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## Southeast Asia tourism in inflight safety video

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**Abstract** - *Inflight safety video is not only seen as a medium for passenger safety in flights, but has also become a medium for each country's tourism promotion strategy. The aim of this study is to know about Southeast Asian tourism in inflight safety video. The method used in this research is content analysis of the latest Inflight safety videos via YouTube which includes Garuda Indonesia, Singapore Airlines and Philippine Airlines as Southeast Asian airlines owned by the Government of each country. The conclusion reached in this study is that the Inflight Safety Video is used by all ASEAN countries for the promotion of tourism, as well as for the equalization of new tourism destinations in each ASEAN country. In addition, efforts are also being made to increase foreign exchange income from the tourism sector, so that tourist activities are not limited to one of the tourist destinations well known to both local and foreign tourists.*

**Keywords:** *Tourism, Southeast Asia, Inflight Safety Video, Content Analysis.*

**Abstrak** - Video keselamatan dalam penerbangan tidak hanya dilihat sebagai media keselamatan penumpang dalam penerbangan, tetapi juga menjadi media strategi promosi pariwisata masing-masing negara. Tujuan dari penelitian ini adalah untuk mengetahui pariwisata Asia Tenggara dalam *Inflight safety video*. Metode yang digunakan dalam penelitian ini adalah analisis isi terhadap video keselamatan penerbangan melalui *YouTube* terbaru yang meliputi *Garuda Indonesia, Singapore Airlines, dan Philippine Airlines* sebagai maskapai penerbangan Asia Tenggara milik Pemerintah masing-masing negara. Kesimpulan yang dicapai dalam penelitian ini adalah *Inflight Safety Video* digunakan oleh seluruh negara ASEAN untuk promosi pariwisata, serta untuk pemerataan destinasi pariwisata baru di masing-masing negara ASEAN. Selain itu, upaya untuk meningkatkan devisa negara dari sektor pariwisata juga terus diupayakan agar kegiatan wisata tidak terbatas pada salah satu destinasi wisata yang sudah dikenal baik oleh wisatawan lokal maupun mancanegara.

**Kata Kunci:** *Pariwisata, Asia Tenggara, Inflight Safety Video, Analisis Isi.*

## INTRODUCTION

Inflight safety video is not only seen as a medium for passenger safety in flights, but has also become a medium in the tourism promotion strategy of each country. Inflight safety video also promotes as well as becomes a milestone in the promotion of a country's tourism in addition to the purpose of communicating safety instructions during flights (Felicia, 2016). This is because in the safety video Inflight not only displays a demonstration

related to the safety message in flight, but also raises the tourism destinations of each country.

Inflight safety video is combined with various tourism destinations which are expected to make passengers feel interested in delivering safety procedures during air travel (Rasputri, 2019). So that the role of flight attendants and stewards in delivering safety procedures on aircraft has begun to be replaced by safety video inflight, especially by government-owned airlines.

Tourism promotion strategies in general have been widely implemented through social media (Instagram) (Trihayuningtyas et al., 2019), use of digital marketing with the help of 5 digital marketing technologies, namely blogs, online advertising, social media, web forums and mobile applications (Warmayana, 2018), use the role of an endorser (Wicaksono & Yunitasari, 2018). However, Inflight safety video certainly has an opportunity in tourism promotion besides being used as an airplane passenger safety video. Because, through safety video inflight, each country has begun to integrate safety guidelines with tourism promotion through their respective airlines with more interesting audio visual modifications.



Figure 1. Comparison of scene 2 of Garuda Indonesia Inflight safety video in 2012 and 2019  
Source: (GarudaIndonesia, 2020)

In Figure 1, it can be observed that there is a significant change between 2 Garuda Indonesia video safety inflight, namely in 2012 and 2019. Where in 2012, Garuda Indonesia safety video inflight is still displayed with monotonous animation with the setting on the plane (indoor). Meanwhile, in 2019, Garuda Indonesia Inflight safety video has undergone a change with the setting of the place outside the plane (outdoor). So that Garuda Indonesia, which is part of an airline, becomes more flexible in delivering safety messages through safety video inflight.

