

# UTILIZATION OF DIGITAL COMMUNICATION IN PROMOTION OF RIVERBANK TOUR DESTINATION AT MARABAHAN BARITO KUALA IN ERA 4.0

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## ABSTRACT

*Barito Kuala Regency is mostly surrounded by rivers that many potentials for community economic development such as transportation, trading/purchasing places, places of goods release, production/nurseries, and also as a tourist destination. The development of tourist destinations along the Barito River in Marabahan is a special attraction with the headline "Susur Sungai Barito, Marabahan". the route begins from the Agun Al Anwar Mosque, Marabahan floating karamba behind the Rumpiang-Timbunan Batubara bridge on the Ulek Marabahan barge, as well as flat cracker tours. Potential tourism destination assets can be packaged by using digital marketing communications in the era of 4.0 along the Marabahan river. This research methodology uses a qualitative descriptive method, by providing an overview of the attractiveness of tourist destinations along the Marabahan river, research data can be obtained through observation, interviews, documentation related to program advantages of tourist destinations along the Marabahan river. The research results are expected to make a positive contribution to the government in developing centers of excellence for tourist destinations along the Marabahan river that can support the economy of the local community.*



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## 1. INTRODUCTION

Law No. 10 of 2009 describes A tourist objects and attractions to everything as tourist-target. The tourist objects and attractions referred to: (1). Tourist attraction is uniqueness, beauty, a diversity of natural, cultural, and man-made wealth as the target or purpose of tourist visits.

(2). A tourism destination hereinafter a destination to a geographic area located in one or more administrative areas including tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complementary.

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Alternative tourism is broadly defined by Valene (1992: 36) tourist objects and attractions are everything as tourism. The tourist objects and attractions referred to: (1). A tourist attraction itself has uniqueness, and value as a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. (2). A tourism destination geographic area is located in one or more administrative areas tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complementary.

Tourism Alternative is broadly defined by Valene (1992: 36) as a form of sharing experiences between tourists and local people. According to Poerwadarminta (2002) "Development is a process or way of making something progress, both perfect and useful". Yoeti emphasized that the development of a product is basically an effort that is done consciously and plans to improve the ongoing product and add to the types of products produced or to be marketed (Yoeti, 1996: 53). Along the Barito River, Marabahan is one tourism potential place in Marabahan, Barito Kuala Regency. This tour service around the waters of the Barito River in the Marabahan City area has been busy being used by the community in recent days. Moreover, the Department of Youth Sports, Culture and Tourism (Disporbudpar) Batola has complemented this type of tour with the Batola Setara Floating Store in Bagus Village, Marabahan District which was inaugurated some time ago.

Shop corner named a number of the beauty of Bumi Ije, is a continuation of the operation program around the river in Marabahan. "After a year of operation of the sampan around the river, we provide this shop, so visitors can make it a final stopover for casual dining. The access that can be used to reach this floating shop can be through two routes, Firstly the Barito River and the road beside the Rumpiang Bridge. Besides that, the Batola Setara Floating shop greatly increases service users up to an average of three trips a day, so that if we then take on the Siring Ulek Marabahan pier, visitors are spoiled by visiting the flat cracker-making center, Al Anwar Grand Mosque, the stock port. The File of PT Talenta, the area of the Rumpiang Bridge and finally mooring at the Floating Store around the Rumpiang Bridge.

## **2. LITERATUR REVIEW**

We understand that tourism communication 4.0 leads to digital transformation where 3 a, attractions in the form of natural, cultural, and artificial tourism attractions can be seen using a telephone. Accessibility can also be seen easily how to get to tourist destinations, whether by air, land, and sea. amenities in the form of public infrastructure, public facilities, and tourism facilities can be accessed easily with the presence of information and communication technology.

The key informant's opinion is in line with McLuhan's thought regarding the relationship between technology,

media, and society, this is called technological determinism, which is the understanding that technology is determinant in shaping human life. McLuhan's thinking is often called the theory of media ecology (media ecology) which is defined as: "the study of media environments, the idea that technology and techniques, modes of information and codes of communication a leading role in human affairs that technology and engineering, information mode and communication code play an important role in human life)".

