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## **Digital Marketing Communication Model of Banyuwangi Tourism**

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### **Abstract**

*Digital content has become part of the massive public relation movement which makes it worth research in order to gain new insight or new perspective. Banyuwangi Tourism is part of it, making tourism movement through their digital content posted in Instagram of @banyuwangi\_tourism. With Qualitative Content analysis, we get to know how it is constructed and discovering that Indonesia is equally contributes to Indonesian tourism even though they're not dollar owners who trades with dollars. This also proves that tourism still had strong ties with western favoritism.*

**Keywords:** Content Analysis; Banyuwangi Tourism; Digital Marketing; Communication Model; Western Favouritism

## **INTRODUCTION**

Banyuwangi, a regency located on the easternmost tip of Java Island in Indonesia, has emerged as a captivating tourism destination in recent past decade despite being a developed country. With its diverse natural landscapes, rich cultural heritage, and warm hospitality, Banyuwangi offers visitors a truly unique and unforgettable for the visitors and natives. Nature lovers are in for a treat in Banyuwangi due to their environment landscape. The regency is home to several stunning natural attractions, including the renowned Ijen Crater. This mesmerizing volcanic crater boasts an otherworldly blue flame phenomenon, which occurs due to the combustion of sulfuric gases. Treks to the Ijen Crater offer breathtaking views of the turquoise-coloured acidic lake and the surrounding lush green hills.

Banyuwangi is also blessed with picturesque beaches that cater to different interests. For surfers, Pulau Merah Beach is a haven with its powerful waves, while Red Island Beach offers a tranquil atmosphere for those seeking relaxation. Rajegwesi and Plengkung beaches are renowned for their pristine beauty and are perfect for swimming, snorkelling, and sunbathing.

Moreover, Bama Beach is a hidden gem that enchants visitors with its crystal-clear waters and tranquil ambiance. The regency's natural wonders extend beyond its shores. Alas Purwo National Park, one of the oldest and most biodiverse national parks in Indonesia, is a paradise for wildlife enthusiasts. This vast park is home to a variety of endemic species, including the critically endangered Javanese tiger, as well as numerous bird species. Exploring the park's dense jungles and embarking on safari-like adventures are experiences not to be missed.

Banyuwangi also celebrates its cultural heritage, adding a layer of richness to its tourism offerings. The Osing people, an ethnic group native to Banyuwangi, have preserved their traditional arts, crafts, and music, which are showcased in various cultural performances. The annual Gandrung Sewu Festival is a vibrant event that highlights Banyuwangi's cultural diversity and features traditional dances, music, and culinary delights. The regency is also known for its religious sites, such as the majestic Blambangan Temple and the Pura Luhur Giri Salaka, a Hindu temple nestled on the slopes of Mount Raung. These sacred places attract pilgrims and spiritual seekers alike, offering a serene and introspective atmosphere.

Banyuwangi's tourism industry has flourished in recent years, thanks to the local government's commitment to sustainable development and community empowerment. Numerous community-based tourism initiatives have been established, allowing visitors to engage with local communities, experience their way of life, and contribute to their economic well-being. Homestays in traditional villages like Osing Deles and Sritanjung provide an authentic cultural experience, allowing guests to participate in daily activities and learn about local customs and traditions. The local cuisine is another highlight of Banyuwangi. The regency is known for its unique culinary delights, such as the famous Banyuwangi-style grilled fish, locally known as "ikan bakar Osing." Other must-try dishes include Nasi Tempong, a traditional rice dish served with spicy sambal, and Dawet Ayu, a refreshing traditional drink made from coconut milk, palm sugar, and pandan-flavoured jelly.

To enhance the accessibility of Banyuwangi, the regency has developed infrastructure, including an international airport, making it easier for tourists to reach this hidden gem. Moreover, Banyuwangi's strategic location allows visitors to explore nearby attractions, such as Bali and the iconic Mount Bromo in East Java. In conclusion, Banyuwangi is a treasure trove for travelers seeking a blend of natural beauty, cultural immersion, and genuine hospitality. With its captivating landscapes, cultural heritage, and commitment to sustainable tourism, Banyuwangi has firmly established itself as a must-visit destination in Indonesia. Whether it's exploring volcanic craters, relaxing on pristine beaches, immersing oneself in the local culture, or embarking on wildlife adventures, Banyuwangi promises an unforgettable experience that will leave visitors longing to return.

