

THE EFFECT OF CIBODAS BOTANICAL GARDEN OFFICIAL WEBSITE PUBLICITY ON DOMESTIC TOURISTS VISITING DECISIONS

Layung Paramesti Martha ^{a*)}, Prasetyo Adinugroho ^{a*)}, Qamila Arianti Luthfindani^{a*)}

^{a)}Universitas Pakuan, Bogor, Indonesia

^{*)}Corresponding Author: layungparamesti@unpak.ac.id

Article history: received 02 August 2022; revised 06 August 2022; accepted 12 September 2022

DOI: <https://doi.org/10.33751/jhss.v6i3.6484>

Abstract. The research to identify the influence of the Cibodas Botanical Garden official website publicity on the visiting decision to domestic tourist which describe how publicity on the official website of Cibodas Botanical Garden and analyze the influence of official website publicity with visit decision of Cibodas Botanical Garden domestic tourist. The research are use one independent variable which is official website publicity and the visiting decision of domestic tourist as dependent variable. The research uses survey techniques, which means that all member of the research population were able as research respondents with a total of 100 domestic tourist Cibodas Botanical Garden. To collect the research's data were used techniques questionnaire, observation and documentation. There were two data analyze techniques, descriptive statistics (table and percentage) and non-parametric statistics (Simple Linear Regression, F-Test, T-Test, Coefficient of Determination). The results shown that there was a significant influence between Cibodas Botanical Garden official website publicity and visiting decision to domestic tourist which are 41 percent. Then the other 59 percent are influenced by the other factor..

Keywords: Cibodas Botanical Garden; publicity of public relations; visit decision

I. INTRODUCTION

Publicity becomes important to know and measure because public relations have an obligation to know and monitor the outside of their institutions. One of the functions of publicity according to Jefkins [1] is to "improve the relationship between the company and its audience, in connection with the occurrence of an event that has resulted in condemnation, doubt or misconception among the public towards the goodwill of the company." This publicity is needed to support various activities, one of which is tourism activities. Furthermore, the tourism sector is believed to be able to create economic growth centers that are more spread throughout the country [2]. The Ministry of Tourism and Creative Economy of the Republic of Indonesia seeks to develop tourism investment by implementing a number of strategies including providing incentives, convenience, and promoting investment. In order to create a destination that is safe, comfortable, attractive, easy to achieve, environmentally friendly, and able to increase national, regional, and community income. Seeing this opportunity, the tourism sector is slowly able to rise to become a promising work field for the public. terdapat various destinations, most of which are natural tourism have existed in Indonesia, in addition to offering natural beauty and its ecosystem, this natural tourism can also be a means of education and research [3]. One of the tourist destinations that are included in natural tourism is the botanical garden. Botanical Gardens on a large scale owned by Indonesia, the Botanical Garden itself according to PP number 93 of 2011 is an ex-situ conservation area that has a collection of plants documented and arranged based on taxonomic, bioregion, thematic, or a combination of these

patterns for the purposes of conservation activities, research, education, tourism, and environmental services. Reconsidering its vision and mission, botanical gardens or garden gardens and folk culture are important institutions that include aesthetic, cultural, and scientific that have the potential to contribute greatly to the welfare of our society and economic growth. Indonesia has one of the oldest botanical gardens ever in Asia, namely the Bogor Botanical Garden (1817) and also the Cibodas Botanical Garden (1852) [4].