As one of the transportation that plays an important role for state revenue through visits of local and foreign tourists, the aviation industry has also experienced times of crisis with many cases of airplane accidents. Indonesia is one of the ten countries in the list of countries with the highest rates of airplane accidents, namely 98 accidents and is in the eighth position. Meanwhile, countries with the highest accident rates occurred in the United States (829 cases), Russia (521 cases), Brazil (188 cases), Colombia (182 cases), Canada (179 cases), United Kingdom (105 cases), France (104 cases), Mexico (98 cases), and India (98 cases) (Kumparan.com, 2018).

Based on statistical data quoted from flightdeckfriend.com, it is still difficult to find a summary of the causes of airplane accidents in the world. There are various causes that contribute to airplane accidents. The triggers for airplane accidents were due to several reasons including: Airplane pilot (55%), aircraft damage (17%), atmosphere (13%), sabotage (8%), and 7% others (ground handling, unknown). From the results of analysts in aviation accidents, it shows that, not only the pilots and weather conditions, but other causes of aircraft which are also potentially dangerous when taking off (13%), rising into the air (8%), taking flight (27%), good initial landings or approaches (17%) and landings (38%) (CNNIndonesia, 2018).

When an airplane is at high altitude, the danger of an accident is up to 8 percent. When the airplane starts to descend, the risk drops to 4 percent, when it goes down it decreases by 10 percent, and ends up to 11 percent. Meanwhile, landing has the highest chance at 25 percent (Putri, 2018). So that the opportunity to save yourself needs to be maximized in the event of an accident at any time. This can be done by listening carefully to the safety instructions from the flight crew and reading the safety card available on each passenger seat.

Then for the implementation of the rescue can be started by positioning the body as low as possible in order to reduce the impact of a collision and the risk of inhalation as soon as possible. Next, put the feet on the hamstrings, the bags are put under the chair (in front of the chair) respectively. Passengers are also advised to stay away from dangerous objects such as pencils and pens. The next step is to maintain the position until the airplane comes to a complete stop. Do not forget to wear the seat belt properly, and can remove it if necessary, especially for passengers who have difficulty removing the seat belt when panic conditions. When trapped in a smoky situation, passengers should find as many objects covering their nose as possible because the smoke can cause loss of consciousness. Because by using a damp cloth, the inhalation rate can be minimized during smoky conditions. Then passengers are also advised to leave items that do not need to be carried during an emergency on an airplane. What is no less important is for passengers to remain calm, listen to and follow directions from the flight crew. Some of these reasons make Inflight safety video one of the important things in air travel. This is because all passenger safety instructions are available via Inflight safety videos on every Government airline, or at least represented by the flight crew (steward / stewardess) who demonstrate safety instructions before the plane takes off.

Several previous studies related to safety video inflight were used in this study to find gaps in the research, so that novelty or differences emerged from previous studies. The first study examines the use of entertainment or humour in pre-flight safety videos that have been shown to be useful for key safety messages in terms of memory, and videos containing humour, the only videos that positively affect an individual's mood (Molesworth, 2014). The second study concluded that humorous pre-flight safety briefing videos were the most effective at attracting passengers to remember key safety messages (Seneviratne & Molesworth, 2015). The third study describes how the video of a pre-flight safety briefing can be used to manipulate the mood of passengers. Safety briefings that are humorous or using film themes to model briefings have been found to have a positive impact on mood. There is a trade-off between entertainment and education, however, the greater the

importance of entertainment, the weaker the storage of the primary safety message (Tehrani & Molesworth, 2015). The fourth study discussed that there was no statistically significant difference between the sexes in perception and attention. However, the results of the data obtained in this study have shown that there are large differences in the attitudes and attention of passengers in the flight demonstration video (Aba Alkhail, 2017). The fifth research focuses more on the accuracy of the translation and the strategy of the students' translation subtitles from the safety video subtitles, how the accuracy of the translation of the students from the Qatar Airways safety video subtitles and to find out what strategies students use in translating safety videos (Pratama, 2018). Several previous studies that have been analysed, there is no specific research that discusses safety video inflight as a research topic, especially if it is related to the tourism sector. So that the Inflight safety video can be a media for promoting a country's tourism through the aviation industry.

