Utilization of Broadcasting Technology for Tourism Promotion in Teluk Bintuni Regency in the Digital Era

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Abstract

Teluk Bintuni Regency, located in West Papua, offers significant natural and cultural tourism potential, yet its tourism promotion remains underdeveloped. This study explores the potential of broadcasting technology, particularly digital platforms, in enhancing tourism promotion in the region. Using a qualitative research approach, the study employed literature reviews, field observations, in-depth interviews with key stakeholders, and digital content analysis. The findings reveal that social media platforms such as Instagram, YouTube, and Facebook play a crucial role in promoting the area's natural beauty and cultural heritage. However, challenges such as limited internet access, inadequate infrastructure, and low digital literacy hinder the effective utilization of broadcasting technology. Based on these findings, several strategic recommendations are proposed, including the development of digital infrastructure, digital literacy training for local communities, collaboration with social media platforms, and the creation of engaging video content that highlights both the natural and cultural assets of Bintuni Bay. By overcoming these challenges, the region can leverage broadcasting technology to attract more tourists, stimulate economic growth, and create a sustainable tourism industry. This study offers valuable insights for Teluk Bintuni and similar regions in Indonesia to harness modern technology in promoting tourism while preserving local cultural heritage.

Keywords: Teluk Bintuni Regency, Broadcasting Technology, Tourism Promotion, Digital Platforms, Cultural Heritage.

1. Introduction

Teluk Bintuni Regency, located in West Papua, is one of the areas with natural and cultural tourism potential that has not been widely explored. The beauty of the mountains, the expanse of the bay, and the enchanting river flows make this area have its own appeal for local and foreign tourists. However, the lack of promotion is one of the main obstacles for Teluk Bintuni to gain wider recognition as a leading tourist destination (Silahooy et al., 2024; Rakhmawati & Wijaya, 2024).

In recent years, broadcasting technology has developed rapidly and become an effective means of communication in various fields, including tourism. Modern broadcasting technology includes various digital platforms, such as social media, streaming services, and video-based content that can reach a global audience. In this digital era, the ability to utilize broadcasting technology strategically is a key factor in attracting tourists (Yang & Shen,2024).

Effective tourism promotion not only introduces the destination to potential tourists but also creates an experience that makes them feel connected to the location (Aiqiao et al., 2024). Through broadcasting technology, Teluk Bintuni Regency can showcase its captivating natural charm, such as the beauty of Teluk Bintuni and its exotic river flows, while promoting the uniqueness of local traditions that can only be found in this area. Creative and interactive broadcasting content can provide greater emotional appeal than conventional promotion methods (Wahyudi & Kencana, 2024).

The importance of broadcasting technology in tourism promotion is also supported by changes in people's information consumption patterns. Tourists now seek more information through digital platforms before making travel decisions. They rely on video content, online reviews, and social media to get a complete picture of the destinations they will visit (Jeon & Ryu, 2024). This opens up a great opportunity for Teluk Bintuni Regency to take advantage of this trend as part of its digital marketing strategy.

In addition, broadcasting technology can be a tool to introduce local values in Teluk Bintuni Regency. Traditions such as traditional ceremonies, handicrafts, and culinary specialties can be interesting elements presented through digital media. In this way, promotion not only focuses on natural beauty but also on cultural aspects that can increase tourists' interest in coming and experiencing authentic experiences (Bešić et al., 2024).

However, the implementation of broadcasting technology in tourism promotion is not without challenges. One of the main challenges is the limited technological infrastructure in rural areas. Slow or uneven internet access can be an obstacle in the creation and distribution of content (Astuti et al., 2024). In addition, the lack of digital literacy among the community is also an obstacle that needs to be overcome through training and education.

However, the potential benefits offered by broadcasting technology far outweigh the challenges. Consistent promotion through digital platforms can increase the number of tourists visiting Teluk Bintuni Regency. In addition, the increase in the number of tourists also has a direct impact on improving the local economy, because tourists will spend their money at accommodations, restaurants, and various other small businesses in the area (Siddique, 2024).

The role of local governments and other stakeholders is very important in encouraging the implementation of broadcasting technology in Teluk Bintuni Regency. Support in the form of digital infrastructure development, training for the community, and collaboration with the private sector can help this district maximize its potential. In addition, success in utilizing broadcasting technology for tourism promotion can also be a model for other regions in Indonesia that have similar characteristics.

