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Effectiveness of Tanjung Kelayang Tourist Destination Publication with the Epic Model Approach

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ABSTRACT

Tourism in Belitung regency, after the film "Laskar Pelangi" was booming, showed a remarkable increase. The number of tourist visits has continued to increase by an average of 35% in the past 6 years. In this millennial era, the development of tourist destinations must pay attention to efficient and effective publication strategies. Now the effective promotion media are social media, which are borderless. Therefore, it is necessary to conduct a research to measure the effectiveness of publications using the EPIC model method.

It is found that the total mean score of the respondents' opinions on indicators measuring dimensions is 3.59 for the empathy dimension, 3.86 for the persuasion dimension, 3.66 for the impact dimension, and 3.57 for the communication dimension. The EPIC rate of 3.67 is of the effective category. This shows that the publication of Tanjung Kelayang Tourist City has been effective in communicating its service products to tourists.

Keywords: Effectiveness; The EPIC model; Publication

INTRODUCTION

The tourism in Belitung regency, after the film of Laskar Pelangi was booming, showed a remarkable increase. The number of tourist visits has continued to increase by an average of 35% in the past 6 years [1]. The number of business licenses related to tourism has also continued to increase by an average of 33.6% over the past 3 years [2]. The tourism in Belitung Regency is expected to grow rapidly after the establishment of Tanjung Kelayang has been designated as one of the priorities in the development of tourist destinations and a Special Economic Zone (SEZ) through Government Regulation No. 6 of 2016.

In the millennial era, strategies for developing tourist destinations must pay attention to efficient and effective publication strategies. Now the effective promotion media are social media, which are borderless. Ninin et al. has analyzed that the strategy of developing tourist destinations must be designed comprehensively covering key elements such as obstacles, programs, stakeholders, and expected changes [3]. Hasibuan et al. has analyzed that the destination development strategy is influenced by the effectiveness of publications and tourist preferences that must be responded to by the destination manager [4]. Sulistyadi et al. has analyzed that

the strategy of developing a beach destination must be carried out comprehensively in relation to community-based tourism and the carrying capacity of the destination [5]. Hasibuan et al. has stated that the utilization of the economic potential of a destination can be optimized while considering ecological, social, and governance aspects. The utilization of economic potential includes the use and non-use values [6].

METHOD

EPIC model

EPIC (Empathy, Persuasion, Impact, and Communication) model is a tool to measure the effectiveness of publications using the communication approach developed by AC Nielsen [7]. The dimensions in the EPIC model are 1) empathy: one's mental state to identify or feel himself in the same state of feeling or thought with other people or groups; 2) persuasion: a change in belief, attitude, and behavioral desires caused by a promotional communication; 3) impact: the desired result of advertising, the quantity of product knowledge that can be achieved by consumers through the level of their involvement with the product or the selection

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Received: November 11, 2019; Accepted: December 20, 2019; Published: December 27, 2019

Citation: Gusdini N, Ratnasari L, Hasibuan B, Waluyo SD (2019) Effectiveness of Tanjung Kelayang Tourist Destination Publication with the Epic Model Approach. J Tourism Hospit 8:421. doi: 10.35248/2167-0269.19.8.421

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process; and 4) communication: providing information about the ability of consumers to remember the main message delivered, consumer understanding, and the strength of the impression left by the message. An improvement of services must continue to be conducted even though the advertising has been effective [8].

Operation definition variable

1. X1: Empathy, informs whether or not consumers like an ad and illustrates how consumers see a linkage between an ad and their personalities. The indicators of this dimension are affection and cognition.
2. X2: Persuasion, informs whether or not an ad may turn consumers' view or trust into a desire and attitude to seek for the product advertised. The indicators of this dimension include the change of (a) trust and (b) willingness to behave.
3. X3: Impact, shows that an ad may involve consumers into messages it delivers. Indicators of this dimension. The indicators include (a) knowledge and (b) involvement.
4. X4: Communication, provides information about consumers' capability to remember primary message delivered, their understanding, and the impression power from the messages. The indicators of this dimension include (a) capability to remember the message of an ad, (b) consumers' understanding on messages delivered, and (c) capability to deliver tagline.

Technique data analysis

The respondents' perceptions of the dimensions of empathy, persuasion, impact, and communication can be found out by distributing questionnaires to tourists who have visited Tanjung Kelayang Tourist City (KWTK). This research uses closed questions with a Likert rating scale.

The stages of measuring the effectiveness of publications are as follows [9,10]:

1. **Simple tabulation analysis:** The data obtained are processed in the form of a percentage with the formula:

$$f_i P = \frac{X100\%}{\sum f_i}$$

where

P: the percentage of respondents who choose a certain category

f_i : the number of respondents who choose a certain category

$\sum f_i$: the number of respondents

2. **Mean score:** Each respondent's answer to the question given is weighted. The score is calculated by adding up the total product times the value of each weight, divided by the total number of frequencies, using the formula:

$$X = \frac{\sum f_i \cdot W_i}{\sum f_i}$$

where

X: weighted mean score

f_i : frequency

w_i : weight

To determine the position of the respondents' responses, a rating scale range of scores for each variable is used. The weight

of alternative answers formed from the ranking scale technique ranges from one to five, which describes a very ineffective position to a very effective position. Then the scale range is calculated using the following formula:

$$R_s = \frac{R(\text{weight})}{M}$$

where

R (weight): largest weight – smallest weight

M: number of weight categories

The range of the Likert scale used in this research is one to five so that the range of rating scales obtained is:

$$R_s = \frac{5-1}{5} = 0.8$$

Therefore, the decision position becomes:

1.00 < x ≤ 1.80: Very ineffective.