Coupled with the tourism sector which is currently growing, the number of passengers at the airport continues to increase and has an impact on regional economic development which also has an impact on the tourism sector's Gross Regional Domestic Product (GRDP) (Antoni, 2017). Thus, airplanes as a part of transportation play an important role in contributing to the country's economy. In addition, it is transportation that can bring some tourists to move from one place to another. The movement of tourists is a manifestation of an interaction with the movement of people from one area to their destination, so that transportation is needed in this case. Moreover, tourism activities are seen as a source of state revenue as well as employing the surrounding community, which demands that each country be able to improve the quality of its tourism (Tambunan, 2009). Development regional tourism potential that can afford have a positive impact with there is a big change in life public (Ri'aeni, 2015). So that based on this background, the researcher tries to analyse the safety video inflight related to tourism in the Southeast Asia region on government airlines, namely Garuda Indonesia, Philippine Airlines, and Singapore Airlines.

Garuda Indonesia airline is the first Indonesian airline to join Sky Team which was established based on a Notary Deed. Having a vision and mission to provide high value tangible value to customers with the hospitality that Indonesia has. Garuda Indonesia airline serves 90 more sudden destinations only in Indonesia but also to all parts of the world. Apart from the number of flights that exceed 600 per day, Garuda Indonesia also offers its best services by implementing the "Garuda Indonesia Experience", which emphasizes "Indonesian Hospitality" - the friendliness and richness of culture in Indonesia.

Philippine Airlines was founded by a group of businessmen led by Andres Soriano, one of the country's leading industrialists in February 1941. Singapore Airlines is the national airline owned by Singapore. Singapore Airlines has an SQ code. Singapore Airlines is the largest and most profitable airline in the Asian continent with many airlines such as Asia, Europe, North America and Australia. Silk Air operates a number of flights to cities in Southeast Asia, China and India, while deliveries are handled by Singapore Airlines Freight. Following the trend of low-cost airlines, Singapore Airlines launched Tiger Airways, headquartered at Singapore Changi International Airport. The reason for choosing the airline was based on researchers on the basis that the three countries had safety video

inflight. The explanation of the reasons for the research described earlier resulted in a problem formulation, namely how about Southeast Asian tourism in Inflight safety video?

## **METHOD**

Content analysis is used as a research method in which content analysis is a tool for researching and interpreting communication in the sense of systematic, objective, and quantitative messages (Wimmer & Dominick, 2013). Content analysis is often a methodology for analysing message content as well as processing message content or a tool in analysing open communication actions through selected communicators (Budd et al., 1967). The use of content analysis has several purposes and benefits, such as (a) Describing and making comparisons of media content; (b) Making a comparison of media content and social reality; (c) Media content is a reflection of social and cultural values and people's belief systems; (d) Knowing the functions and effects of the media; (e) Evaluating the performance of the media; (f) Knowing the media bias (McQuail, 2010).

Quantitative analysis is an analysis to measure several aspects carried out quantitatively. The procedure is to measure and count from the aspect of the content (content) and present it quantitatively. Content analysis (quantitative) has limited use with explicit material. Researchers only give code (give a sign) what they see in the form of sound, in the form of images of newspapers and / or television) (Kriyantono, 2014). Content analysis has a different character from other text analysis. Quantitative analysis, in general, can be interpreted as part of a technique in scientific research to observe the manifestation of content and to conclude the content. The content analysis method systematically identifies the visible (manifest) communication content and to be carried out objectively, validly, reliably, and can be replicated (Kriyantono, 2014).