## **LITERATURE REVIEW**

### **The History of Banyuwangi Tourism**

Banyuwangi, located in the easternmost part of Java Island in Indonesia, has a rich history when it comes to tourism. Over the years, this region has transformed itself into a popular tourist destination, attracting visitors from across the globe (Mutmainah et al., 2020; RICAS EKA MUKTI, 2019). The history of Banyuwangi tourism is a fascinating tale of cultural heritage, natural beauty, and the continuous efforts of the local community to promote and develop the tourism industry. The roots of Banyuwangi's tourism can be traced back to its historical significance as a trading port. As early as the 15th century, Banyuwangi served as a major port for trade between the archipelago and other regions, including India and China (DEVIRA PUSPARANI, 2018; Muksin et al., 2021). This strategic location exposed the local community to various cultures, languages, and traditions, laying the foundation for a diverse and vibrant tourism scene.

The advent of the 20th century brought significant developments to Banyuwangi's tourism industry. The Dutch colonial government recognized the region's potential and began promoting it as a tourist destination. They established colonial-style accommodations and infrastructure, such as hotels and roads, to cater to the growing number of visitors. During this time, Banyuwangi's natural beauty, including its pristine beaches, lush mountains, and exotic wildlife, started to gain attention. In the 1980s, Banyuwangi's tourism industry underwent a significant transformation with the discovery of the Ijen Crater. This unique volcanic formation, known for its blue sulphur flames and mesmerizing turquoise lake, quickly became a magnet for adventure seekers and nature enthusiasts. The Ijen Crater provided a unique opportunity for visitors to witness the beauty of natural phenomena up close, and it became one of the most iconic attractions of Banyuwangi (Rahman & Usman, 2022; Rahmi & Qiram, 2018).

As Banyuwangi gained recognition for its natural wonders, efforts were made to preserve the region's cultural heritage. The local government and community members collaborated to promote traditional art forms, such as the Gandrung dance and Wayang Kulit (shadow puppetry). Festivals celebrating Banyuwangi's rich cultural tapestry were organized, attracting both domestic and international tourists. The annual Banyuwangi Ethno Carnival, featuring colourful parades and traditional costumes, became a highlight of the tourism calendar (Isfironi, 2022; Rahman & Setyawan, 2020). In recent years, Banyuwangi has embraced sustainable tourism practices and eco-friendly initiatives. The region's commitment to environmental preservation and responsible tourism has garnered international acclaim. Banyuwangi's dedication to eco-tourism is exemplified by initiatives like the Banyuwangi Beach Cleanup, where volunteers gather to clean up the beaches and raise awareness about plastic pollution.

The local government has also played a crucial role in the development of Banyuwangi tourism. They have invested in infrastructure projects to improve accessibility, such as the expansion of Banyuwangi's Blimbingsari Airport and the construction of new roads (Mahagangga et al., 2021; Suryaningsih & Widi Nugraha, 2019). These developments have made it easier for visitors to explore the region's hidden gems, such as the Alas Purwo National Park, Red Island (Pulau Merah), and the Tabuhan Island Marine Park. Banyuwangi's tourism industry has not been immune to challenges. The eruption of Mount

Raung in 2015 disrupted travel plans, but the local community showed resilience by bouncing back quickly. The eruption also served as a reminder of the region's volcanic landscapes, attracting a niche market of volcano enthusiasts.

Looking ahead, Banyuwangi's tourism industry continues to evolve and adapt. The region has embraced digital marketing strategies, promoting its attractions through social media and online platforms. Furthermore, the local government is fostering partnerships with travel agencies and tour operators to attract a wider range of tourists. Banyuwangi's tourism history is a testament to the region's natural beauty, cultural heritage, and the determination of its people to create a sustainable and thriving industry (Hakim et al., 2022). As it continues to offer unique experiences and develop its infrastructure, Banyuwangi is poised to become a must-visit destination for travellers seeking adventure, culture, and unparalleled natural wonders.