1.81 < x ≤ 2.60: Ineffective.

2.61 < x ≤ 3.40: Somewhat effective.

3.41 < x ≤ 4.20: Effective.

4.21 < x ≤ 5.00: Very effective.

3. Calculation of EPIC rate

$$EPIC \text{ Rate} = \frac{X_{Empathy} + X_{Persuasion} + X_{Impact} + X_{Communication}}{4}$$

The EPIC Rate results describe the effectiveness of the publication of a product or service in the perceptions of respondents, according to a predetermined scale range.

RESULTS AND DISCUSSION

The effectiveness measurement of KWTK publications based on the EPIC model uses 4 dimensions: empathy, persuasion, impact, and communication. The assessment of each attribute from each dimension is carried out by tourists who have traveled to Tanjung Kelayang. The number of tourists who are the respondents is 105.

a. Empathy dimension

The dimension of empathy functions to find out the extent of tourists favoring KWTK publications and illustrate how they see the relationship between these publications and their personalities (Table 1 and Figure 1).

The measurement results of the empathy dimension effectiveness in KWTK publications show that the publication is included in the effective scale range with an average score of 3.59, which means that this publication makes the respondents feel positive reactions to publication messages and can create relationships through personally relevant message contents. This indicates that the publication can provide interesting information and messages favored by the tourists.

Table 1: Tourist responses to empathy dimension.

Attribute	Frequency	Score	Mean
E ₁		3.75	
E ₂		3.72	3.59
E ₃		3.29	

Source: Processed questionnaire data (2019)

b. Persuasion dimension

The dimension of persuasion informs variations in the level of tourist involvement that influences the different processes of cognitive activation when a message is received. The process of cognitive activation carried out will form a variety of feelings and assessments that will affect the attitude of tourists towards publications and their trust in the published products (Table 2 and Figure 2).

The measurement results of the effectiveness of the persuasion dimension in KWTK publications show that the publication is of the effective scale range with an average score of 3.86, which means that this publication can improve and strengthen a product in the tourists' mind. This publication has an influence on tourists' desire to visit KWTK.

c. Impact dimension

The impact dimension indicates whether the publication can attract tourists' attention through the message conveyed. The question of the impact dimension serves to determine what the impact of the publication is and the extent of the traveler's knowledge of the product being published is (Table 3 and Figure 3).

The results of measuring the effectiveness of the impact dimension in KWTK publications indicate that the publication is of the effective scale range with an average score of 3.66. This also indicates that KWTK publications do not provide knowledge about KWTK attractions and do not have an effect on respondents to visit KWTK.

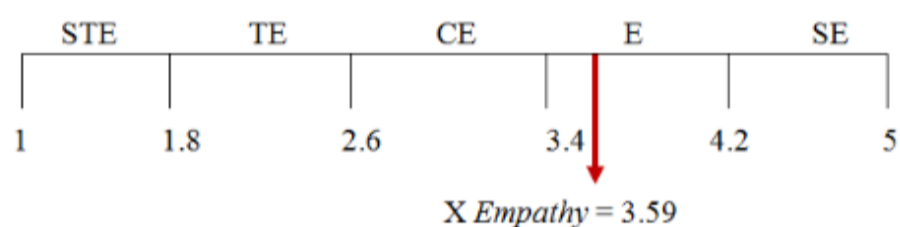


Figure 1: Empathy dimension score.

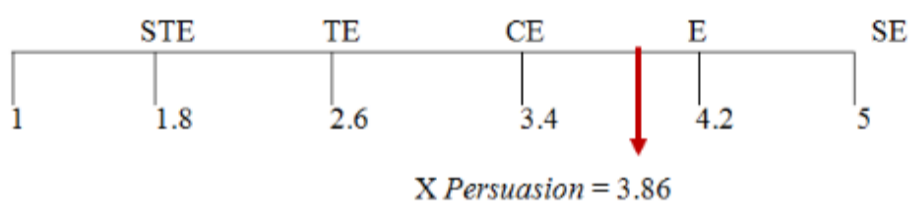


Figure 2: Persuasion dimension score.

Table 2: Tourist responses to persuasion dimension.

Attribute	Frequency	Score	Mean
P1		4.05	
P2		3.95	3.86
P3		3.59	

Source: Processed questionnaire data (2019)

Table 3: Tourist responses to impact dimension.

Attribute	Frequency	Score	Mean
I ₁		3.73	
I ₂		3.68	3.66
I ₃		3.57	

Source: Processed questionnaire data (2019)

d. Communication dimension

The dimension of communication provides information about the ability of tourists to remember the main message conveyed, their understanding, and the strength of the impression left by the message. The question of the communication dimension serves to find out whether the publication can communicate its message well to tourists (Table 4 and Figure 4).