The Cibodas Botanical Garden (*Kebun Raya Cibodas – KRC*) has an area of 84.9 hectares with a undulating and hilly field topography. hill makes Cibodas Botanical Garden one of the main tourist destinations in the Cibodas area. The beauty of the Cibodas Botanical Garden has been famous for a long time and has become a domestic and foreign tourist destination [5]. The Cibodas Botanical Garden, which is located in the Gunung Gede Pangrango Forest Complex, Cimacan Village, Cipanas District, Cianjur Regency, is devoted to a collection of tropical wet highland plants, such as various conifers and pakuan spikes. With the attractiveness offered by the Cibodas Botanical Garden, it attracts tourists to not hesitate to visit and explore the Cibodas Botanical Garden as a natural tourist destination, be it foreign tourists even though they are still dominated by domestic tourists. It was noted that the number of visitors to the Cibodas Botanical Garden as a whole in 2016 reached 534,391 tourists. While in 2017 it reached 537,616 tourists. The data is not classified as a description of the type of tourists visiting, but only the overall number because foreign and domestic tourist entrance tickets do not apply a distinction in ticket categories [6].

As we know, publicity is the right hand of a publicist, for example, through the available media, public relations can help the company to achieve the main goal of the company, namely by the large number of visitors who come as a result of the success of publicity carried out by a publicist. Public Relations performance is the main thing that is relied on to be able to know and monitor the development of the institution, what should be changed, maintained or what the institution has done [7]. One of the publicity activities that has long been carried out by the Cibodas Botanical Garden is through the official website "http://www.krcibodas.lipi.go.id" media which can be freely accessed by the public for free. From this official website, interesting information can be obtained about the activities in the Cibodas Botanical Garden as well as the achievements that have been achieved by the Cibodas Botanical Garden. However, there has been a decrease in the number of visitors to the official website of the Cibodas Botanical Garden since 2017. It was noted that the statistics on the number of official website visits was 89,837 in 2016 and then decreased by more than half to 33,264 visits in 2017 (Cibodas Botanical Garden Annual Report – LIPI 2017) [6]. Meanwhile, in 2018 it showed an increase in visits on the official website managed by the Cibodas Botanical Garden. The number of official website visits in 2017 accounted for only 45,888 visits [6].

The manager of the official website of the Cibodas Botanical Garden with the existence of publicity activities is considered very important to the decision to visit prospective tourists, because publicity activities encourage tourists to have the desire to take a tourist trip to the Cibodas Botanical Garden. Publicity activities through the official website as a medium intend to make it easier for prospective tourists to access information searches for the Cibodas Botanical Garden before carrying out tourist activities. The author wants to know, with the decrease in visit statistics on this official website, whether it will be directly based on the statistics on the number of tourist visits that come to the Cibodas Botanical Garden itself. The author is interested in submitting a study with the title "The Effect of Official Site Publicity Cibodas Botanical Garden Against the Decision to Visit Domestic Tourists". Based on the background and formulation of the problems that have been put forward, this research has the following objectives: (1) To find out how much influence the publicity of the official website of the Cibodas Botanical Garden has on the visiting decisions of domestic tourists; (2) To find out how the publicity activities on the official website have been carried out by the Cibodas Botanical Garden.

II. RESEARCH METHODS

The research method used is a descriptive survey method. In this method information from a part of the population is collected directly at the scene with the aim of knowing the opinion of a part of the population towards the object under study [8]. The object of study as an independent variable. In this study, the objects used as respondents were domestic visitors or tourists or those who came to the Cibodas Botanical Garden. This is due to knowing the publicity

influence of the official website of the Cibodas Botanical Garden on the decision to visit tourists. The dependent variable is the decision to visit domestic tourists. In this study, the research will be conducted at the Plant Conservation Center of the Cibodas Botanical Garden LIPI, Jl. Cibodas Botanical Garden No. 131, Cianjur, West Java Indonesia. Researchers in this study carried out research activities from December 2018 to May 2019. The location was chosen deliberately because the location has all the supporting aspects so that the research can run well.