### **Banyuwangi Tourism's Market Orientation**

Banyuwangi, located in the easternmost part of Java Island, Indonesia, is a hidden gem that has been gaining popularity in the tourism industry. Known as the "Sunrise of Java," Banyuwangi offers a diverse range of natural attractions, cultural heritage, and unique experiences that cater to different types of travelers. The tourism market orientation in Banyuwangi has played a crucial role in promoting and developing the region as a desirable destination for both domestic and international tourists. One key aspect of Banyuwangi's tourism market orientation is its focus on sustainable and eco-friendly practices. Recognizing the importance of preserving its natural beauty and cultural heritage, the local government and tourism authorities have taken initiatives to promote responsible tourism (Jauhariyah, 2019). Efforts have been made to minimize the environmental impact of tourism activities, such as promoting eco-friendly accommodations, encouraging waste management, and supporting community-based tourism initiatives. These efforts have not only preserved the natural attractions of Banyuwangi but also enhanced the overall visitor experience.

Another significant aspect of Banyuwangi's tourism market orientation is its emphasis on cultural tourism. Banyuwangi is rich in cultural diversity, with various ethnic groups and a vibrant local culture. The region hosts a range of traditional festivals and rituals, such as the Gandrung Dance Festival, the Banyuwangi Ethno Carnival, and the Ijen Crater Festival. By showcasing these cultural events and traditions, Banyuwangi has successfully attracted tourists interested in experiencing authentic cultural encounters (Fikri, 2017). The promotion of local arts, crafts, and culinary delights further enhances the cultural tourism experience, providing visitors with an immersive journey into the traditions and customs of Banyuwangi. Furthermore, Banyuwangi's tourism market orientation is focused on adventure and nature-based tourism. The region is home to several natural wonders, including the Ijen Crater, Baluran National Park, and Alas Purwo National Park (Prasetyo et al., 2021). These attractions offer opportunities for trekking, hiking, wildlife spotting, and other outdoor activities. Banyuwangi has capitalized on its natural assets by providing well-organized adventure tours, guided treks, and nature exploration activities. Adventure enthusiasts

and nature lovers are drawn to Banyuwangi's pristine landscapes, unique flora and fauna, and the chance to witness phenomena like the mesmerizing blue fire of the Ijen Crater.

To cater to diverse traveller preferences, Banyuwangi's tourism market orientation also includes a range of accommodations and facilities. From luxury resorts to budget-friendly homestays, visitors can choose from a variety of options that suit their needs and preferences. The development of tourism infrastructure, such as improved roads, transportation systems, and tourist information centres, has made it easier for tourists to navigate and explore the region. Banyuwangi's hospitality industry has been proactive in providing quality services and ensuring visitor satisfaction, contributing to positive word-of-mouth and repeat visits (Goenadhi & Rahadi, 2020). Collaboration and partnerships have played a vital role in Banyuwangi's tourism market orientation. The local government, tourism authorities, and private sector stakeholders have worked together to develop and promote tourism in the region. Through joint marketing campaigns, participation in national and international tourism exhibitions, and the establishment of partnerships with travel agencies and tour operators, Banyuwangi has been able to reach a wider audience and attract tourists from different parts of the world. This collaborative approach has helped in creating a positive image of Banyuwangi as a reliable and attractive destination.

Banyuwangi's tourism market orientation has been instrumental in positioning the region as a thriving and sustainable tourism destination. By focusing on sustainable practices, cultural tourism, adventure and nature-based activities, providing diverse accommodations, and fostering collaboration, Banyuwangi has successfully attracted and catered to the needs of various types of travelers. As the region continues to develop and promote its unique offerings, it is poised to become a leading destination in the Indonesian tourism industry, offering a memorable and enriching experience to all who visit.

### **Challenge of Westernization in Banyuwangi**

Over the years, Banyuwangi has gained attention as a tourist destination, attracting visitors from both domestic and international markets. However, like many other tourist destinations around the world, Banyuwangi faces the challenge of westernization and its impact on its tourism industry. Westernization refers to the influence of Western culture, values, and lifestyles on societies and communities worldwide. As globalization and modernization continue to progress, traditional and local practices often give way to more Westernized trends. While some degree of modernization is inevitable and can be beneficial for the development of a region, it is crucial to strike a balance that preserves the authenticity and cultural identity of a place (Rizki & Sejati, 2012).