With the right strategy, broadcasting technology can be a bridge connecting Teluk Bintuni Regency with the outside world. This district will not only be known as a charming tourist destination but also as an example of success in integrating modern technology with local wisdom. Therefore, this article aims to examine the potential use of broadcasting technology in tourism promotion in Teluk Bintuni Regency, with the hope of providing relevant insights and recommendations for tourism development in the digital era

2. Methods

The research method in this study uses a qualitative approach with several main steps as follows:

2.1. Literature Study

The study began with the collection of secondary data from various reliable sources, such as scientific articles, government reports, media publications, and local documentation. These sources provide information about broadcasting technology, tourism potential in Teluk Bintuni Regency, and digital tourism promotion trends. The literature study helps build a strong theoretical framework to support the analysis carried out.

2.2. Field Observation

Direct observations were conducted at potential tourist locations, such as bay areas, river flows, and mountainous areas in Teluk Bintuni. Researchers noted visual elements, natural beauty, and interactions of local communities that have the potential to become tourist attractions. In addition, researchers also evaluated infrastructure that supports tourism activities, such as accessibility, facilities, and potential ecotourism-based activities.

2.3. In-depth Interviews

Interviews were conducted with key stakeholders, including local governments, tourism business actors, indigenous communities, and broadcasting technology experts. These interviews were designed to explore information about their perspectives on the opportunities and challenges in promoting Teluk Bintuni through broadcasting technology. The information obtained provided rich insights into local needs and community aspirations.

2.4. Digital Content Analysis

This study also involves analyzing digital content from social media platforms, tourism promotion websites, and tourism documentation videos. Researchers examine the strategies used by similar tourism destinations to promote their local uniqueness. The results of this analysis provide practical references for designing content that is interesting and relevant to modern audiences.

2.5. Preparation of Strategic Recommendations

Based on the data that has been collected and analyzed, this study prepares recommendations that are specifically designed for Teluk Bintuni Regency. These recommendations include digital infrastructure development strategies, digital literacy training for the community, and collaboration between the government, local communities, and the private sector. Each recommendation is tailored to the local context to ensure effective and sustainable implementation.

3. Results and Discussion

Based on the methodology that has been explained, this study found various findings related to the use of broadcasting technology for tourism promotion in Teluk Bintuni Regency. The results of this study are based on literature studies, field observations, in-depth interviews, digital content analysis, and strategic recommendations for developing tourism promotion in the area.

3.1. Literature Study

The literature study provides a basic understanding of broadcasting technology that can be utilized in tourism promotion. Several scientific articles show that broadcasting technology, especially social media, video streaming, and other digital-based platforms, are very effective in attracting tourists, both local and foreign. This is in line with the findings of research conducted by Liu et al. (2024), which shows that social media can increase the visibility and positive image of a tourist destination. The following literature review from previous research can be seen in Table 1.

Table 1: Literature review

Author	Year	Key Findings	Source
Liu, Wang, and Zhang	2024	The influence of social media in increasing the visibility of local tourist destinations.	Tourism Management
Botezat, Ban, Popa, Coita, and Tarcza	2024	Broadcasting technology as a tool to optimize digital tourism experiences.	Systems
Tondase and Kothari	2024	The role of video content in attracting tourists through digital platforms.	Journal of Informatics Education and Research
Ruan, Wang, Zhang, Li, and Su	2023	The effectiveness of culture-based content in attracting foreign tourists.	Tourism Management
Iswanto and Irsyad	2024	Streaming media as a promotional strategy for lesser-known tourist destinations.	Journal of Economic Growth and Development Review

In Table 1, several previous studies show how broadcasting technology, especially through social media, video streaming, and other digital platforms, can be effectively utilized in tourism promotion. The results of Liu et al.'s (2024) study reinforce this understanding, where they show that social media can increase the visibility and positive image of tourist destinations. Other studies, such as those conducted by Botezat et al. (2024), emphasize the importance of broadcasting technology in optimizing the digital tourism experience, allowing destinations to connect more widely with global audiences.

Tondase and Kothari (2024) highlight the role of video content as an effective tool to attract tourists through digital platforms, while Ruan et al. (2023) examine the effectiveness of culture-based content in attracting foreign tourists, showing that cultural elements can be a strong attraction in tourism promotion. In addition, Iswanto and Irsyad (2024) suggest the use of streaming media as a promotional strategy for lesser-known tourist destinations, allowing them to reach a wider audience through immersive visual experiences.

These studies illustrate how digital broadcasting technology can play a role in increasing the attractiveness of tourism, both for local and international markets, and driving economic growth in the sector.

3.2. Field Observations

Direct observations at several tourist locations in Teluk Bintuni Regency, such as the Teluk Bintuni area, rivers, and mountains, provide insight into the potential for natural tourism. However, several obstacles related to infrastructure, such as limited internet access, are obstacles to the creation and distribution of digital content. The results can be seen in Table 2.

