disposal, researchers can delve deeper into their data, uncovering valuable insights and unlocking new avenues for exploration and discovery (Salahudin et al., 2020).

Results and Discussion

Mandalika Special Economic Zone

The objectives of attracting investment, creating jobs, encouraging exports, and facilitating knowledge transfer and creativity cannot be separated from the plan to establish Special Economic Zones, known as SEZs. According to research Fajarica et al., (2022), There are currently more than 4,800 special economic zones worldwide. In Indonesia, the term special economic zone (SEZ) was first stated in the Investment Law No. 25 of 2007. In particular, the status of SEZ was strengthened in Law No. Investment. 39 of 2009. As a result, the Indonesian government has been working on SEZ

development for over a decade. With a total land area of 1,035.67 hectares and starting on June 30, 2014, the development of the Mandalika SEZ was approved through PP No. 52 of 2014 (Danaparamita, 2021). The Mandalika Special Economic Zone is planned as an environmentally conscious SEZ that will promote eco-friendly ecotourism and includes features such as waste management, solar panels, eco-friendly building design, and seawater reverse osmosis. Activity tourism has given rise to various businesses, such as restaurants, homestays, and car rental agencies. (Sopian et al., 2023). The operation of the MotoGP track also aims to grow and develop various activities, tourism, and other businesses in the area located south of Lombok Island (Mahendra, 2020).

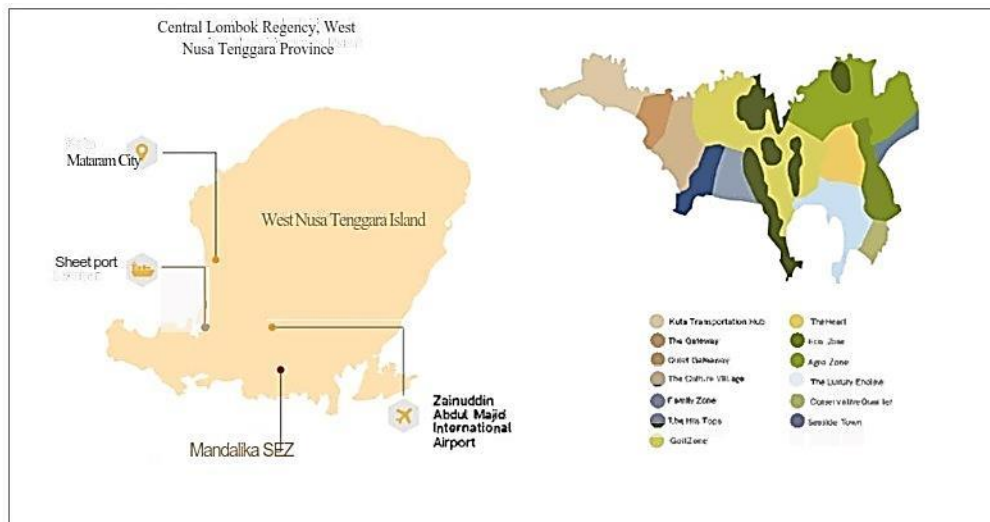


Figure 2. Mandalika Special Economic Zone Map

Source: National Council for Special Economic Zones website

Based on Figure 2 above, which depicts the location of the public and social facilities of the Mandalika Special Economic Zone based on a clear, detailed spatial plan, the facilities that can be reached by tourists heading to the Mandalika Special Economic Zone, such as the airport and the seaport. Furthermore, on the map above, there are many public facilities that tourists can enjoy; there are 13 points such as the Kuta transportation center, gate, Quiet gate, cultural village, family zone, hilltop, golf zone, heartland, environmentally friendly zone, agro zone, area luxury, conservative areas, conservative areas, seaside towns marked with different colors. Adam, (2019). Situated in the West Nusa Tenggara Province, the Mandalika Special Economic Zone boasts a sprawling land area spanning 1,035.67 hectares, strategically positioned along the picturesque Indian Ocean coastline.