This study uses primary data which is the latest flight safety video (inflight safety video) via YouTube which includes Garuda Indonesia, Singapore Airlines, and Philippine Airlines as Southeast Asian airlines owned by the Government of each country. The indicators used in this study are the types of tourism which include Pleasure Tourism (PLT), Recreational Tourism (RET), Cultural Tourism (CUT), Sports Tourism (SPT), Business Tourism (BUT), Convention Tourism (COT). Spillane distinguishes tourism types into several which include (Spillane, 1987):

Pleasure Tourism is a type of tourism carried out by those who leave their homes for the purpose of vacation, to seek fresh air, satisfy their curiosity, relieve their anxiety, see something different, appreciate natural nodes, even to find peace and security in the area. outside the area. Recreational Tourism is a type of tourism carried out by those who want to use their holidays to relax, in order to restore both physical / spiritual freshness, who want to refresh their fatigue and fatigue. Cultural Tourism is a type of tourism that is carried out with the aim of studying the customs, institutions and ways of life of people in other areas, by visiting historical places, heritage products from past civilizations, centres of art, centres of religion and festivals (theatre, music, dances and much more). Sports Tourism is divided into two, namely 1) Major Sports Events, tourism for large sporting events such as the Olympics, and others. 2) A practitioner's sports tourism is tourism in the sport they choose to train and exercise independently, for example climbing mountains, horseback riding. Business Tourism is a type of tourism which is a form of professional travel because it

is related to a job where there is no choice in destination or time. Convention Tourism is a type of tourism that is often visited by hundreds or even thousands of participants who generally reside in cities or host countries for several days.

Reliability test is used by researchers to verify the validity of the data obtained and to assess the level of accuracy of the data. The calculation or formula used to calculate the reliability formula in this study is the Holsti formula.

$$CR = \frac{2 M}{N1 + N2}$$

CR is the Coefficient Reliability that you want to look for, M is the number of statements agreed by the researcher and coder. Whereas N1 and N2 are the sum of the decisions made by the two Coders. The Holsti formula is supported by reliability with a minimum rate of 70% or with 0.7 being tolerated. If the result of the calculation is in the number 0.7 or exceeds 70%, then the results of the measuring instrument are reliable (Krippendorff, 2018). This stage of data analysis is carried out when all data has been collected. Descriptive statistics are used in this study using percentages. Furthermore, the relative frequency or the percentage of each frequency and refers to the value sought by the researcher which is used as the basis for presenting the data (Arikunto, 2017), where the formula is:

$$P = \frac{F}{N} \times 100$$

Information:

P : Percentage  
F : Frequency  
N : Amount  
100 : Fixed Numbers

## DISCUSSION

Before data analysis was carried out, the reliability test was carried out first to find out whether the measuring instrument could be continued. The initial step taken was data tabulation. Researchers determined 23 scenes featuring Southeast Asian tourism destinations that were found in the Inflight Safety Videos of Garuda Indonesia, Singapore Airlines, and the Philippine Airlines. The data tabulation was carried out by 2 coders, where in table 1 the results of the coding sheets from coder 1 and 2 are presented.

Table 1. Coding Output 2 Coder

Indicator	Coder		Agreement between two coders
	1	2	
PLT	9	5	5
RET	8	11	8

Indicator	Coder		Agreement between two coders
	1	2	
CUT	3	6	3
SPT	-	-	0
BUT	2	-	0
COT	1	1	1
TOTAL	23	23	17

INFORMATION: PLT: Pleasure Tourism, RET: Recreational Tourism, CUT: Cultural Tourism, SPT: Sports Tourism, BUT: Business Tourism, COT: Convention Tourism

Furthermore, the reliability test was carried out to verify the validity of the data obtained and to assess the accuracy of the data with the Holsti formula. Where M is an agreement between the two coders, namely 17, N1 and N2, which is the whole of the cut scenes in 3 Inflight Safety Videos, totalling 23.

$$\begin{aligned}
 CR &= 2M / (N1+N2) \\
 &= 2 (17) / (23+23) \\
 &= 34/46 \\
 &= 0,73 (73\%)
 \end{aligned}$$

The reliability test results obtained from the 2 coders obtained results of 0.73 or 73%, which means that the measuring instrument is reliable because it has exceeded the minimum value of 70% or 0.70 which is defined as the minimum number.