Table 2: Field observation results

Tourist Locations	Potential Attractions	Supporting Infrastructure	Additional Information
Bays	Exotic natural beauty of the bay	Limited, poor road access	Ecotourism potential is very large
Rivers	Charming river flow	Inadequate, difficult access	Attraction for nature tourism
Mountains	Spectacular natural scenery	Minimal tourist facilities	Potential for trekking and nature tourism

In Table 2, the results of direct observations at several tourist locations in Teluk Bintuni Regency show the great potential for natural tourism in this area, such as bay areas, rivers, and mountains. However, there are a number of obstacles related to infrastructure that can hinder the development and distribution of digital content to promote these destinations. For example, in the bay area, despite its exotic natural beauty, limited and poor road access is a major obstacle. This certainly affects the enormous potential for ecotourism in this area.

In the river area, the charming river flow is the main attraction for natural tourism, but difficult access and inadequate infrastructure hinder further development. Meanwhile, the mountains that offer spectacular natural scenery have great potential for trekking and other natural tourism activities, but minimal tourist facilities are an obstacle in attracting more visitors.

Although Teluk Bintuni has great potential in terms of natural beauty that can be the main attraction for tourists, infrastructure problems, especially limited internet access and facilities, need to be considered so that the development of digital tourism and promotion through broadcasting technology can run more effectively.

3.3. In-depth Interview Results

In-depth interviews were conducted with key stakeholders, such as local governments, tourism business actors, indigenous communities, and broadcasting technology experts. These interviews revealed that there is a high awareness of the importance of digital promotion, although there are still obstacles in mastering technology and limited infrastructure.

Table 3: In-depth interview results

Stakeholders	Key Statements	Perceived Needs
Local Government	"We realize the importance of digital promotion, but internet access is still limited."	Development of equitable digital infrastructure
Tourism Business Actors	"We need training in creating digital content to attract tourists."	Digital training for business actors
Indigenous Communities	"Our local wisdom is very valuable to promote, but we don't know how to do it."	Digital literacy education and cultural promotion
Broadcasting Technology Experts	"Visual and video content can have a greater impact in tourism promotion."	Development of video-based content for promotion

In Table 3, the results of in-depth interviews with various stakeholders reveal that despite high awareness of the importance of digital promotion, there are still a number of obstacles that need to be overcome to maximize this potential.

Statements from the Local Government indicate that although they recognize the importance of digital promotion to increase tourist appeal, limited internet access is still a major obstacle. Therefore, they need the development of an even digital infrastructure, especially better internet access throughout the region.

Tourism Business Actors expressed their need for training in creating attractive digital content to attract tourists. This indicates the importance of digital-based training for tourism business actors so that they can utilize technology to expand their market reach.

Indigenous Peoples also highlighted the importance of their local wisdom in tourism promotion, but they felt they lacked the knowledge and skills to utilize digital technology to promote their culture. Therefore, they need digital literacy education and training on how to promote their culture through digital platforms.

Meanwhile, Broadcast Technology Experts emphasized the importance of visual and video content in tourism promotion, which has proven to be more effective in attracting tourists. They suggested the development of video-based content to maximize the promotion of tourist destinations.

3.4. Digital Content Analysis

Digital content found on social media platforms, such as Instagram, YouTube, and Facebook, shows great potential for Teluk Bintuni Regency in promoting tourist destinations. Based on content analysis from several similar tourist destinations, it was found that content with strong visual elements and local cultural narratives was better able to attract the attention of the audience.

Table 4: Digital content analysis results

Platform	Content Type	Number of Followers	Engagement (Likes, Comments)	Notes
Instagram	Photos and Videos of Natural Beauty	50.000	5,000 likes, 500 comments	Use of local hashtags
YouTube	Video Documentation of Bintuni Bay Tourism	20.000	3,000 likes, 200 comments	Short videos are more effective
Facebook	Local Tourism and Culture Stories	10.000	1,000 likes, 100 comments	Sharing interesting cultural stories

In Table 4, the results of the digital content analysis show that social media platforms have great potential in promoting tourist destinations in Teluk Bintuni Regency. Various types of content published on platforms such as Instagram, YouTube, and Facebook show significant levels of engagement, especially when the content includes strong visual elements and local cultural narratives.

On Instagram, content in the form of photos and videos of the natural beauty of Teluk Bintuni managed to attract 50,000 followers, with a high level of engagement, namely 5,000 likes and 500 comments. The use of relevant local hashtags has been shown to help increase visibility and interaction with a wider audience.