The measurement results of the effectiveness of the communication dimension in KWTK publications show that the publication is of the effective scale range with an average score of 3.57, which informs that tourists can recognize and remember the main messages conveyed in publications. In addition, the publications also leave a strong impression and understanding of the message conveyed to tourists. This indicates that the publications have been effective in conveying their message to tourists.

EPIC rate assessment

The overall scores of the four dimensions can be seen in Table 5 below.

$$EPIC\ Rate = \frac{XEmpathy + XPersuasion + XImpact + XCommunication}{4}$$

$$EPIC\ Rate = \frac{3.59 + 3.86 + 3.66 + 3.57}{4} = 3.67$$

Based on calculations, the EPIC Rate is 3.67 of the effective category, if included in the rating scale. This shows that the publication of Tanjung Kelayang Tourist City has been effective in communicating its service products to tourists. Overall, the chart of the results of the analysis of the effectiveness of KWTK publications with the EPIC Model method can be seen in Figure 5.

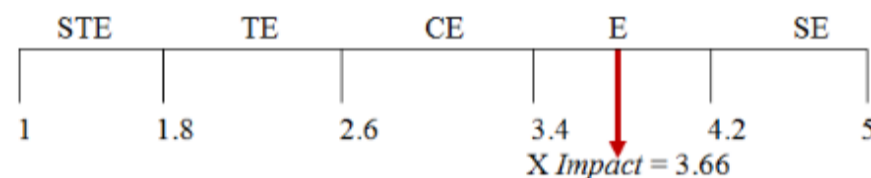


Figure 3: Impact dimension score.

Table 4: Tourist Responses to Communication Dimension.

Attribute	Frequency	Score	Mean
C ₁		3.61	
C ₂		3.61	3.57
C ₃		3.48	

Source: Processed questionnaire data (2019)

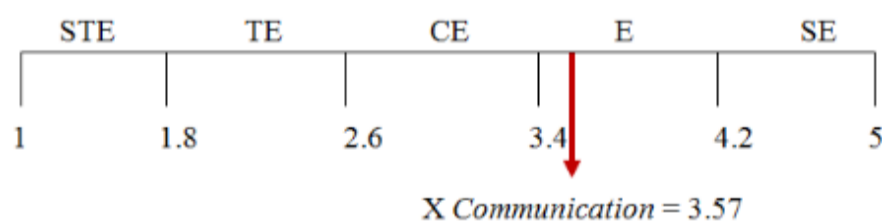


Figure 4: Communication dimension score.

Table 5: EPIC score.

EPIC Model	Score	Conclusion
Empathy	3.59	Effective
Persuasion	3.86	Effective
Impact	3.66	Effective
Communication	3.57	Effective

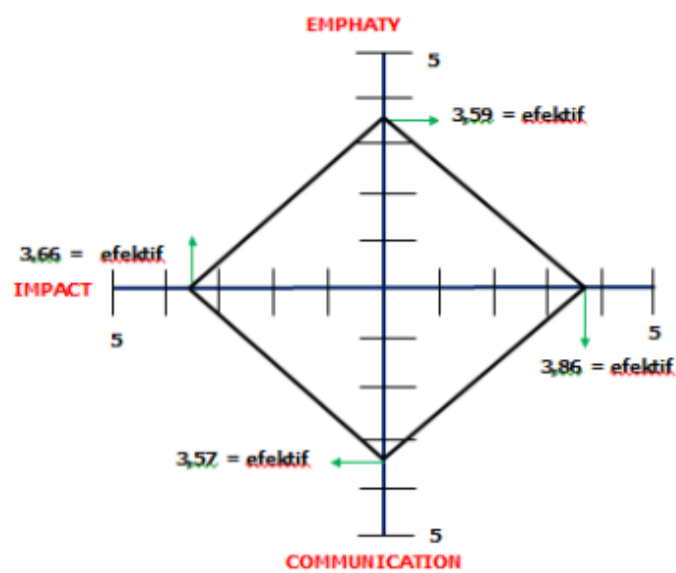


Figure 5: Graphical analysis on EPIC model.

The figure shows that the dimensions with the highest and lowest effectiveness are the persuasion dimension with an average score of 3.86 and the communication dimension of 3.57. The more the average score or the intersection points of the rectangular angles approaches 0, the level of effectiveness of the publication is decreasing. Conversely, if the points of intersection of the rectangular angles are away from 0 and getting closer to 5, then it can be concluded that the level of effectiveness of the publication is increasing.

CONCLUSION

Based on the calculation results, the EPIC Rate of 3.67 is of the effective category. This shows that the publication of Tanjung Kelayang Tourist City has been effective in communicating its service products to tourists. The effective dimensions of the EPIC variable are empathy, persuasion, impact, and communication. This finding implies that managers can and must utilize publications to

strengthen KWTK marketing. These publications can be online or through other media with various information contents and forms with more empathic, persuasive, and communicative displays.

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