#### Data Analysis of Tourism Destinations for Three Inflight Safety Videos

The researcher presented the frequency data obtained through the coding process carried out by 2 coders.

Table 2. Data Frequency of Tourism Destinations 3 Inflight Safety Video by 2 Coders

Type of Tourism	Coder 1	Coder 2	Frequency
PLT	9	5	14
RET	8	11	19
CUT	3	6	9
SPT	-	-	-
BUT	2	-	2
COT	1	1	2
TOTAL	23	23	46

INFORMATION: PLT: Pleasure Tourism, RET: Recreational Tourism, CUT: Cultural Tourism, SPT: Sports Tourism, BUT: Business Tourism, COT: Convention Tourism

The results of the frequency of data collected by researchers amounted to 14 for Pleasure Tourism, 19 for Recreational Tourism, 9 for Cultural Tourism, 0 for Sports Tourism, 2 for Business Tourism, and 2 for Convention Tourism. The frequency of data on tourism destinations 3 Inflight Safety by 2 Coders is obtained through the following calculations:

<b>PLT</b> $P = F/N \times 100$ $= 14/46 \times 100$ $= 30\%$	<b>RET</b> $P = F/N \times 100$ $= 19/46 \times 100$ $= 41\%$
<b>CUT</b> $P = F/N \times 100$ $= 9/46 \times 100$ $= 19\%$	<b>SPT</b> $P = F/N \times 100$ $= 0/46 \times 100$ $= 0\%$
<b>BUT</b> $P = F/N \times 100$ $= 2/46 \times 100$ $= 5\%$	<b>COT</b> $P = F/N \times 100$ $= 2/46 \times 100$ $= 5\%$

Table 3. Percentage of Tourism Destination Data 3 Inflight Safety Video

Type of Tourism	Percentage
PLT	30%
RET	41%
CUT	19%
SPT	0%
BUT	5%
COT	5%
TOTAL	100%

INFORMATION: PLT: Pleasure Tourism, RET: Recreational Tourism, CUT: Cultural Tourism, SPT: Sports Tourism, BUT: Business Tourism, COT: Convention Tourism

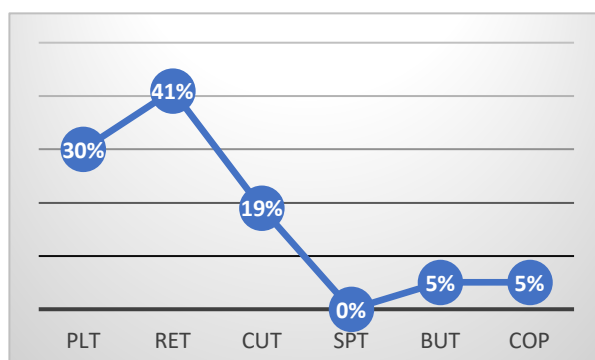


Figure 2. Diagram of the Results of Tourism Destinations in the Three Southeast Asia Inflight Safety Videos



In Figure 2 it can be seen that through the assessments of the two coders that have been carried out on the Garuda Indonesia, Philippine Airlines, and Singapore Airlines Inflight Safety Video, it can be seen that RET or Recreational Tourism is mostly found in the three Inflight Safety Videos with a percentage of 41%, then followed PLT or Pleasure Tourism with a percentage of 30%, CUT or Cultural Tourism with a percentage of 19%, BUT or Business Tourism and COT or Convention Tourism with a percentage of 5% each, and SPT or Sports Tourism with a percentage of 0%.