The population in this study is a statistic of the number of visits to the official website of the Cibodas Botanical Garden during 2018 as many as 45,888 visits obtained in 2018 through statistics on the official website of the Cibodas Botanical Garden. To measure the number of samples to be taken, researchers used the Solvin formula which yielded the number 99.9 (rounded to 100). The validity and reliability test was tested on 15 domestic tourists who visited Gunung Gede Pangrango National Park. From the table of the results of the calculation of the validity of variable X, namely the publicity of the official website, it can be seen from the 24 statement options that there are 2 invalid question items because they have a moment product correlation number smaller than the standard 0.514. Meanwhile, for the results of calculating the validity of variable Y, namely the decision to visit tourists, it can be seen from 20 statement options, there are 4 invalid question items. In the reliability test of variable X of this study, the results showed that the test result was 0.760 where based on the Alpha table value, namely ($>0.60 - 0.79$) showed that this study had a "Reliabel" level. While the reliability test of variable Y of this study the results showed that the test result was 0.757 were based on the Alpha table value, namely ($>0.60 - 0.79$) showed that this study had a "Reliabel" level. The conclusion is that this study is valid and reliable.

The data collected in this study were processed and analyzed by the following procedure [9][10]: (1) Quantitative descriptive analysis analyzes data by describing or describing the data that has been collected to find out; (2) There is a connection between the publicity of the official website of the Cibodas Botanical Garden and the Decision to Visit Domestic Tourists., (3) Non-parametric analysis, which is to determine the value of the influence between the publicity of the official website of the Cibodas Botanical Garden on the Visiting Decisions of Domestic Tourists. these variables were analyzed using the SPSS Statistics 17 for windows computer program.

III. RESULTS AND DISCUSSION

Publicity Activities Cibodas Botanical Garden Official Website

The content of the KRC's official website, among others, contains information both for tourists, employees, researchers, and the general public. The information provided or displayed on this KRC official website includes useful information. Such as information on the blooming of the KRC iconic cherry blossom collection, information on providing KRC plant collection data, information on KRC guest house

reservation guidelines, and much more important information obtained from the official KRC website. In its current development, the KRC official website in the future will add English-language settings and features to expand the scope of official website visitors to make it easier for foreign tourists to find information about KRC themselves. In 2017 the number of official website visitors decreased to 56,111 visits, where previously in 2016 it reached 110,544 visits. Several factors were identified in the decline in KRC official website visits including the hacking of KRC's official website, most recently occurring on the e-reservation page in March 2019. It is a pity that the search ranking of google search engines is low and the lack of promotion of the official KRC website. In 2018, the increase in official website visits will be further optimized with improved branding and promotion strategies as well as search engine optimization (SEO, Search Engine Optimization). However, official website visitors decreased again even though they did not reach high significance like the previous year, which was 45,888 visits.

Until now, the official KRC website has several web pages that are directly linked to the main site (*krcibodas.lipi.go.id*) namely page e reservation (*krcibodas.lipi.go.id/reservasi*), library page of Cibodas Botanical Garden (*krcibodas.lipi.go.id/perpustakaan*), Public Information Disclosure page or KIP (*krcibodas.go.id/kip*), Whistleblowing System or reporting page (*wbs.krcibodas.lipi.go.id*) and SINDATA© page (*sindata.krcibodas.lipi.go.id*).

Description of Research Data

It can be inferred from the results of the dissemination of the questionnaire on the statement of indicator X that 85% of the principles of publicity are well executed from the five aspects that are in the publicity of the official website itself. Furthermore, to further convince the results, the author conducted an open questionnaire on indicator Y (evaluation) which has been summarized in the following table:

Table 1. Description of Data on the Number of Respondents to the Evaluation indicator

Indicators	Information		
	Very Enough	Enough	Less
Evaluation	21	50	29
Giving Advice / No			
58 / 42			

Based on the table above, the author gets various answers, but suggests one discussion even though there are differences in the way it is delivered which can be concluded that there is an official website created by the Cibodas Botanical Garden. Then it can be concluded that 80% of

respondents decide to visit KRC after accessing the official website of KRC. Then as many as 20% of others are affected by other supporting factors besides by accessing the site. Based on the table above, the author gets various answers, but suggests one discussion even though there are differences in the way it is delivered which can be concluded that there is an official website created by the Cibodas Botanical Garden. Then it can be concluded that 80% of respondents decide to visit KRC after accessing the official website of KRC. Then as many as 20% of others are affected by other supporting factors besides by accessing the site

The results of the F test can be seen in the ANOVAb table, prob values. count = 68.136 seen from the signification of 0.05 so it can be concluded that the linear regression model estimated above is worth using to explain how much influence the Official Website Publicity Affects.