This burgeoning enclave holds immense promise for catalyzing the growth of a vibrant tourism industry within the region. At the heart of the Mandalika SEZ lies its captivating marine tourism offerings, beckoning visitors with its pristine beaches and enchanting underwater wonders. The very name "Mandalika" derives from a legendary figure of historical renown - Princess Mandalika. Revered as one of the most iconic figures in local folklore, Princess Mandalika's tale is woven into the fabric of Central Lombok's cultural heritage. Each year, the people of Central Lombok pay homage to this legendary princess through the revered Bau Nyale ceremony, a ritualistic search for sea worms believed to be the reincarnation of Princess Mandalika herself. This annual celebration serves as a poignant tribute to her memory, drawing participants and spectators from far and wide to partake in the festivities. Indeed, the Bau Nyale festival stands as a testament to the rich cultural tapestry of the region, captivating the

imaginations of visitors both domestic and international, and solidifying Mandalika's status as a premier destination on the global tourism map.

Media Promotion for the Mandalika Special Economic Zone

The tourism industry is currently undergoing a transition and is being intensively encouraged to become one of the engines driving the economy. Hence, tourism eventually became a significant source of income for the area. Since tourism has a multiplier effect that can be felt at almost all levels of society, there is an urgent need to grow the tourism industry. (Melović et al., 2020). In today's era, the way to spread information quickly to the target demographic is to build a successful marketing plan with a significant emphasis on digital marketing. (Hartanto et al., 2022). Traditional advertising methods cannot reach large populations due to technological advances and the growing popularity of social networking sites, especially among young people.

YouTube, Facebook, and various other social media apps and sites have taken mainly on the role of traditional media such as television, radio, newspapers, and magazines. That is why more and more advertisements are circulating online. According to Almeida-Santana et al., (2020) An organization's digital experience can be enhanced through various digital marketing strategies, including search engine optimization, social media, and email marketing. According to Karvele & Znotiņa, (2019), Digital marketing allows companies to observe accurate results in real time. This is made possible by the increased contact that occurs with people. According to Poux et al., (2020) One of the most distinguishing features between the digital and traditional marketing environments is the ease with which travelers can acquire and share information by word of mouth, not only with a handful of close friends but also with strangers on the vast social media. (Akhtar et al., 2021).

Table 1. Media Promotion of the Mandalika Special Economic Zone

Promotion Type	Promotion media			Promotional Media Links
Attraction	Central website of the Council for Special Zones, Youtube	Lombok	government Website of the National Council for Special Economic Zones, Facebook, Instagram,	https://lomboktengahkab.go.id/berita , https://kek.go.id/kawasan/KEK-Mandalika , https://www.facebook.com/profile.php?id=100054774188931 , https://www.youtube.com/watch?v=2Vr2iy9T Tk
Accesibility	Youtube, Application	Lombok	Tourism	https://www.youtube.com/watch?v=19MOYEu7ifQ , https://play.google.com/store/apps/details?id=com.df.lomboktourism&hl=id&gl=US
Amenity	ITDC official website			https://www.itdc.co.id/promotions?page=6 , https://www.facebook.com/profile.php?id=100054774188931
Public Facility	West Office website, Youtube	Nusa Tenggara	Tourism	http://www.disbudpar.ntbprov.go.id/halaman-khusus/daftar-isi-situs/ , https://www.youtube.com/watch?v=2Vr2iy9T Tk

Source: processed by author, 2023

Based on Table 1 above, the promotion media for the Mandalika Special Economic Zone has several media as seen from several indicators such as Attraction, which is promoted through the Central Lombok government website Website of the

National Council for Special Economic Zones, Facebook, Instagram, Youtube, then on the Accessibility indicator promoting through the media Youtube, Lombok Tourism Application, then Amenity through the official website of ITDC and Facebook, finally the Public Facility through the media of the NTB Tourism Office Website, Youtube. Kusnadi et al., (2018) Argues that one of the strategies that can be used to advance the Indonesian tourism industry is the use of digital technology. This platform is not only a more cost-effective way of marketing than traditional platforms but also has the potential to reach a wider audience locally and internationally. The growth of digital facilities is expected to become a promotional channel that continues to increase the number of tourist visits and the quality of these trips. By using digital platforms, the targeted audience is expanded to include more employees, professionals, and network members worldwide, which immediately provides accessibility for all tourism stakeholders in Indonesia. (Poux et al., 2020).