### **Analysis of Tourism Leading in Inflight Safety Video**

#### ***Garuda Indonesia***

Through the Garuda Indonesia Inflight Safety Video, the tourism destinations that have been raised are beaches in Sumba (East Nusa Tenggara) and Raja Ampat (West Papua). The beaches in Sumba (East Nusa Tenggara) or NTT have a very diverse cultural diversity that makes a significant contribution to visitor attractions and attractions. However, this great potential has not been adequately packaged and has not been able to make an optimal contribution to economic growth and people's health.

Meanwhile, Raja Ampat is included in the Garuda Indonesia Inflight Safety Video because it has provided considerable foreign exchange for the Indonesian people in the tourism sector, and Raja Ampat has always made the name of the nation proud in the international arena. In addition, Raja Ampat is included in 10 priority tourist destinations. So that the tourist destinations in Indonesia that are highlighted in the Garuda Indonesia Inflight Safety Video are more aimed at showing tourist destinations in eastern Indonesia, given the vast size of the Indonesian state compared to other ASEAN countries.

#### ***Philippine Airlines***

The Philippines, through the Philippine Airlines Inflight Safety Video, raises coastal tourism destinations on Coron Island (Busuanga), Bangui Windmills (Laoag), Boracay (Caticlan), and Pearl Farm (Davao). Coron Island is located in Palawan, Philippines. Coron Island is one of the best locations in the world for wreck diving. In 1944, many Japanese supplies and warships were bombed and sunk by American air raids during the Second World War. Coron Island is idyllic with its gorgeous beaches and breath-taking views surrounded by limestone cliffs. This destination is only popular with divers, so it's very quiet, Coron Island is perfect for tourists who want to avoid crowded places.

Bangui Windmills is the first windmill in Asia installed in 2005. Bangui Windmills is one of the main projects of Ilocos Norte province to use environmentally friendly energy sources and at the same time become self-sufficient in terms of energy sources. Currently, windmills provide about 70% of the province's energy needs. Over the years, these Bangui Windmills, were of more than just economic interest for the province. The project suddenly brought in visitors from all over the Philippines, boosting the tourism industry in the region and providing livelihoods for the local residents of Ilocos Norte. The construction of the project has brought Ilocos Norte Province into the Top 10 Travel Destinations in the world, and the number of tourists visiting has continued to increase since then. It has become a major tourist attraction that has undoubtedly attracted millions of visitors.

Boracay is a tropical island surrounded by beautiful white sandy beaches and crystal blue waters, located about an hour's flight from Cebu or Manila. For beach lovers, Boracay competes with the best beaches in popular destinations such as the Caribbean and South Pacific, as well as neighbouring Thailand, Malaysia and Indonesia. Water sports and events such as sailing, windsurfing, snorkelling, diving and jet skiing will be enjoyed by visitors. The fun of Boracay doesn't stop at sunset. The nightlife is full of bars and restaurants serving food, drink and fun until dawn.

Pearl Farm Beach Resort was once home to a prized Pearl farm kept and planted as the sea's most beautiful gem. Today, it is the jewel of the Island of Samal; an excellent destination off the coast of the bustling city of Davao. Here tourists can find luxury, beautiful Philippine architecture, a safe natural environment, and the rich culture of the Southern Philippines. Together, they set up a private, relaxing retreat like no other in the Philippine archipelago. So that the tourist destinations in the Philippines that are highlighted in the Philippine Airlines Inflight Safety Video are more aimed at showing tourist destinations that provide various coastal and marine destinations, considering that the Philippines consists of many islands so that coastal or marine destinations are more emphasized.