Test Classical Assumptions

From the results of the non-parametric analysis test through SPSS Statistics 17 for windows it was concluded that the data is normally distributed because the diagonal lines in the graph describe the ideal state of the data that follows the normal distribution. Based on the data from the linearity test results on the Annova Table where the sig of Deviation from Linearity is $0.376 > 0.05$, it can be concluded that there is a significant linear relationship between the Official Website Publicity variable (X) and the Domestic Tourist Visiting Decision variable (Y). Furthermore, the image of the results of the heteroskedasticity test process shows that the points do not form a clear pattern above and below the number 0 on the Y axis, so it can be concluded that heteroskedasticity does not occur.

Simple Linear Regression

Table 2. Model F Test Results

Type	B	Std. Error	Beta	t	Sig.
1 (Constant)	9.720	4.017		2.42 0	.017
Publicities Situs	.498	.060	.640	8.254	.000

Dependent variable: visiting decisions The interpretation of the equation above is that the regression coefficient of the Publicity variable of the Cibodas Botanical Garden Official Website (X), has a positive sign (0.498) which means that the Publicity of the Cibodas Botanical Garden Official Website is in the same direction as the Decision to Visit Domestic Tourists. In other words, the Publicity variable of the Cibodas Botanical Garden Official Website (X) has quite an influence on the Decision to Visit Domestic Tourists (Y).

a. Predictors: (Constant), the Official Website Publicity From the Summary Model table above, it can be seen that the value of R is 0.640 or the

value of R^2 is 0.410. The value of the coefficient of determination (KD) is $R^2 \times 100\%$ so that $0.410 \times 100\% = 41\%$. This means the contribution of the Publicity Influence of the Botanical Garden Official Website Cibodas can be explained by 41% and the rest (59%) explained oleh other variables beyond the model included in this study. From the results of data analysis and research in the field, it is known that the Publicity of the Official Website of the Cibodas Botanical Garden has a real influence on tourist visiting decisions

Domestic. This shows that publicity activities through the official website carried out by the Cibodas Botanical Garden have been successful. Traveller visiting decisions domestic is influenced by the publicity of the official website of the Cibodas Botanical Garden by 41 percent, while the rest is influenced by other factors.

The Effect of Cibodas Botanical Garden Official Website Publicity on Domestic Tourists' Visiting Decisions

The use and utilization of technology to reproduce and distribute the publicity content of a company or organization through this official website is expected to maximize the number of receipts and responses by the public intended in this case potential tourists [11][12]. The influence of the publicity of the KRC official website on the visiting decisions of domestic tourists can be seen from the percentage of survey results conducted by the author where by accessing the official KRC website can persuade or influence the visiting decision of a domestic tourist as much as 41%. This is in line with the Theory of Individual Differences or known as the "Psychodynamic Model" [13]. In this study, respondents as an audience gave mixed responses to messages in the content uploads of the official KRC website. This is due to characteristics of Internet Users In addition to having a unique protocol number, each audience as a research respondent has a different background, aka heterogeneous [14]. So that the process of receiving and implementing messages will have different results, it is proven that the magnitude of influence in this study is 41%. This theory is based on the belief that the key to effective persuasion lies in the modification of the internal psychological structure of the individual. It is through this modification that certain responses or influences that are expected to appear in the behavior of the individual are felt [15]. The essence of this theory has a focus on variables related to the individual as the recipient of the message who has a causal assumption that bases on the change of attitude (in this case it is the decision to visit) as a measure for behavior change [16].

