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Human And Computer Interaction Through The Utilization Of Online Tourism
In Pemalang Regency Indonesia

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Abstract

The fact of industrial development where in the city of Pemalang has many good and fascinating tours. So the purpose of this study is to describe human and computer interactions through the use of online tourism in Indonesia, especially specializing in Pemalang city. In this study, the population used is social media users. This research is a research with a qualitative approach with descriptive data type, which is trying to present objective facts in accordance with the conditions that occurred at the time the research was conducted. Data collection techniques in this study using observation, interviews and documentation. The results of this study found that people who are more active on social media. Experiences that can be seen on social media are more interesting so that people are more interested in photos or videos uploaded on social media, such as Instagram, Facebook, Twitter and the Website. With the existence of online tourism, the community introduces more tours that have never been visited before to attract more public interest.

Keyword: *Interaction, Human and computer, Online travel, Social media*

Introduction

The COVID-19 pandemic that began in early 2020 has changed people's habits since the implementation of Large-Scale Social Restrictions (PSBB). Work, study, worship and many other activities are carried out at home, including meetings, seminars and discussions, most of which are conducted through online media. The pandemic has also rocked the tourism industry around the world. Many tourist attractions are closed to tourists, including protected areas in Indonesia which have been popular natural attractions. Affected by the epidemic, the number of domestic and foreign tourists visiting the nature reserve decreased. Compared to 2019, the number of tourists in 2020 fell by more than 50%. The total number of foreign tourists in all protected areas is 3,338,082, consisting of 3,283,237 domestic tourists and 54,845 tourists from abroad. Virtual nature tours, or enjoying nature tours online, are just as exciting as in-person trips. The practice of promoting these tourist destinations by using multimedia elements such as photos and videos is a place to adapt new habits while ensuring the achievement of sustainable tourism (Prihadi, 2021).

Human-computer interaction is a discipline that studies the communication or interaction between users and systems. The system referred to here is not only a system installed on a computer, but also a system that is widely used in daily life, such as cars, household appliances, and so on. In this technological era, almost all life depends on machines. Many machines are designed to make life easier for humans. Computers are machines designed to help people in all fields such as banking, transportation, education, government, commerce, military affairs, and so on. To create intelligent computers that can do whatever they want, humans themselves need to know how to compose commands that computers can understand. One needs to understand how these instructions are followed by the computer. In 1970, the term user interface (User Interface), also known as human-machine interface (MMI), was introduced and began to become a topic of interest to researchers and system designers. The term human-computer interaction (HCI) began to emerge in the mid-1980s as a new field of study. The term HCI

indicates that this field of study has a broader focus, not just physical interface design (Ikhwan, 2020).

Like many other industries, the travel industry is also heavily influenced by the Internet. Tourism is an information-intensive industry, and tourism decision-making relies heavily on the information they obtain. Travelers mainly use the Internet to find information about destinations and plan their trips. On the supply side, the target tries to use the network environment to provide information. Hence, it attracts more tourists (Raisi et al., 2018).

The virtual tour comes with a virtual guide which explains the sites visited in sufficient detail. Interestingly, virtual tourism in the midst of the COVID-19 pandemic has become a new trend for both holiday and entertainment offers. Based on data published by Autorin, one of the first virtual tour companies, the number of virtual tourism enthusiasts continues to grow. Even from July to September 2020, more than 900 virtual tourists visited tourist destinations in Indonesia. There are many virtual tour providers or travel platforms today (RI, 2021).

Based on research from Amelia and Monika, an analysis of the gap between expectations and perceptions of visitors to mangrove ecotourism, Wonorejo, Surabaya, concluded that the gap between expectations and perceptions, namely in terms of attractiveness, did not indicate a gap between expectations and perceptions. In terms of accessibility, it shows that there are gaps in narrow roads and damaged parking lots that are not wide enough. In terms of convenience, there is a gap in tour guides that are not available for non-group visitors, indicating inadequate and inappropriate facilities for use, and there is hygienic food and drink and the choice slightly increases. Activities show gaps, and visitors who cannot use the boat must pay a fairly expensive fee to board the ship if the minimum capacity is not met (Sugiianto & Kristanti, 2016).

A person's travel decisions are influenced by the forces of push and pull factors. These push and pull factors are actually internal and external factors that motivate tourists to make travel decisions. The driving factors are generally socio-psychological in nature, while the pull factors are destination-specific attributes.