The concept of better tourism communication, especially in the era of 4.0 where technology is more prominent than others, of course in terms of tourism, it should not be abandoned for the use of this technology. The thing that needs to be done by the ministry of tourism and all observers and practitioners in the tourism sector is that the presence of this technology must also be responded to properly and also be used as well as possible in supporting tourism in Indonesia. For example, the use of social media, ticks, social media in which there are Facebook, Instagram, Twitter, and so on where when technological changes are followed by changes in popular culture in society, where people like to share photos, videos and so on, this is something that is This is a real influence from the presence of technology and it should be utilized so that tourism businesses and the community or government should be able to make the best use of this, providing information through tourism information technology as best as possible whether it's photos, videos or otherwise the entire destination in Indonesia, packed with interesting stories, this is where communication comes. When communication is present, of course, destinations and all kinds related to tourism can live in the stories told by tourism actors who use this technology, and it is hoped that this technology can sustain tourism performance.

Littlejohn and Foss (2016). where McLuhan sees the media as playing a role in creating and managing culture. informant 1 also said that: "tourism in the era 4.0 means the same as tourism in the digital era, and in my opinion, this very rapid digital development can also be a breakthrough for Indonesian tourism to compete with tours in other countries and reap a lot of foreign tourists coming to Indonesia. Indonesia. through digital, consumers get more services to cost or lower costs for tourism promotion". Tourism communication 4.0 is very dependent on the internet: "the relationship between tourism communication and the 4.0 era is very close to the internet, this 4.0 is the effect of cyberspace or the internet. This tourism communication is very dependent on the internet, we as Indonesians and the world can be facilitated by the existence of this 4.0, 4.0 is an era of convenience for humans.

Besides, levy and Windah in Richard West & Lynn H. Turner, 2008: 110, explains that active audiences consist of two dimensions: (a). what audience orientation they do to media content, and (b). their temporary location in the

communication sequence. orientation consists of selectivity (making choices), involvement (determining and obtaining different levels of involvement in content), and usability (use of the content). whereas the communication sequence consists of the time before, during, and after the exposure. for example, selectivity before exposure might be the search for a satisfying television show; selectivity during exposure may include selectivity to interpret the broadcast content; selectivity after exposure may require recalling only the selected portion of the program. along with the development of communication and information technology in the field of new media such as the internet, Robert Larose and Matthew Eastin (2002) in Richard West & Lynn H. Turner, (2008: 113), explains that "the theory of usability and gratification can explain the use of the internet ... people hope that using the internet will improve many things in their lives. social outcomes involve social status and identity.

John Dimmick, yan chen dan Zhan li (2004) in richard west & Lynn h. Turner, 2008: 113, explains that even though the internet is a new medium, it intersects with traditional media in terms of usability and gratification. People search for news via the internet in the same way they use other forms of media for this purpose. These findings have significance for the possible Internet grabbing of old media, such as newspapers, radio, and television, but they do show that the theory of usability and gratification remains useful and applicable to new media. In terms of logical consistency, the value of usability and gratification theory is in its ability to provide a framework for research in making considerations of audiences and individual media consumers. In line with the pace of activity among workers in Jakarta, which is always congested throughout the day, the choice of online media is the largest choice because of its practical nature, which is easy to access everywhere and the actual information. The choice of travel site is most in demand by respondents as a medium that can meet respondent satisfaction with information needs about tourism in Indonesia. Apart from this, the travelkompas.com site and the travel inspiration for Yahoo Indonesia are also in demand by respondents when looking for information on Indonesian tourism. Because of its practical nature, the choice of digital media can foster media consumption habits among workers in Jakarta who generally choose at night (when they are at home) to access information about tourism objects in Indonesia and during the day when still at work and they generally use smartphones when accessing the latest information about tourism in their country. For the use of social media, the YouTube choice attracted many respondents when they needed tourism information. this can happen because of the nature of online media which is more practical and easily accessible everywhere in the middle ah respondent activity. A large number of smartphone users in Jakarta is also a determining factor in the formation of the habit of using online media (internet) among people.