Special Economic Zone Implementation Policy

Mandalika is a Tourism Special Economic Zone formed based on Government Regulation Number 52 of 2014 and PP No. 40 of 2021 Regarding implementing the Mandalika Special Economic Zone. In order to accelerate economic development in Central Lombok Regency, West Nusa Tenggara Province, as well as to support the acceleration and expansion of national economic development, it is necessary to develop the Mandalika area as a Special Economic Zone. The Mandalika area has geoeconomic and geostrategic potential and advantages. The geo-economic advantage of the Mandalika area is that it has a marine tourism attraction, namely white sand beaches with exotic panoramas, and is close to the island of Bali. The geostrategic advantage of the Mandalika area is that it has the concept of developing environmentally friendly tourism with the development of solar power plants and is located close to Lombok International Airport. The Special Economy is implemented in the southern part of Lombok Island. Based on the policies implemented to support the Mandalika Special Economic Zone formation, as shown in Figure 3 below.

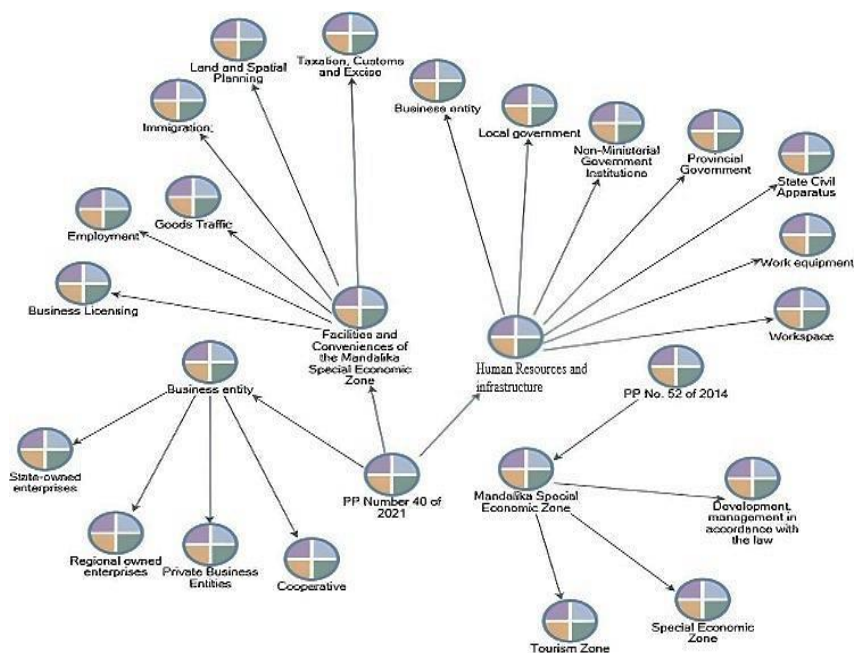


Figure 3. Government Policy towards the Mandalika Special Economic Zone
 Source: Primary Data Processed using Nvivo 12 Plus

Drawing insights from Figure 3 presented above, the researcher delves into an in-depth analysis of various policies pertaining to the Mandalika Special Economic Zone (SEZ). Specifically, attention is directed towards two key regulatory frameworks: Presidential Regulation No. 52 of 2014, which delineates the foundational framework for the establishment and operation of the Mandalika SEZ, and Presidential Regulation No. 40 of 2021, which delineates the measures for implementing the Mandalika Special Economy. Upon scrutinizing the provisions outlined in Presidential Regulation No. 52 of 2014, several pivotal points come to light. Firstly, the regulation establishes the Mandalika SEZ as a designated tourism zone, underscoring its strategic significance in driving the growth of the tourism sector. Additionally, it delineates the framework for the development and management of the SEZ, ensuring adherence to legal protocols and regulatory standards. Notably, the regulation underscores the prioritization of tourism development within the Mandalika SEZ, highlighting its pivotal role in fostering economic growth and sustainability within the region.