The majority of people use social media to communicate with other people. Because today's technology is getting more sophisticated followed by the times. So the use of social media as a tourism use during the pandemic can provide benefits for the people who use it. Can attract people's interest to see various desired tours and those that have never been visited before. Therefore, the authors are interested in conducting research on "Human and Computer Interaction Through the Utilization of Online Tourism in Indonesia".

Research Method

The method used in this study is a qualitative research method, namely the research method used to examine the condition of natural objects (as opposed to experiments) and the researcher functions as a key instrument, the data collection technique is done by triangulation (combined), the data analysis is inductive, and the results Qualitative research emphasizes meaning rather than generalization (Abdullah, 2014). The research design used in this study is a survey method. This method collects data through interviews with a number of people (per sample/sample) selected from a larger group. Surveys have the advantage of obtaining data from genuine sources of information (Santon, 1984).

Data analysis is the process of systematically searching and compiling data obtained from observations, interviews, field notes, and documentation, by organizing data into categories, breaking down into units, synthesizing, compiling into patterns, choosing what to important and what will be learned, and make conclusions so that they are easily understood by themselves and others (Sugiono, 2014).

Results and Discussion

The key terms to consider when designing an HCI are functionality and usability. The functionality of the system is determined by the set of actions or services provided by the user. However, the value of functionality is only visible if it can be used effectively by the user. The usefulness of a system with a particular function is the degree and degree to which the system can be

used effectively and adequately to achieve certain goals for certain users. True system efficiency is achieved with the right balance of functionality and usability. Keeping these concepts in mind and the fact that the terms computer, machine and system are often used interchangeably in this context, HCI aims to achieve certain goals for both performance and quality. A design that needs to produce the users, machines, and services it needs matches. And service optimization. Available technology can also influence how different types of HCI are designed for the same purpose. One example is using commands, menus, graphical user interfaces (GUI), or virtual reality to access certain computer functionality. The next section details the existing methods and devices used to interact with computers, as well as recent advances in this area (Karray et al., 2008).

Human and Computer Interaction.
Interaction is communication between two or more objects that influence each other. Interaction between humans and computers is a two-way communication between users and computer systems that support each other in order to achieve a certain goal. The scope of IMK includes 3 components, namely First, humans: Users who use computers. These users are different and have their own characteristics depending on their computer needs and skills. Second, computers: Electronic devices that include hardware (hardware) and software (software). Third, interaction: The relationship between humans as users and computers (Suryanto et al., 2017).
Amon Rapp (2020) explains Interaction between humans and computers (HCI), to consider regular human behavior to create applications that can satisfy consumer needs. The concept of "design ethnography" appropriately unites design and education, referring to the various methods, assumptions, and skills used to collect and interpret information to understand people's specific environments for the specific purpose of developing new technologies (Che et al., 2021).
Humans act as users of interactive products and basic components (interactive products) that initiate interactions between computers. Human Abilities and Limitations Humans have the ability to interact by sending and

receiving information through sight, hearing, touch, and movement. Humans can translate whether an object is visible or not through sight, but the limitation of human vision is to create the range in which the translation of an object affects how the image of the object is received. Human memory Human memory is divided into three parts: sensory memory, short-term memory, and long-term memory. Human short-term memory functions as a memory space that only allows information to be retrieved temporarily. Miller also found that short-term memory capacity can be increased through information classification. Long-term human memory should be the main source of human information. Here the person stores all the information from the facts, knowledge, experience and procedures that he knows. Memory capacity is greater than short-term memory, and problems forgetting information in long-term memory are also less common (Dalle et al., 2019). Computers are defined as electronic devices that can be used to process data through a program that can provide information and the results of the processing. Computers can also be interpreted as machines that receive input to be processed and produce output. The computer system itself consists of a processor, memory, input-output. The main function of a computer system is to run programs. The program to be executed contains a series of instructions that are stored in memory. The CPU will complete this task by running the program (Nidhom, 2019).

Utilization of Online Tourism
In this study, the most common data processing is online processing. These can be categorized as follows: eWoM is considered a cost-effective marketing tool for tourism and hospitality, but ethical considerations need to be taken into account when using eWoM technology. User Generated Content (UGC) is increasingly seen as a trusted form of eWoM. Video sharing is becoming increasingly popular as a means of making travel easier. Photos are also a popular medium for sharing information. Sharing information online can also be seen as a behavioral intention model to follow online community travel guidelines.