One of the main challenges of westernization in Banyuwangi's tourism industry is the loss of cultural heritage. The rapid influx of Western influences can overshadow local traditions, customs, and art forms (Yudhana & Praja, 2019). As tourists seek familiarity and comfort, traditional practices and cultural events may be replaced by more commercially viable Western-style attractions. This shift not only erodes the uniqueness of Banyuwangi but also

diminishes the opportunities for locals to engage with their own heritage. Additionally, the dominance of Western ideals and preferences in tourism can lead to a loss of economic control for the local community. Large-scale Western corporations often capitalize on tourist demands, establishing hotels, resorts, and businesses that cater primarily to Western visitors. As a result, local entrepreneurs and small businesses may struggle to compete, leading to a concentration of wealth in the hands of a few. This can create economic disparities and reduce the overall benefits that tourism brings to the community.

The challenge of westernization also extends to the environment and sustainability. Western tourism trends often prioritize convenience, comfort, and luxury, leading to an increase in energy consumption, waste generation, and environmental degradation (Sejati, 2012). The pressure to accommodate Western tourists' expectations can strain the delicate balance of Banyuwangi's natural ecosystems and threaten the long-term viability of its attractions. However, it is essential to recognize that westernization is not solely a negative force. It can bring new opportunities and fresh perspectives to Banyuwangi's tourism industry. Western tourists can contribute to the local economy, generate employment opportunities, and promote cultural exchange. Moreover, adopting some aspects of Western practices, such as sustainable tourism strategies or technological advancements, can enhance the visitor experience and contribute to the region's development.

To address the challenge of westernization in Banyuwangi tourism, a balanced approach is crucial. The preservation and promotion of local culture and heritage should be prioritized. Initiatives that support traditional art forms, cultural events, and community-based tourism can ensure that Banyuwangi retains its authenticity and uniqueness. Collaboration between local communities, government authorities, and tourism stakeholders is essential to create sustainable development plans that respect the region's cultural and environmental values (Kartikasari & Laksono, 2022; Purnomo et al., 2022). Furthermore, diversifying the tourism offerings can help reduce the overreliance on Western tourism. Developing niche markets that highlight Banyuwangi's distinct natural attractions, such as its stunning volcanoes, national parks, and coffee plantations, can attract a wider range of visitors. This approach not only helps preserve local traditions but also broadens the economic benefits across different sectors of the community.

Education and awareness programs play a vital role in mitigating the negative impacts of westernization. By promoting cultural understanding, responsible tourism practices, and environmental conservation, both tourists and locals can develop a deeper appreciation for Banyuwangi's heritage and natural resources. This can foster a sense of pride and ownership among the local community, enabling them to actively participate in the sustainable development of their region. In conclusion, the challenge of westernization in Banyuwangi's tourism industry is a complex issue that requires careful consideration (Natsir et al., 2019). While the influence of Western culture and practices can bring economic benefits and new perspectives, it is crucial to strike a balance that preserves the region's cultural heritage, economic control, and environmental sustainability. By embracing their uniqueness, fostering collaboration, and promoting responsible tourism, Banyuwangi can

overcome this challenge and build a thriving tourism industry that respects and celebrates its rich traditions.

## **METHODS**

Qualitative content analysis is a research method developed by Klaus Krippendorff that focuses on analysing textual data to extract meaningful insights and identify patterns and themes. It is widely used in social sciences, communication studies, and other fields where understanding qualitative data is crucial. This method provides a systematic and rigorous approach to analysing textual content, allowing researchers to derive valuable interpretations and conclusions. Krippendorff's qualitative content analysis method begins with a clear research question or objective. Researchers start by identifying the relevant texts for analysis, which could include interviews, focus group transcripts, media articles, or any other form of textual data. The texts are carefully read and examined to gain familiarity with the content and context (Daniel Susilo & Charles Julian Santos Navarro, 2023).

The next step involves the development of a coding scheme. This involves creating a set of categories or codes that represent the main themes or concepts that will be analysed in the data. These codes are developed through an iterative process, which may involve multiple rounds of coding and revising. The coding scheme should be comprehensive, capturing all relevant aspects of the data, while also being flexible enough to allow for new emerging themes (Putri et al., 2023). Once the coding scheme is finalized, the actual coding of the data begins. This involves systematically assigning the predefined codes to specific sections or segments of the texts. The coding process can be manual or facilitated by qualitative analysis software, depending on the scale of the data and the preferences of the researcher. The coding process requires careful attention to detail and consistency to ensure reliable and valid results.