On the other hand, in carrying out digital marketing communications, it is necessary to pay attention to the stages of aises response (attention, interest, search, action, and share) (Kurnianti, 2018). when potential visitors access the internet either through websites or blogs or other social media, they will see various products and services offered (attention) and get interested (interest) to find more information (search) about the ease in the fields of accommodation, transportation, or other travel information. If the process of attention, interest, and search is successful, the consumer will make a purchase (action) by visiting the tourist location, and after visiting of mouth, the tourist will introduce to word of mouth online by telling others or writing comments on internet (share). Mass media as a means of mass communication that is widely used in modern times is the internet (Wilantari, 2018). Promotions that have been carried out when viewed from the marketing mix can be described as follows:

- **Advertising**

Advertising is an activity carried out by tourism companies through various media to the wider community which ultimately aims to make potential consumers or tourists use the goods or services we advertise (Hasan, 2015).

- **Personal selling**

Personal selling is a form of selling that is made face-to-face with consumers to introduce their products so that potential consumers are interested in using their goods or services (Hasan, 2015).

- **Sales promotion**

Sales promotion is a promotional method using props and special promos so that tourists are interested in visiting destinations sold by the company (Hasan, 2015). The marketing communication mix in the form of sales promotion is carried out by making sales promotions, namely special prices on big days such as New Years'.

- **Direct marketing**

Direct marketing is a promotional method with a method of approaching consumers in order to get a measurable response (Hasan, 2015). Direct marketing carried out by darwins Sambangan village is by using sales promotion and digital media. Sambangan village already has digital media as a promotional tool such as the website and social media Facebook. Based on the observations of researchers by making observations on the website and social media owned by the Sambangan village, there are not many updates and the content created is still small. In line with what was said by Dedi that Sambangan Village already has a website, Facebook social media but it is not yet optimal. Tourism activities consist of various processes ranging from supporting government

regulations, selecting good tourist locations, promoting tourism locations, to serving tourists.

- **Words of mouth**

Words of mouth is a promotion carried out by consumers or tourists in the form of recommendations to individuals or groups about their experiences of visiting tourist objects (Hasan, 2015). Most of these words of mouth are done through social media and these references mostly come from tourists who first visit and share them on social media such as rates on tourist attraction account pages and comments from tourists related to tourist objects. In this case, the tourists know more from third parties, be it travel agents or other people's social media accounts. Words of mouth are also applied by travel agents to customers traveler. The tourism department has created a program called the pair pattern (people's core tourism), by developing tourism village development (Priasukmana, sutarso & R. Muhammad Mulyadin, 2001).

- **Public relations**

In addition to the five promotional mixes, tourism actors can also carry out marketing by holding interesting events for visitors through publicity activities or public relations. Public relations is a way of promotion that is related to public views about a product and creates or manages public acceptance/ so that the public can accept the products offered (Isnaini, 2010). Public relations is done by bridging the relationship between tourist objects and the surrounding community, the purpose of this mix is the management of issues circulating in society that have an impact on the sustainability of the organization itself. The tourism sector is one of the potential sectors to be developed in modern times, but not all tourist attractions can develop well (Risa, 2015)

### **3. RESEARCH METODOLOGY**

This research is research with qualitative descriptive method. retrieval technique sample for ship owner/manager use Purposive sampling which is individuals which coincidentally found at the location point. This research uses descriptive qualitative method. According to Sugiono (2010, 9) qualitative research is research in which the researcher is placed as the key instrument, data collection techniques are carried out by hanging and data analysis is inductive. Poerwandari (2005), qualitative research produces and processes descriptive data, such as interview transcriptions and observations. Krirk and Miller (in Moleong) define qualitative research as a way to make direct observations of individuals and relate to these people to get the data they extract (Meleong, J.L. 2002: 3). To Sampling technique of tourist boat visitors using accidental sampling, namely the technique determination of the sample based on chance, i.e visitors who coincidentally/accidentally meet with the researcher can

be used as a sample, if the person who happened to be met was deemed suitable with data sources.

## **4. RESULTS AND DISCUSSION**

### **4.1 Brand The Promotion of River Travel Destination, Marabahan in Era 4.0 and 5.0**

The word tourism has generally been accepted as a translation of the word tourism (English) or tourism (Netherlands). The translation, if viewed from an etymological point of view (the science of the origin of the word), is not quite accurate. According to linguists, 4th the word tourism comes from Sanskrit and consists of two syllables, namely pari and tourism. Pari means all over, all, and full. Tourism means to travel. Thus, tourism can be interpreted as a full journey, namely departing from a place, heading to and stopping at one or several places, and returning to its original place. As for the meaning, the word tourism refers to a conceptual meaning related to the meaning of tour.