Another line of research focuses on presenting information on the Internet and understanding the information needs of tourists as expressed through search engine queries, as well as on the impact of searching for information on the Internet on the creation of images of tourist destinations. Shaping the image of a destination and how tourists seek information through alternative channels for a more authentic and immersive experience. Again, certain types of information are also needed, for example to promote sustainable tourism to visit World Heritage sites, and to exchange information between hosts and guests in various economies. An important tool related to information sharing and information gathering is a website. We found several examples of travel research from our sample. These examples specifically address issues related to the impact of website features on travel plans, how hotel website design affects the attractiveness and likelihood of making a purchase, and how travel websites affect consumer innovation in information seeking, purchasing and communication (Cai et al., 2019).

Tourism belongs to the IHIP (Intangible, Heterogeneous, Inseparable, Perishable Services) category and is considered a product that cannot be consumed prior to the experience. Under the influence of the Internet and the universal influence of human-computer interaction, virtual markets have increased the profitability of enterprises with the concept of high cost performance. Online tourism marketing has attracted tourists from almost all corners of the world. This industry covers the breadth and depth of several service industries such as food and beverage, tourism, and hotels, and has different subdivisions, such as health tourism, medical tourism, and hot spring tourism. Due to tourist demand for overall health and well-being, the tourism industry service business is booming. Online content in tourist destinations is a multi-textured concept, which is closely related to the availability of online travel information (Majeed et al., 2020).

Based on research from Nurjanah on the Utilization of Tourism Awareness Community Social Media in Promoting New Tourism. The research method used is qualitative research. The results showed that in promoting the tourism potential of the Bantan District area, it could be carried out using various social media through the stages, namely communicators, messages, media

and communicants. The use of social media is widely found through Facebook, Instagram, WhatsApp. Social media plays an important role in promoting tourism potential in lesser-known areas. Through social media used by tourism-aware people, social media is considered to have advantages, and at this time there are many advantages. Communication through social media takes place in four stages: a communicator as a sender of information, messages in the form of tourist information conveyed in the form of photos and descriptions that complement photo information, and the existence of channels. In other words, the existence of social media is chosen as a medium for delivering tourist information, and the intended communicator. The aim is to introduce tourism possibilities in the area (Nurjanah, 2018).

Based on the results of research on tourist experiences taking part in virtual tours organized by the House of Sampoerna, it concluded that as an innovation in the event industry in Surabaya, especially during the Covid-19 pandemic, the Surabaya Heritage Circuit (SHT) virtual tour program is expected to help attract tourists to visit. , which will have an impact on the economy of the city of Surabaya. Surabaya does not have strong natural tourism potential such as Lombok, Bali, and the Special Region of Yogyakarta, but the old buildings in Surabaya are scattered and have good tourism potential. From a European perspective, it is an area with many ancient Dutch heritage buildings, one of which is the Sampoerna Museum. Formerly the land of the Dutch heritage. The Surabaya Heritage Track (SHT) Virtual Tour itself carries the theme of cultural tourism with several classifications, namely heritage tourism, cultural thematic routes, cultural city tourism, tradition and ethnic tourism, event and festival tourism, religious tourism and pilgrimage routes, and creative culture, creative tourism. The purpose of cultural tourism (cultural tourism) is to attract foreign tourists, protect the culture, environment and potential resources in the area so that foreigners can know (Bundarti., 2020).

Based on research from Akbar Rizki, it shows that the tourism products offered will be provided by creating a development framework to increase the original activities and actions of the Pangarengan district as a tourism

development strategy and form the concept of sustainable tourism. To support this, improving the quality of community resources is a major concern for the community to create tourism products that are competitive in domestic and international markets. Therefore, it is very possible to respond appropriately to the potential of the community and tourism in the Pangalengan area. However, with the application of digital technology, community tourism has become a challenge, especially in Pangalengan district, which is known as agrotourism. If the public understands how to take advantage of the technology developed, then the Industrial Revolution 4.0 will not happen again. Through the process of participating in training and utilizing technology, concerns about massive unemployment can be eliminated (Kurniawan, 2020).