After coding, the data is organized and summarized based on the assigned codes. Researchers may use various techniques to analyse the coded data, such as creating frequency tables or matrices to identify patterns, relationships, and variations within the data. They may also conduct cross-comparisons across different texts or subgroups to identify similarities and differences. Krippendorff's qualitative content analysis emphasizes the importance of interpretation. Researchers are encouraged to engage in a reflexive process, critically reflecting on the coded data and generating explanations and interpretations. This involves moving beyond the surface-level analysis and delving into the underlying meanings and implications of the identified themes.


Throughout the analysis process, researchers should strive for transparency and rigor. This includes keeping detailed documentation of the coding decisions and providing justifications for the interpretations made. It is also important to consider potential biases and preconceptions that might influence the analysis and to address them through reflexivity and peer debriefing. The final step in Krippendorff's qualitative content analysis method involves presenting the findings. This includes organizing the results into a coherent narrative and supporting it with illustrative quotes or excerpts from the texts (Susilo & Santos, 2023). Researchers should aim to present

the findings in a clear and understandable manner, emphasizing the significance of the themes and their implications for the research question or objective.

Krippendorff's qualitative content analysis method provides a systematic and rigorous approach to analysing textual data. It involves developing a coding scheme, coding the data, analysing patterns and themes, interpreting the findings, and presenting the results. By following this method, researchers can derive rich insights from qualitative data and contribute to the existing knowledge in their respective fields.



The analysis technique will be using @banyuwangi\_tourism Instagram account as a medium for the digital content data. @Banyuwangi\_tourism account has validity materials to be used for analysis due to their national and international exposure. Furthermore, the qualified data is content related to the research topic. The gathered data is listed inside qualitative-designed table to be analysed further.


## RESULT AND DISCUSSION

CONTENT	CAPTION	DESCRIPTION
	<p>Spektakuler Show Banyuwangi Ethno Carnival akan kembali hadir menggugurkan Dunia. Mengangkat tema "The Magical of Ijen Geopark".</p> <p>Masuk Kharisma Event Nusantara (KEN), Banyuwangi Ethno Carnival 2023 akan tampil beda dari tahun sebelumnya. Tahun ini BEC akan di selenggarakan selama sepekan, yuk catat jadwal nya dan jangan sampai ketinggalan.</p> <p>5 Juli 2023 : Parade Ethno Wear 6 Juli 2023 : Munas Badan Pengelola Geopark se-Indonesia 7 Juli 2023 : Muhibah Budaya 8 Juli 2023 : Parade Puncak Banyuwangi Ethno Carnival 9 Juli 2023 : Awarding &amp; Konser Musik</p> <p>Penasaran bagaimana spektakulernya gelaran Banyuwangi Ethno Carnival 2023. Save tanggalnya dan ramaikan acaranya.</p>	



	<p>—</p> <p>@jokowi @sandiono @angelatanoesoedibjo @kemenparekraf.ri @khofifah.ip @emildardak @ipukfdani @sugirah_bwi @banyuwangi_kab @m_bramuda</p> <p>—</p> <p>#PesonaIndonesia #BanyuwangiTourism #Banyuwangi #Kuliner #Wisata #Budaya #DiBanyuwangiAja #DiIndonesiaAja #BanyuwangiFestival #BEC #BanyuwaniEthnoCarnival #TheMagicalofJenGeopark #KharismaEventNusantara #KEN</p>	
	<p>DIPERPANJANG!</p> <p>Kesempatan untuk kalian yang belum ikutan Lomba Desain Logo Banyuwangi Ethno Carnival 2023 dan Gandrung Sewu 2023 mengirimkan hasil karyamu.</p> <p>Membawa tema "World Class Ethnic Attraction" untuk Banyuwangi Ethno Carnival &amp; "Spectacular Traditional Dance" untuk Gandrung Sewu, kompetisi ini akan diperpanjang sampai 1 Mei 2023</p> <p>Informasi selengkapnya, bisa kunjungi <a href="https://s.id/lombalogoBECGS">https://s.id/lombalogoBECGS</a> atau bisa check link profil instagram @banyuwangi_tourism ygy.</p> <p>Ayo, ikutan jangan sampai ketinggalan dan tunjukkan karya terbaikmu. Eits, jangan lupa tag temanmu yang jago desain, ya!</p> <p>—</p> <p>@jokowi @sandiono @angelatanoesoedibjo @kemenparekraf.ri @khofifah.ip @emildardak @ipukfdani @sugirah_bwi</p>	