The word tour itself refers to a more technical understanding of a form of human activity. In this connection, a more appropriate translation of world tourism is tourism. However, in general, world tourism is still used as a translation of the word tourism so that it is actually a confusing term. English knows the word tourism in the 19th century. The suffix --ism attached to the word tour refers to an understanding or phenomenon related to the meaning of tour. As with the suffix -ism in the word ideal so that it becomes idealism, on or capital becomes capitalism, the word feudal becomes feudalism, and so on. In addition, the word tourism is often interpreted as an organized tour. Some even interpret it as the commercialization of human needs when traveling.

Rumpian Bridge seen in figure 1, is very charming and beautiful, making the tourist assets of Barito Kuala Provisi Regency of South Kalimantan, if the afternoon before the evening is so beautiful to watch the sunset on the river boat. The word tourism emerged after the Second Tourism National Conference was held in Tretes, East Java in 1958 (previously used the term Tourisme). At that time the word tourism was replaced with Dharmawisata for travel between cities in domestic tourist destinations (Indonesia), and tourism for travel between continents or countries. Henceforth in 1960, the term tourism was better known when the Indonesian Tourism Council changed to the Tourism Board Indonesia. Meanwhile, people who do this are classified into two categories, namely foreign tourists (foreign) and domestic tourists (domestic). Some definitions of tourism are as follows:

Tourism is "a wide variety of tourism activities and is supported by facilities and services provided by the local community, fellow tourists, government, local governments/, and entrepreneurs.

According to the MPRS Decree No. I-II 1960: Tourism in the modern world is essentially a way to meet human needs in providing spiritual and physical entertainment

after working for a while after having the capital to explore other regions or countries, called domestic tourism and foreign tourism.



**Figure 1.** Rumpiang Bridge

World Tourism Organization /WTO /: Tourism is activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for pleasure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited.

International Association of Scientific Expert in Tourism / AIEST/:Tourism is the sum of phenomena and relationships arising from the travel and stay of a nonresident in so far as they do not lead to permanent resident and are not connected with any earning activity

Hunziker and Krapf year 1942: Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers, provided that they stay does not imply the establishment of a permanent residence and is not connected with remunerative activities.

Weaver & Lawton year 2006: The sum of processes, activities, and outcomes arising from the interaction among tourist, tourist supplies, host governments, host communities, origin governments, universities, community colleagues, and non-government organizations (NGO's) in the process of attracting, hosting, transporting and managing tourist and other visitors.

Yoeti, 1985: Tourism is a trip made for a while, organized from one place to another, with the intention not to do business (business) or earn a living in the place visited, but solely to enjoy the trip for the purpose of doing business. sightseeing and recreation or to fulfill various desires

The Directorate General of Tourism in 1990 said: Tourism is defined as everything related to tourism,

including the exploitation of tourist objects and attractions as well as related businesses in that field. Tourism is defined as a travel activity or part of these activities carried out voluntarily and temporarily to enjoy tourist objects and attractions.

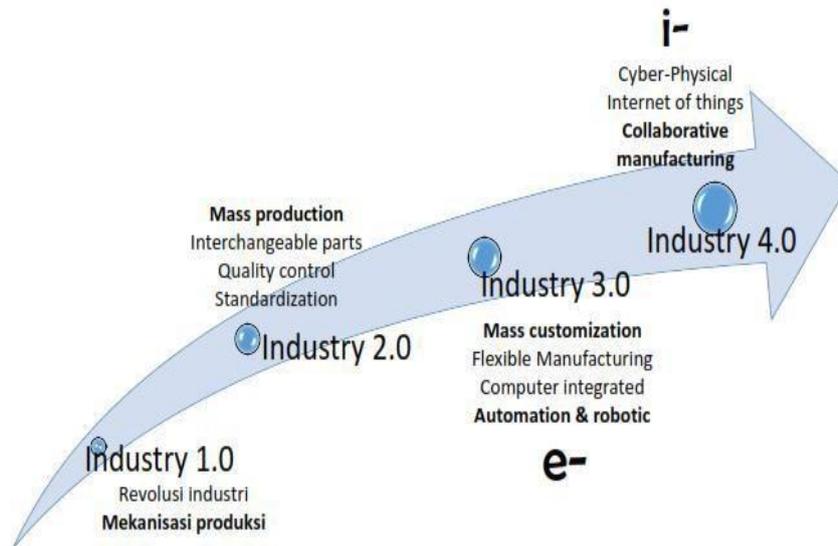
Tourism (tourism) is a trip that is carried out for a while, which is carried out from one place to another, with the intention not to do business or earn a living in the place visited, but solely to enjoy the trip, for sightseeing/recreation or fulfilling various desires.