### ***Singapore Airlines***

Singapore through Singapore Airlines' Inflight Safety Video raises beach tourism destinations at River Safari, Henderson Waves, and Adventure Cove Waterpark. River Safari is like a complete package by combining zoo, marine world, boat ride and panda house. All of that is in River Safari, can include various activities. The difference between a River Safari and an ordinary zoo is that the River Safari only displays animals that live in the river area, both in water and on the ground. Unmitigated, his animal collection is a reflection of life in the world's main rivers, such as the Amazon River, the Mekong River, and the Nile River. Henderson Waves Bridge is one of the proud landmarks of Singapore that stands on a hill and forest and overlooks the harbour. Henderson Waves is specially designed for pedestrians. This ensures that travellers do not have to think about air quality disturbances when crossing them.

Adventure Cove Waterpark offers exciting slides and amazing water life in one location. Adventure Cove Waterpark, provides high-speed slides, relax while swimming in the current pool, dive with 20,000 tropical fish on colourful coral reefs, be among stingrays, and even come face to face with sharks. So that the tourist destinations in Singapore that are highlighted in the Inflight Safety Video of Singapore Airlines are more aimed at showing tourist destinations that provide various vehicles in one location without having to move from one location to another, given that Singapore is not too large compared to other ASEAN countries.

### **Inflight Safety Video in the Context of ASEAN Cooperation**

Inflight Safety Video is used as a pillar in Economic Cooperation through tourism in Southeast Asia to help realize programs launched through connectivity within ASEAN. Based on Figure 2, the percentage of tourism destinations that appear the most in the Inflight Safety Video is Recreational Tourism at 41%. Indonesia through the Garuda Indonesia

Inflight Safety Video raises coastal tourism destinations in Sumba (East Nusa Tenggara) in Figure 3 and Raja Ampat (West Papua) in Figure 4.



Figure 3. Bawana Beach (Sumba / East Nusa Tenggara)

In Figure 3, there is Bawana Beach which presents a beautiful beachfront. This tourist destination in Kodi Regency is not much different from other beaches in Sumba by presenting views of towering cliffs. Not only from the sand, but also the beauty of the blue sea from the top of the mountain. The contrast between the blue sea and the white sand makes Bawana very interesting to visit. Not only that, in another corner there is a cliff more than five meters high with a wide hole in the middle. The hole penetrates inward so that it is close to the exit and entrance of other locations. Interestingly, the coral still stood firm even though the waves were crashing repeatedly.



Figure 4. Saleo Beach (Raja Ampat / West Papua)

In Figure 4, there is Saleo Beach or what is nicknamed “the last paradise on earth” because of the beautiful view of the beach with a row of trees that looks very charming, coupled with the beautiful blue light of the sea by local residents. Based on Figure 2, the percentage of tourism destinations that appear the most in the Inflight Safety Video is Recreational Tourism at 41%. The Philippines through the Philippine Airlines Inflight Safety Video raises coastal tourism destinations on Coron Island (Busuanga) in Figure 5, Bangui Windmills (Laoag) in Figure 6, Boracay (Caticlan) in Figure 7, and Pearl Farm (Davao) in Figure 8.



Figure 5. Coron Island (Busuanga)

Figure 5 shows Coron Island which is the third largest island in the Calaman Archipelago north of Palawan in the Philippines. The island is part of a large city of the same name, which is larger by region. The island is about 310 nautical miles (310 km) southwest of Manila and is notorious for the destruction of many Japanese ships left over from the Second World War. Due to its unique ecological character, the island is fully protected by various legal provisions.



Figure 6. Bangui Windmills (Laoag)

Figure 6 shows Bangui Windmills which are wind farms located in Bangui, Ilocos Norte, Philippines. The wind farm uses a 1.65 MW Vestas V82 wind turbine as high as 20 70 meters (230 ft), arranged in a single line along the nine-kilometre coastline of Bangui Bay, facing the western Philippine Sea.