	<p>@banyuwangi_kab @m_bramuda</p> <p>—</p> <p>#PesonaIndonesia #BanyuwangiTourism #Banyuwangi #Kuliner #Wisata #Budaya #DiBanyuwangiAja #DiIndonesiaAja #BanyuwangiFestival</p>	
	<p>Menengok sejarah Kampung Inggris di dekat Pusat Kota Banyuwangi yang sarat akan sejarahnya.</p> <p>Bangunan ini dijadikan sebagai penghubung saluran telegraf antara Eropa dengan Australia pada jaman dulu. Menjadikan tempat ini sebagai bangunan terancang pada masanya.</p> <p>Penasaran untuk datang ke tempat ini? Yuk, rasakan nuansa bangunan tahun 1770n di Asrama Inggris Banyuwangi.</p> <p>—</p> <p>@ipukfdani @sugirah_bwi @m_bramuda @banyuwangi_kab @kemenparekraf.ri @sandiuno @angelatanoesoedibjo @khofifah.ip @emildardak</p> <p>—</p> <p>#PesonaIndonesia #BanyuwangiTourism #Banyuwangi #Kuliner #Wisata #Budaya #DiBanyuwangiAja #DiIndonesiaAja #KampungInggrisan #AsramaInggrisan</p>	
	<p>Pergi liburan ke Banyuwangi? Mau ke Ijen dan Baluran. Alternatif transportasi yang satu ini cocok banget buat kalian yang suka solo travelling dan tidak bawa kendaraan pribadi sob.</p> <p>Damri melayani transportasi ke Wisata Ijen dan Baluran dengan</p>	

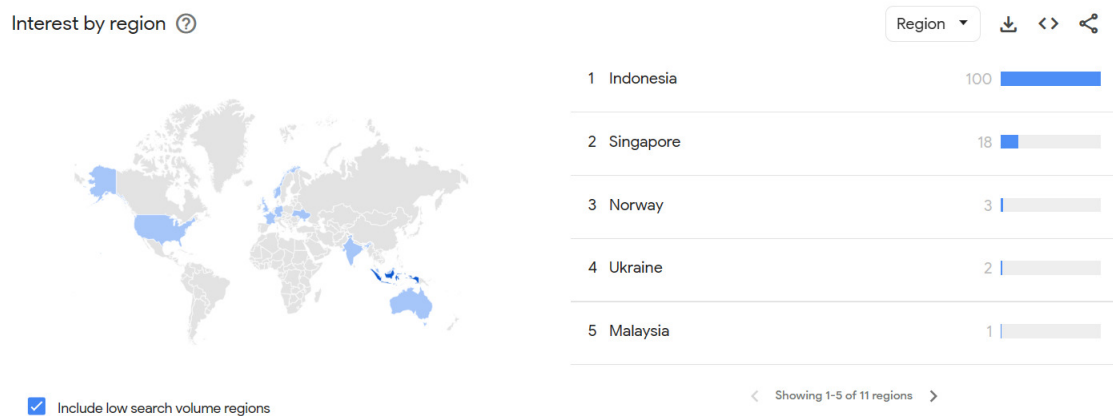
	<p>pelayanan setiap hari di jam jam tertentu dan tentunya harganya terjangkau. Dan yang paling penting liburan di Banyuwangi gak perlu bingung cari transportasi untuk pergi ke destinasinya.</p> <p>Gimana? Menarik bukan sob. Selain liburan, kalian juga bisa dapet temen baru ni kalo liburan #DiBanyuwangiAja 🥰</p>	
	<p>Tempat Wisata dengan Vibe KKN DESA PENARI.</p> <p>. @kemenparekraf.ri @sandiuno @ipukfdani @sugirah_bwi</p> <p>—</p> <p>#Banyuwangi #MajesticBanyuwangi #BanyuwangiTourism #museum #museumday #harimuseuminternasional2022 #DiBanyuwangiAja #wonderfulindonesia</p>	

Based on the data above, there are five datas in total and out of five datas we get diverse type of data. Data 1 and 5 show cultural richness and data 2, 3, and 4 show western visual image. They are two types of different concepts; one is more local and another one is more international touch. What about the aesthetic? The aesthetic of publication has the same aesthetic or equal. However, 3 out of 5 datas are presented with western visualization. Generally, tourism should be universal instead of western construct. Being a direct tourism content should be enough, however it isn't only that, even in universal term, Banyuwangi tourism still shows bias in their tourism data.