Robert Meintosh and Shashikant Gupta: Tourism is a combination of symptoms and relationships that arise from tourist interactions, businesses, host governments, and host communities are in the process of attracting and serving tourists and other visitors.

Referring to several works of literature at the Big Indonesian Dictionary (KBBI), the industrial revolution consists of two (2) words, namely revolution and industry. Revolution means changes that are very fast in nature, while the definition of industry is an effort to implement the production process. If a red thread is drawn, the meaning of the industrial revolution is a change that takes place rapidly in the implementation of the production process where the work of the production process was originally done by humans and replaced by machines, while the goods produced have commercial value-added. The Industrial Revolution has changed the way humans work from manual use to automation or digitization. The term "Industrial Revolution" (figure 2) was introduced by Friedrich Engels and Louis-Auguste Blanqui in the mid-19th century. This industrial revolution is also ongoing from time to time. This last decade can already be called entering the fourth phase 4.0. The change from phase to phase gives articulate

differences in terms of its use. The first phase (1.0) involves the discovery of a machine that focuses (stressing) on the mechanization of production. The second phase (2.0) has moved to a mass production stage that is integrated with quality control and standardization.

The third phase (3.0) enters the mass uniformity stage which relies on computerized integration. The fourth phase (4.0) has presented the digitization and automation of the combination of the internet and manufacturing (BKSTI 2017).



**Figure 2.** The Industrial Revolution

The Industrial Revolution took forward by Arnold Toynbee in his book Lectures on the Industrial Revolution (London: Rivington, 1884). The contents of this book are a description of the industrial revolution and its influence on policies, mechanization of production, culture, and the world financial system, especially in Europe. The initial trigger was the invention of the steam engine by James Watt. Next, the Industrial Revolution 2.0 which was marked by the invention of electricity, and the Industrial Revolution 3.0 which was marked by the invention of the computer. In the early 21st century, the invention of the Internet and Information Technology (IT) triggered by the Industrial Revolution 4.0.

communicate and cooperate and humans in real-time. Via the IoS, both internal and cross-organizational services are offered and utilized by participants of the value chain.”

Industry terminology 4.0 was first introduced at the Hannover Fair, Germany in 2011 which later introduced the term industry 4.0. In the beginning, industrial terminology 4.0 was the name for the initiation of the German government's technology strategy towards 2020. A literature review conducted by a research team from the University of Dortmund, Germany (Hermann, Mario Pentek, Tobias Otto, and Boris, 2015) found several key concepts in industrial terminology. 4.0, which according to them the concept is a component of industry 4.0, namely: (1) Cyber-physical system (CPS); Internet of Things (IoT); Internet of Services (IoS); dan Smart Factory. From this component Herman describes “we define Industrie 4.0 as follows: Industrie 4.0 is a collective term for technologies and concepts of value chain organization. Within the modular structured Smart Factories of Industrie 4.0, CPS monitors physical processes, creates a virtual copy of the physical world, and makes decentralized decisions. Over the IoT, CPS

In figure 3 Regent of Barito Regency Kuala Hj.Normaliyani and his entourage after launching the barito river stacking Kuala South Kalimaantan Province, Indonesia then reviewed the boat darmaga with the backgron of the exotic and charming rumpiang bridge owned by barito kuala regency, on November 19, 2019.

Launching susur sungai Barito  
Senin ,4 November 2019



**Figure 3.** Launching Susur Sungai Barito Kuala

According to Prof. Dr. John Pieris "Industrial Revolution 4.0 has 4 (four) characteristics. (1) simple and anti-complicated; it's used when playing games, only has one tool and game; now through Android technology, a single tool for thousands and even millions of games; (2) fast (faster), anytime, and from anywhere between countries; In the past, if you wanted to graduate at a university in America, for example, Harvard University had to go to the US. Now, register only via the web; (3) cheaper (cheaper), and (4) easily accessible; access is a wealth of information," said Prof. Dr. John Pieris. Industrial Revolution 4.0. triggering change takes place very quickly. Therefore, according to Prof. Dr. John Pieris, the people and government of every country must have the intelligence to respond to revolution 4.0. industry.