IV. CONCLUSION

The decision to visit domestic tourists is influenced by the publicity of the official website of the Cibodas Botanical Garden by 41 percent, while the rest is influenced by other factors. 2. The achievement of updating information on the official website is not directly proportional to the number of access visitors to the official KRC website because the number of access visitors to the official site that is counted is

a unique visitor who has a different protocol internet address so that globally a variety of visitors to the official website of the Cibodas Botanical Garden will be identified. Overall, the official KRC website has provided a lot of information, and can change the behavior of site visitors to travel to KRC, it would be nice to expand publication on social media, because currently there are rarely people who deliberately visit web pages, so it will be more optimal if internet users are redirected directly to the official KRC website so that publications about KRC can be more optimal.

REFERENCES

- [1] Jefkins, Frank, *Public Relations*, Erlangga, Jakarta. 2008,
- [2] Siringoringo, Mangatas. *Kepariwisata: Bidang Keahlian Pariwisata untuk SMK/MAK kelas X*. Jakarta: Erlangga. 2017.
- [3] Pitana, I Gede. Gayatri, Putu G. *Sosiologi Pariwisata*. Yogyakarta: Andi Press. 2005.
- [4] Sasmita, Egi, Darsiharjo dan Fitri Rahmafritria. "Analisis Daya Dukung Wisata Sebagai Upaya Mendukung Fungsi Konservasi dan Wisata di Kebun Raya Cibodas Kabupaten Cianjur". *Jurnal Manajemen Resort & Leisure*, Vol. 11:2. Universitas Pendidikan Indonesia. 2014.
- [5] Utari, W. D. *Daya Dukung Ekologis dan Psikologis Ekowisata di Kebun Raya Cibodas*. [Tesis]. Sekolah Pascasarjana Program Studi Manajemen Ekowisata dan Jasa Lingkungan. Bogor: IPB. 2014.
- [6] Efendi, M., Puspitasari, D. N., Lestriani, Y., dan Tatang. Pendataan jenis tumbuhan koleksi Kebun Raya Cibodas untuk materi pelayanan pendidikan lingkungan. *Al-Kaunyah; Journal of Biology*. No. 10. Vol (2). 124-132. 2017.
- [7] Adriani, H. Hadi, S., dan Nurisjah, S. Perencanaan lanskap kawasan wisata berkelanjutan di Kecamatan Cisarua, Kabupaten Bogor. *Jurnal Lanskap Indonesia*. No. 2. Vol (8). 54-69. 2016.
- [8] Firmansyah. Metode assessment deskriptif kualitas visual lanskap kampus di Indonesia. kasus studi: lanskap Kampus ITB. *Jurnal Tata Loka* No. 3. Vol (13). 167-180. 2011.
- [9] Arikunto, Suharsimi. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta. 2010.
- [10] Ruslan, Rosady, *Metode Penelitian Public Relations dan Komunikasi*, Raja Grafindo Persada, Jakarta. 2003,
- [11] Iriantara, Yosol. *Media Relations: Konsep, Pendekatan, dan Praktek*. Bandung: Simbiosis Rekatama Media. 2008.
- [12] S. Hardinata, Y. Suchyadi, and D. Wulandari, "Strengthening Technological Literacy In Junior High School Teachers In The Industrial Revolution Era 4.0," *J. Humanit. Soc. Stud.*, vol. 05, no. 03, pp. 330-335, 2021.

- [13] Rudianto, Arif M. *Pemograman Web Dinamis Menggunakan PHP dan MySQL*. Yogyakarta: Andi Press. 2011.
- [14] Rohim, Syaiful. *Teori Komunikasi Perspektif, Ragam, dan Aplikasi*. Jakarta: Rineka Cipta. 2016.
- [15] Arjana, I Gusti Bagus. *Geografi Pariwisata dan Ekonomi Kreatif*. Jakarta: PT Rajagrafindo Persada. 2016.
- [16] Damanik, Janianton dan Weber Helmut F. *Perencanaan Ekowisata: Dari Teori ke Aplikasi*. Yogyakarta: Penerbit Andi. 2006.