### Western Construction in Tourism

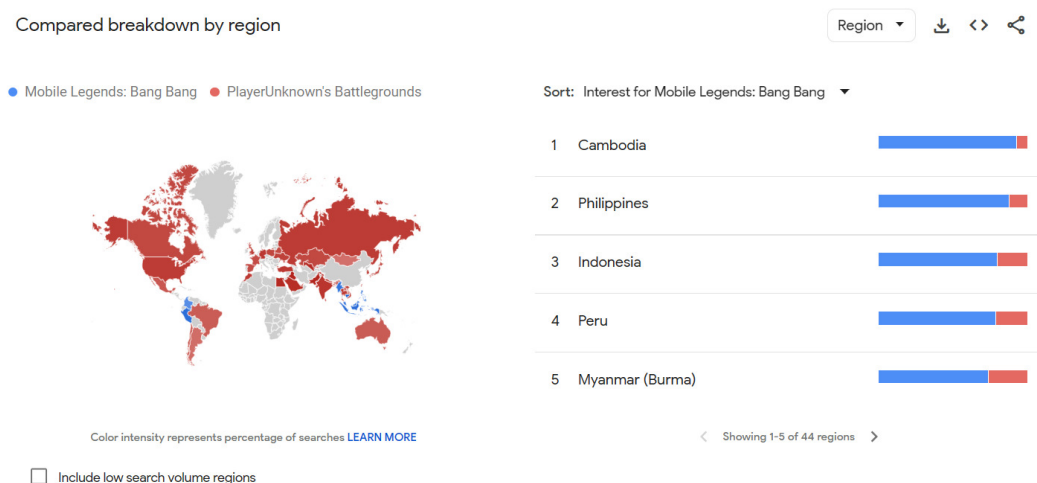
The next data is taken from Google trends. Here's the category of why it has strong bias just as how their digital content also showing that bias:

**Category:**  
Tourism Industry  
**Scale:**  
Worldwide  
**Timeline:**  
Past 12 months  
**Specification:**  
Tourism Destination  
**Result:**  
Web Search



As how it resulted above, the highest region interest between Banyuwangi Visitors is still from Indonesia, with only Singapore below them. Norway which belongs to western region shows very low interest from Singapore and Indonesia. But Indonesian citizen is already used to think that dollar currency has the highest priority compared to let alone Indonesia, it's Southeast Asia, despite Singapore being the second. There's also another proof from different Industry landscape.

**Category:**  
Game Industry  
**Timeline:**  
Past 12 months  
**Specification:**  
Games  
**Result:**  
Youtube



As we can see, interest ranking alone, Indonesia is third-ranked for the Mobile Legends x PUBG trend. This proves how Indonesian visitors also have high entrance as well as high purchasing. Yet, the data doesn't really highlight the contribution of Indonesian market as much as pop culture do. With the oddness of this data, Author begins to see western favoritism in tourism. Because visitors are actually diverse, the highlight of white people is frequently exaggerated despite not making a big market.

### Western Favoritism in Indonesian Tourism

Western favoritism in Indonesian tourism has long been a topic of discussion and concern. Indonesia, with its rich cultural heritage, stunning natural landscapes, and diverse traditions, has attracted tourists from all over the world. However, it is often observed that Western tourists receive preferential treatment over others, raising questions about fairness and equality within the industry. One aspect of Western favoritism in Indonesian tourism can be seen in the pricing structure (Bastaman, 2018). Many hotels, restaurants, and tourist attractions tend to charge higher rates for Western tourists compared to local or Asian tourists. This practice is often justified by the perception that Western tourists have higher purchasing power and are willing to spend more. Consequently, local tourists may find it more challenging to access certain accommodations and experiences due to inflated prices, creating a sense of exclusion.