## 4.2 Strategic Promotion Tourism Destinations

Minister of Tourism (Menpar) Arief Yahya said that the development of Indonesian tourism will rely on digital technology to accelerate its growth and in dealing with contemporary concept tourist destinations. The use of digital technology is considered the most appropriate in the current millennial era. "To change the world radically, there are two ways, namely regulation or technology. We choose digital technology for tourism so that Indonesia can shake the world," Menpar explained, the five largest companies in the world are currently digital-based companies. Therefore, the tourism industry must rely on digital technology.

The growth of the Indonesian tourism sector is also driven by the high interest of the community to travel on tours, especially by the millennial generation. The survey results from the Alvara Research Center said that one in three generations of Indonesian millennials travels at least once a year. In terms of strategy, Indonesian tourism is developing and advancing thanks to the three A (3A) concepts, namely attractions, amenities, and accessibility. So far, promotions have been carried out intensively. Both at home and abroad. Both offline and digital, especially digital. As for in order the development of Indonesian tourism to face the current concept of tourist destinations through a digital approach can be done with three programs, this is in line with the explanation

The Minister of Tourism has succeeded in three digital tourism development programs for millennials, namely the Wonderful Startup Academy, Nomadic Tourism, Digital Destinations.

- **Wonderful Startup Academy**

The Wonderful Startup Academy is a startup business development program engaged in the tourism sector in Indonesia, the result of a collaboration between the Ministry of Tourism, the Ministry of Cooperatives, and Small and Medium Enterprises, ICSB Indonesia. One of the goals of this program is to create an ecosystem so that

Indonesia becomes a major tourist destination abroad. The Wonderful Startup Academy is also supported by Indigo Creative Nation and several other foundations that are concerned with the development of startup businesses. In 2018, the Wonderful Startup Academy is entering its 2nd batch, which is of course improved compared to the previous batch, such as shorter but denser and more effective program duration, Startup. program participants have been running their business for 2 years so they better understand their business processes, have good traction, a selection process involving venture capital. The Wonderful Startup Academy includes several important processes for the development of a startup, such as mentoring from various competent sources and sharing information about Indonesian tourism. No less important, this program also provides access for startups to collaborate with investors and opens market access with Indonesian tourism businesses with the support of the Indonesian Ministry of Tourism.

- **Nomadic Tourism**

Nomadic tourism is a new style of travel in which tourists can stay for a certain time in a tourist destination with portable and mobile amenities. In addition, this travel style is also very suitable for a tourist destination with great potential but the carrying capacity of amenities is still low. So, nomadic tourism will be a temporary, permanent solution for certain tourism in Indonesia. In other words, what is meant by nomadic tourism is temporary tourism, both access, and amenities that will be applied to reach potential natural destinations in hard-to-reach islands, such as Maluku, for example. Tourism Minister Arif Yahya in his written broadcast added that nomadic tourism is easy and cheap. There only needs to be an attractive tourism attraction, so the provision of access and amenities can be done using movable raw materials. Example. construction of a lamp camp or by life on board, caravan, and home pod. This caravan is a hotel designed using a caravan car. this Hotel can also move daily or weekly to find the most beautiful tourist destination spots. With the Caravan hotel, tourists can use it to enjoy the beauty of nature, but the provision of amenities is minimal. While the tourism trend using glamping (glamor camping) has indeed been introduced to Indonesian tourism. It is almost the same as camping in general, but the camp accommodation provided is sure to be very comfortable as staying the night in a star hotel.

The nomadic tourism concept offered by the Ministry of Tourism is the Home Pod. Conceptually, the Home Pod offers a moving overnight concept as well as a Caravan. What distinguishes, if the Caravan hotel will move after a day or a week, the Home Pod can last 6 months or even a year. This Home Pod is an egg house that has a hard frame weighing almost 2 tons that can be moved. To run the program launched by the Ministry of Tourism, it is likely that you will encounter several obstacles such as licensing the use of caravans, permits to use National

Parks, and how to map the location where the concept of tourism is applied. nomadic tourism. However, all of these obstacles have been communicated with the related parties. The hope is that each sector can support Indonesian tourism. Nomadic Tourism itself is not a new travel style. This nomadic traveler-style vacation has been applied in several countries such as Mongolia and Maldives.