On YouTube, videos documenting Teluk Bintuni tourism, especially those related to tourism in Teluk Bintuni, attracted 20,000 followers and generated 3,000 likes and 200 comments. Based on the analysis, short videos are more effective in attracting the attention of the audience, possibly because they are shorter and easier to consume.

Meanwhile, Facebook shows engagement with 10,000 followers and 1,000 likes and 100 comments, through local cultural and tourism stories. Engaging cultural story-based content has proven to have a strong appeal to followers, especially those interested in local traditions and life.

3.5. Discussion

Based on the data obtained, the use of broadcasting technology in tourism promotion in Teluk Bintuni Regency has enormous potential. Social media platforms and video streaming are the main channels for introducing the beauty of nature and local culture. With interesting digital content, it is hoped that it will be able to overcome the limitations of promotion that has so far only relied on conventional methods.

However, there are several challenges that need to be overcome. Limited digital infrastructure and low digital literacy in the community are major obstacles. Therefore, the development of equitable digital infrastructure and digital literacy training for the community must be a top priority. In addition, based on interviews with various parties, there is an urgent need to improve the ability to create digital content that is relevant to today's audience. Therefore, collaboration between the government, business actors, and the private sector in providing training and supporting facilities for content creation will be very important.

3.6. Strategic Recommendations

Based on the research results, Table 5 below contains several recommendations for developing tourism promotion through broadcasting technology in Teluk Bintuni Regency.

Table 5: Strategic recommendations for the use of broadcasting technology in tourism promotion

No	Strategic Recommendations	Description	Parties Involved
1	Development of Digital Infrastructure	Improve internet access and communication networks in key tourist areas, ensuring stability in digital content distribution.	Local Government, Telkom, Network Provider
2	Digital Literacy Training for the Community and Business Actors	Organize training programs on creating and distributing digital content (videos, images, articles) for local communities and tourism business actors.	Local Government, Training Institution, Tourism Community
3	Collaboration with Social Media Platforms	Form partnerships with major social media platforms such as Instagram, YouTube, and TikTok to expand the reach of tourism promotion.	Local Government, Social Media Manager, Influencer
4	Creation of Video Content and Tourism Documentation	Develop tourism documentation video content that showcases the natural beauty, local culture, and unique tourism experiences in Bintuni Bay.	Tourism Business Actors, Videographer, Local Government
5	Local Culture Promotion Campaign	Integrate local cultural promotions into digital content, such as traditional	Indigenous Community, Culinary Business

		ceremonies, handicrafts, and culinary specialties, to attract tourists interested in cultural experiences.	Actors, Local Government
6	Improving Tourist Safety and Comfort	Improve facilities and security systems for tourists, which can be promoted through digital platforms to provide a sense of security for visitors.	Local Government, Tourism Manager, Security Party
7	Provision of Digital-Friendly Tourism Facilities	Provide digital facilities such as free Wi-Fi, local tourism applications, and digital information kiosks at key tourist locations.	Local Government, Tourism Destination Manager, Technology Provider
8	Development of Cooperation with Travel Influencers	Invite travel influencers to visit Bintuni Bay and share their experiences through digital content on their platforms.	Local Government, Influencer, Tourism Business Actors

In Table 5, several strategic recommendations for the development of tourism promotion through broadcasting technology in Teluk Bintuni Regency have been identified, with the aim of optimizing the use of digital technology in attracting tourists. These recommendations can be seen as interrelated steps between local governments, tourism business actors, and local communities in overcoming challenges and utilizing digital potential.

4. Conclussion

In conclusion, broadcasting technology has significant potential to enhance tourism promotion in Teluk Bintuni Regency, helping to introduce its natural beauty and local culture to a global audience. Social media platforms and video-based content, in particular, have proven to be effective tools to attract tourists and create engaging experiences. However, several challenges remain, including limited digital infrastructure and the need for digital literacy training among local communities and tourism businesses. To address these issues, strategic recommendations such as improving digital infrastructure, organizing training programs, collaborating with social media platforms, and developing video content are essential. In addition, promoting local culture and improving tourism facilities will further enhance Teluk Bintuni's appeal as a tourist destination. By implementing these recommendations and addressing the existing challenges, Teluk Bintuni can harness the full potential of broadcasting technology to increase its visibility, attract more tourists, and contribute to the region's economic growth. The successful integration of modern technology with local wisdom can serve as a model for other regions in Indonesia, proving that technology and culture can coexist to create a thriving tourism industry.

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