Furthermore, Western tourists often receive better services and amenities compared to other visitors. This preferential treatment can be observed in hotels, where Western guests are often given priority in terms of room allocation, access to facilities, and special privileges. Similarly, tour operators and guides may provide more attention and personalized services to Western tourists, neglecting the needs and interests of other tourists (Adams, 2022; Towner & Milne, 2017). This unequal treatment can lead to feelings of marginalization and frustration among non-Western visitors. Language is another factor contributing to Western favoritism. English is widely spoken in the tourism industry, and Western tourists, who are more likely to be fluent in English, may find it easier to communicate and navigate through their travel experiences. On the other hand, non-English-speaking

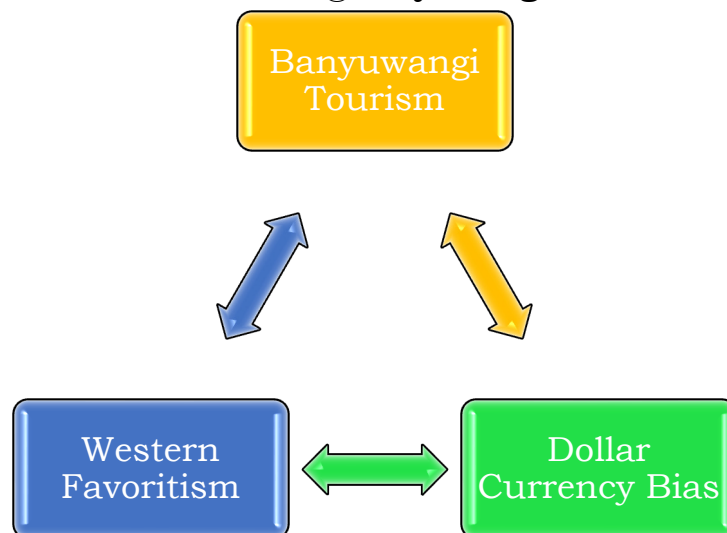
tourists, especially those from Asian countries, may face language barriers that hinder their ability to fully engage with locals and participate in cultural activities. This linguistic bias can create a divide between Western and non-Western tourists and limit the cultural exchange that tourism should ideally promote (Hampton, 2010).

Media representation also plays a role in perpetuating Western favoritism. Western travelers are often depicted in marketing campaigns, travel documentaries, and online content, which can create a perception that they are the ideal or desired tourists. This emphasis on Western tourists can lead to a bias in the industry, where local businesses and attractions prioritize catering to Western preferences and expectations, neglecting the needs and interests of other visitors. Addressing Western favoritism in Indonesian tourism requires a multifaceted approach. First and foremost, there needs to be a shift in mindset within the industry, promoting inclusivity and equal treatment for all tourists, regardless of their nationality or cultural background. Training programs can be implemented to raise awareness among tourism professionals about the importance of diversity and the value of catering to the needs of all visitors.

Pricing structures should also be reevaluated to ensure fairness and affordability for all tourists. Instead of discriminating based on nationality, pricing should be based on factors such as income levels or residency status. This approach would enable local tourists and travelers from other Asian countries to enjoy the same opportunities and experiences as their Western counterparts. To promote cultural exchange and understanding, efforts should be made to provide language support and translation services to non-English-speaking tourists. This can include hiring multilingual staff, providing translation apps or guides, and encouraging locals to learn basic phrases in different languages to facilitate communication.

Lastly, the media can play a crucial role in reshaping the narrative around tourism in Indonesia. Representation should be more diverse, showcasing the experiences of a wide range of tourists from various backgrounds. By highlighting the richness of different cultures and the contributions of all visitors, the media can help challenge and overcome the biases that perpetuate Western favoritism. In conclusion, Western favoritism in Indonesian tourism is a complex issue that requires attention and action (Adams, 2021). By addressing pricing disparities, improving services for all tourists, providing language support, and promoting inclusive media representation, Indonesia can create a more equitable and welcoming tourism industry that celebrates diversity and fosters meaningful cultural exchange.

### The Communication Model of @Banyuwangi\_Tourism



With this illustration, it elaborates the relationship of digital content narration in Banyuwangi Tourism. Despite being account of Banyuwangi, their digital content shows advancement. This makes Indonesia famous after pandemic due to the fame of KKN Desa Penari. However, this bias is also the way to see diversity in culture.

### CONCLUSION

The Conclusion of this research is that tourism is more familiar to be seen as western favoritism and the value of their American Dollar instead seeing it in more diverse landscape, taking highlight that Indonesian tourist is as much as important as the western people. As a result, the natives are facing difficulty in getting a real job to feed their family. This phenomenon apparently can lead to gentrification if not used properly. Why is that western not contribute the highest but getting the most special treatment from Indonesian tourism industry.

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