### 4.3 Destinasi Digital

That "Digital Destination". It is said to be a Digital Destination, because the destination is formed and becomes a true tourist destination, after being promoted through social media. The content format is very digital, uses images or photos, video, text, and is posted on social media. Very digital media. The media where millennials do search and share. The Ministry of Tourism will move the world by promoting tourism through Instagram. Now, through the Pesona Indonesia Generation (Genpi), it has succeeded in creating seven digital tourism destinations as well as digital tour packages for 100 beautiful and photogenic Indonesian destinations. There are several types of tourist objects in Indonesia, including:

- **Nature Tourism**

Indonesia has the richest coral reef area in the World with more than 18% of coral in the world. As well as more than 3000 species of fish, 590 types of rock, and many more interesting tourist objects. Like Raja Ampat in West Papua, Teluk Kiluan in Lampung and Derawan Island.

- **Shopping Tour.**

Tourism in Indonesia is divided into modern and traditional shopping centers. For example, in modern shopping centers such as malls and every year, there is always a Jakarta Great Sale which provides massive discounts. Meanwhile, traditional markets such as Beringharjo Market in Jogjakarta, Klewer Market in Solo or Floating Market on the Barito River, Banjarmasin, follow the Barito River.

- **Cultural Tourism.**

Based on the 2010 census data, Indonesia consists of 1,128 ethnic groups. So that Indonesia is famous for its rich traditional culture, for example, the Ramayana ballet which is often performed at Prambanan Temple. Kecak Dance, Legong Dance in Bali. As well as the Piring dance from Padang.

- **Religious Tourism.**

Religious tourism in Indonesia is quite a lot, for example, Religious Tourism to the Walisongo tomb, or to several historical relics that depict Buddhism at Borobudur Temple.

These three digital tourism development programs for millennials, namely the Wonderful Startup Academy, Nomadic Tourism, Digital Destinations are in line with the important jargon of Go Digital efforts by the Indonesian Ministry of Tourism (Tourism, 2018), namely: (1) The More digital, the more personal is digital, we promote tourism in a personal way, we can find out demographics, psychology, consumer behavior effective and measurable manner. (2) The More digital, the more professional is the more digital we are the more professional we are in promoting tourism as in Figure 4 integrating paid, owned, social media using big data, and (3) The More digital, the more global is the more digital we are, so we attract consumers from various countries.

The three digital tourism development programs for millennials, namely the Wonderful Startup Academy, Nomadic Tourism, Digital Destinations (figure 4), have made the Indonesian tourism industry more famous abroad and can provide additional foreign exchange for regions and even countries.



**Figure 4.** Digital tourism development programs for millennials

Tour the barito kuala river, it looks like local tourists enjoy a trip down the river by looking at the amazing natural scenery. They enjoyed it at the front of the boat. It was amazing to see their excitement and cheerfulness while posing. Local tourists from mothers and children give importance that they really enjoy the trip.5.

## 5. CONCLUSION

Riverbank destination in Barito River Marabahan Barito Kuala Regency as asset dan good regency potential which contributes in economic development. Society creative has become regency passive income with this riverbank destination itself. Digital communication has been an important sector to promote this destination and given many significant benefits for all stakeholders to participate in the development of regional tourism destinations.

Tourism potential has become a regency icon regardless of how we do some breaks through marketing promotion using digital communication technology. With this digital communication, Hope can make it a serious

concern for the government to synergizing tourism destination programs in the future as belle destination for the regency.

## 6. RECOMMENDATIONS

- Marabahan riverside destination, as an assetPotential in government tourism Barito Kuala Regency is expected to be able to Timing the extracting extracting products Small and Medium Enterprises Community useImproved economic local community. Thus the collaboration and synergy became strategy in to run the tourism communication.

- Tourism communication as one alternative for the Barito kuala district government plans to enhance the potential for tourism in the new economic growth of seteman society, so gives new dimensions to creative ekonomi development, through digital communication.

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