Figure 7. Boracay (Caticlan)

Figure 7 shows Boracay which is an island in the Philippines. The island is about 315 kilometres from Manila. In 1990, Boracay was selected as one of the best beaches in the world by the BMW Tropical Beach Handbook. Fast TV also selected the island as the best tropical beach in the world in 1996.



Figure 8. Pearl Farm (Davao)

Figure 8 shows Pearl Farm which is surrounded by Beach Resort which is a luxury beach resort on Samal Island, Davao, Philippines. Based on Figure 2, the percentage of tourism destinations that appear the most in the Inflight Safety Video is Recreational Tourism at 41%. Singapore through the Singapore Airlines Inflight Safety Video raises a beach tourism destination on the River Safari in Figure 9, Henderson Waves in Figure 10, Adventure Cove Waterpark in Figure 11.



Figure 9. River Safari

Figure 9 shows River Safari is a river-themed zoo and aquarium located in Singapore. It is built on 12 hectares (30 acres) and is located between its two partners, Singapore Zoo and Night Safari, Singapore. It is the first of its kind in Asia and features freshwater exhibits and river boat rides as highlights. Safari was built at a cost of S \$ 160 million, with an estimated visitor rate of 820,000 people per year.



Figure 10. Henderson Waves

Figure 10 shows Henderson Waves is the name of the bridge that connects Telok Blangah Hill Park and Mount Faber Park on the left and right of Henderson Road. The style of this bridge is very distinctive because apart from being the highest pedestrian bridge in Singapore (36 meters above the highway), its shape is also artistic, resembling electromagnetic waves which are studied in physics at school.



Figure 11. Adventure Cove Waterpark

Figure 11 contains Adventure Cove Waterpark which is a water theme park with an aquarium, water slides, wave pool, tubing, snorkelling, and many more. The nine tourism destinations are pillars in Southeast Asia's economic cooperation through tourism (Recreational Tourism) in the Inflight Safety Video with a percentage of 41%. Recreational Tourism, which is carried out by tourists using holidays to relax, in order to restore physical and spiritual freshness, is carried out through beach trips as appeared in the previous analysis. Where the beach is the most dominating Southeast Asian tourism destination in Southeast Asian Airlines' Inflight Safety Videos.

## CONCLUSION

After going through several stages in data processing, answering the formulation of the problem in this study that Southeast Asian tourism which is featured in the Inflight safety video is Recreational Tourism. Recreational Tourism in the Inflight Safety Video of Garuda Indonesia, Philippine Airlines, and Singapore Airlines is highlighted with natural and beach tourism such as in Sumba (East Nusa Tenggara) and Raja Ampat (West Papua) in Indonesia. Coron Island (Busuanga), Bangui Windmills (Laoag), Boracay (Caticlan), and Pearl Farm (Davao) in the Philippines. Meanwhile in Singapore, the existence of River Safari, Henderson Waves, Adventure Cove Waterpark so that it emphasizes more of its tourism.

The tourist destinations in Indonesia that are highlighted in the Garuda Indonesia Inflight Safety Video are more aimed at showing tourist destinations in eastern Indonesia, given the vast size of the Indonesian state compared to other ASEAN countries. The tourist destinations in the Philippines that are highlighted in the Philippine Airlines Inflight Safety Video are more aimed at showing tourist destinations that provide various coastal and marine destinations, considering that the Philippines is composed of many islands so that coastal or marine destinations are more emphasized. The tourist destinations in Singapore that are highlighted in the Singapore Airlines Inflight Safety Video are more aimed at showing tourist destinations that provide various rides in one location without having to move from one location to another, given that the size of Singapore is not too large compared to other ASEAN countries.

So that the Inflight Safety Video is used by every ASEAN country for tourism promotion as well as an effort to equalize new tourism destinations in each ASEAN country. In addition, it is also an effort to increase foreign exchange income obtained from the tourism sector so that tourist activities by tourists are not only fixed on one of the tourist destinations that are well known by both local and foreign tourists. However, new tourism destinations are used to attract tourists to visit these tourist destinations.

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