

The Use of Government Websites as a Digital Communication Media to Promote Tourism of Manggarai East Nusa Tenggara

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Abstract

West Manggarai Regency is a regency in the province of East Nusa Tenggara, Indonesia. Having a beautiful and abundant natural wealth makes West Manggarai Regency focus on developing tourism potential as a leading sector for regional income. Unfortunately, this development was not balanced with publications on the Manggarai Regency Government website. In fact, the West Manggarai Regency government is currently also intensively pursuing digitally literate people. However, in fact, the government website has not accommodated the need for an up-to-date information and quick to respond to comments or suggestions from the public. From the observation results, it appears that the government website is not updated, error pages and pages that are still not filled. This paper aims to explain how the use of government websites as digital communication media to promote tourism. The approach used in this paper is qualitative with a descriptive type, while the content analysis method is used to help analyze the content of information presented on the Manggarai Regency government website. The results show that the website has not been managed properly, the response to the audience's questions on the website is also not responded well, the role of the government as a provider of public information on the website is not well implemented.

Keywords

Digital Communication, Government Website, Web Optimalization, Tourism

Biographies

Yanuarita Kusuma Permata Sari, is a researcher and faculty member of Bina Nusantara University, Communication Science Department, Indonesia. Her interest studies is communication, media and cultural studies, she has been published several publications and involving in community services

Frederik Masri Gasa, he joined Bina Nusantara University in July 2017 as a lecturer of Communication Science Department. He has an interest in media and communication studies, political communication, intercultural communication, and organizational communication. He has published several articles in national journals and proceedings of international conferences.

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