Based on research from Mursal on the use of landscape photos as a medium of information for Lake Toba tourism on the Instagram of the North Sumatra Tourism Office. This research uses descriptive qualitative research method. From the results of the investigation, the use of landscape photos by the tourism_sumut Instagram account revealed that other aspects of Lake Toba were not disclosed as a medium of information to the general public about Lake Toba tourism, and public knowledge was obtained. I found that I was improving. Information about tourism in Lake Toba and information as a medium. Promotion of tourist attractions in North Sumatra to the international world (Hasibuan, 2018).

The results of Wenday's research on the use of, as previously described, photography is now considered a very powerful tool for expressing emotions and telling important life events for many people. Usually the current phenomenon is that photos play an important role in dedicating certain moments, and can come from the experience of traveling to certain tourist objects and other people. In addition, according to people who know about this, there is no way out for some people to visit Grobergen in order to increase regional tourism potential. But the most important goal is that the people of Grobergen themselves must love the tourism industry first. Especially for young people who are usually also active in using social media (Kurniawati, 2017).

Tourism development is part of regional development that can help the regional economy. Tourism will not run smoothly without supporting roles such as transportation, services and beverages. This service allows tourists to easily fulfill their tourism needs. Pemalang is one of 35 regencies in Central Java province located on the north coast of Java, approximately 138 km west of the provincial capital, Central Java. The total area of Pemalang Regency is about 101,200 hectares. Many tours are built in the south and north of Pemalang city.

Based on data from the Pemalang Regency Tourism Office from 2018 to 2020 which has been presented in the table above, the average number of visits to the tourist objects studied has decreased from year to year. Several factors have influenced the decline in tourist visitors due to the current pandemic, which has had a major impact on the tourism sector. The closure of tourist attractions organized by the government during the pandemic is very influential, causing a decrease in income levels, an increase in the unemployment rate, maintenance of facilities and infrastructure.

Table 1. Number of Tourist Attraction Visitors per Month in Pemalang Regency 2018-2020

Month-Amount	Number of Visitors to Tourist Attractions per Month in Pemalang Regency		
	2018	2019	2020
January	108 128	88 085	117 899
February	56 794	54 706	66 579
March	82 197	69 461	26 464

April	80 350	79 302	200
May	57 913	20 935	10000
June	240 945	262 878	41 896
July	101 459	82 980	60 460
August	58 607	68 889	119 238
September	86 554	126 641	103 321
October	62 593	93 173	117 277
November	66 121	111 697	121 643
December	116 996	158 557	90 246
Amount	1 118 657	1 217 205	866 233

Source: Department of Tourism, Youth and Sports Pemalang Regency.

Pemalang has several places that are actually quite worthy and even beautiful to visit that have not been exposed, therefore this Pemalang tourism website is made as a forum for tourism promotion in Pemalang so that it is more known by the public. To prevent the decline in visitor interest from occurring, virtual tours are carried out to become a means of tourism as well as to introduce it to the entire community through the Website, Twitter, Instagram, Facebook, WhatsApp as a promotional media distribution. Internet media was chosen because of its ease of access. That way, many are interested in reading and want to have the same experience as social media users. One of the most frequently asked information in the exchange of information is travel information. Some blog and Twitter users later became famous for lightly providing travel information through their accounts.

Nowadays people more or less use the internet to find information, so that the use of social media becomes effective. Even in today's society, it is easy to believe what is written on social media. Then the development of social networks changed the communication model of modern society. Now people love to post comments about any issue, be it personal or social, on social media. Letters written on the web will soon be distributed to different parts of the world. Information is disseminated not only by word of mouth, but also

through social networks. Even the dissemination of information through social media has an even greater impact, because its reach includes the entire world connected through the network. Social media digital content in the form of text, images, and videos. The most important thing is the photos. This is because social media takes precedence when uploading photos over other people. Therefore, the hashtags used must be attractive so that social media users can easily find them. Interaction between users and participation in the use of social networks is more interactive. Many communities and individuals post using certain hashtags that make it easier to find tours in Pemalang. Dialogs between organizations and users on social media allow you to view the various comments that are uploaded.

Conclusion

The factor caused by the decline in visitors to various tours in Indonesia is the current pandemic. With the use of online tourism, people can still enjoy tourism through various online media. Even the dissemination of information through social media has an even greater impact, because its reach includes the entire world connected through the network. The advantage in this study is that all people in the community use social media as a means of communication so that it makes it easier for the activities of utilizing online tourism to be carried out and can follow it well. The drawback in this study is that some people have not been able to use social media properly. Lack of knowledge about the features that exist in social media.

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