Meanwhile, Presidential Regulation No. 40 of 2021 sheds light on three pivotal aspects crucial for the development and sustainability of the Mandalika Special Economic Zone. Firstly, it emphasizes the significance of human resources and infrastructure as foundational pillars for the SEZ's success. Within this policy framework, the findings pertaining to human resources underscore the instrumental role played by various stakeholders in branding the Mandalika SEZ. This includes active participation and collaboration among the provincial government, local authorities, non-ministerial government agencies, and the state civil apparatus. These entities collectively contribute to the cultivation of a conducive environment for economic growth and development within the SEZ. Additionally, the regulation underscores the importance of infrastructure, which encompasses essential elements such as workspaces, equipment, and other facilities necessary to support the operations of businesses operating within the Mandalika Special Area. By addressing these critical components, Presidential Regulation No. 40 of 2021 seeks to bolster the SEZ's competitiveness and attractiveness, paving the way for sustainable economic progress and prosperity in the region.

Secondly, the provision of facilities and conveniences within the Mandalika Special Economic Zone is articulated through various aspects outlined in the policy. These include delineations on land use and spatial planning, taxation regulations, customs and excise duties applicable to foreign business entities, as well as regulations concerning business licensing, goods traffic, employment, and immigration. This comprehensive framework underscores the importance of establishing infrastructure and regulatory mechanisms that foster a conducive environment for economic activities within the SEZ. Specifically, the emphasis is placed on providing necessary facilities and streamlined processes to facilitate the entry and operations of foreign business entities seeking to invest in the area. By ensuring ease of access and operational efficiency, the SEZ aims to attract a diverse range of international businesses, thus enhancing its branding and positioning as a premier investment destination.

Thirdly, the policy for implementing Special Economic Zones delineates the roles and functions of various business entities within the SEZ. As highlighted in the preceding analysis, the participation of business entities plays a pivotal role in shaping the branding and economic landscape of a specific area, particularly in the context of Mandalika, West Nusa Tenggara. This policy underscores the involvement of multiple

types of business entities, including cooperative enterprises, private companies, and state-owned enterprises. Each entity contributes uniquely to the development and growth of the SEZ, leveraging their respective resources, expertise, and networks to drive economic activities and foster sustainable development. By fostering collaboration and partnership among diverse business entities, the policy seeks to harness the collective strengths and capabilities of the private sector to maximize the potential of the Mandalika SEZ and propel its economic trajectory forward.

Lastly, the involvement of regional-owned enterprises can significantly enhance the branding of the Special Economic Zone (SEZ) among both local and foreign tourists. As highlighted in research conducted by Danaparamita, the government's concerted efforts to support branding enhancement in the Mandalika SEZ have been pivotal. These efforts aim to elevate the status of the SEZ to that of a national strategic project, thereby attracting greater attention and investment. Furthermore, the government is actively striving to bolster the 3A sector, which encompasses accessibility, amenities, and attractions crucial for attracting tourists. Efforts are underway to improve accessibility by enhancing transportation infrastructure and connectivity to the tourist area. Additionally, initiatives are being undertaken to enhance amenities, focusing on the availability and quality of accommodation options within the tourist area.

Moreover, steps are being taken to enrich the attractions offered to tourists, ranging from cultural experiences to recreational activities, thereby enriching the overall tourism experience. Through collaborative efforts between regional-owned enterprises and government initiatives, the Mandalika SEZ is poised to emerge as a premier tourist destination, catering to the diverse preferences of both local and international visitors.

Conclusion

The Special Economic Zone (SEZ) of Mandalika, West Nusa Tenggara Province, which has a land area of 1,035.67 hectares and faces the Indian Ocean, is expected to spur the development of a promising tourism industry. Marine tourism is available at SEZ Mandalika, which has beautiful beaches and underwater tourism. One strategy that can be used to advance the Indonesian tourism industry is the use of information and communication technology to read Special Economic Zones through digital tourism, carried out through the media website, YouTube, Facebook, TikTok, Instagram, West Nusa Tenggara tourism agency website, ITDC website, and National Council for Special Economic Zones website. In addition to promoting several policies used, namely PP No. 52 of 2014, essential points were found: the tourism zone and the last special economic zone. Development, management, according to law. Meanwhile, PP No. 40 of 2021 has three critical points: human resources and infrastructure, the two facilities and convenience of SEZ, the three business entities. The first is the finding of human resources and infrastructure that, in this policy, are the resources for branding the Mandalika Special Economic Zone.

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