The Effect of Technological Gaps on Relationships Between Tourism Society with Swot Analysis in Ragunan Wildlife Park

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Abstract

As one of the favourite tourist attractions in Jakarta, Ragunan Wildlife Park needs to continue adapting to digital technology to avoid being left behind. This can affect the relationship between wildlife parks, local communities, and visitors (Dimyati, 2020). An in-depth study related to the use of digital technology in tourism public relations in Ragunan Zoo with a SWOT Analysis approach can be used to evaluate strengths, weaknesses, opportunities, and threats related to the use of technology in wildlife parks. This SWOT analysis can better understand how the technology gap affects those relationships. The type of research used is qualitative research, which is descriptive and tends to use analysis or process. The meaning is highlighted in this type of research, which emphasises the theoretical foundation that guides research focus on the facts in the field.

Keywords: Technology, Public Relations, Tourism

1. Introduction

The development of digital technology has changed the face of the tourism industry in various parts of the world. According to UNWTO (2015), using digital platforms and technology is the key to tourism marketing success in this modern era. Technology has a significant impact on the way tourism destinations interact with local communities and visitors. Technology, such as travel applications, social media, and other information technology, has changed tourist behaviour and how tourism destinations interact with the public (Rizkinaswara, 2019). Increasingly, with modern lifestyles, people are spending much time outdoors. Some people often prefer to buy ready-made food because of its practicality Ananda, A., & Pradini, G. (2022). This tourism activity has economic implications for the community, such as increasing income, business opportunities, and job opportunities Pradini

et al. (2022). As a sector based heavily on local potential, tourism has great potential to continue developing Kausar et al. (2014). Tourism is one of the essential components to driving economic growth worldwide; one of the tourism activities is visiting destinations Pradini et al. (2021). The increase in the number of tourists visiting Indonesia makes the hospitality industry more competitive the competition to improve its quality Pradini et al. (2022)

However, the reality on the ground shows that the use of digital technology in Indonesian tourism is still uneven. According to Kemenparekraf (2017), most MSMEs and local tourism industry players are still not optimising digital technology in product marketing activities and tourism promotion. The inequality of technology utilisation risks causing a competitiveness gap. Nevertheless, the development of digital technology plays an important role in the recovery of Indonesia's tourism sector and creative industries.

Therefore, it is not surprising that tourism trends are increasing towards digitalisation. One proof of this can be seen from the activities of tourists who start using online applications to book travel tickets. Online platforms, travel applications, and communication technology have become integral in influencing travel decisions, influencing destination perceptions, and creating better engagement (Kemenparekraf, 2021).

Known as one of Indonesia's leading tourist destinations, Ragunan Wildlife Park is important in supporting the local and national tourism industry. Featuring a variety of animal species and conservation education, this wildlife park attracts tourists from all walks of life. Despite being a popular destination, the technological gap between Ragunan Wildlife Park and the local community can significantly impact it. This affects the visitor experience and the relationship between wildlife parks, local communities, and potential tourists (Ma'arif, 2023).

As one of the favourite tourist attractions in Jakarta, Ragunan Wildlife Park needs to continue adapting to digital technology to avoid being left behind. This can affect the relationship between wildlife parks, local communities, and visitors (Dimyati, 2020).

An in-depth study related to the use of digital technology in tourism public relations in Ragunan Zoo with a SWOT Analysis approach can be used to evaluate strengths, weaknesses, opportunities, and threats related to the use of technology in wildlife parks. This SWOT analysis can better understand how the technology gap affects those relationships.

1.1. Public Relations

According to Jefkins (2003:9) ; (and Rahmatunisa &; Febriani, 2019), the definition of public relations according to the (British) Institute of Public Relations (IPR) to create good faith and mutual understanding between parties and maintain relationships between them which are carried out systematically and continuously, according to Scholz (1999) (Virginia, 2021), public relations refers to influencing public perception through the implementation of social responsibility based on mutual communication to achieve mutual benefit.

According to Grunig, James E, Hunt, and Todd (1984) (Wikipedia, 2023), public relations (PR) manages the dissemination of information between individuals or organisations and society. Public relations can involve organisations or individuals connecting with audiences through topics of public interest, press releases, and news articles that do not require direct payment. Corporate public relations often aims to persuade the public, investors, partners, employees, and other stakeholders to maintain a particular view of the company, its management, its products, or its policy decisions. Common activities include speaking at

conferences, winning industry awards, working with the press, and communicating with employees.

1.2. Public Relations Function

Public relations is an integral part of image formation. Another essential function of public relations is to overcome the crisis of corporate image. Good public relations can lead the company to success (Virginia, 2021). There are four main functions of public relations (Rosady, 2013); (Muniroh et al., 2020), namely: (1) Acting as a communicator in communication activities in corporate organisations, the process takes place in two ways: traffic reciprocal communication; (2) Build or foster positive and good relationships with the general public of the target group, especially with domestic and foreign communities; (3) The role of backup management and previously explained how the PR function is related to the management function. This means that the PR function cannot be separated from management; (4) Creating a corporate image of a company or institution (corporate image) is the ultimate goal of a public relations campaign work program activity (public relations campaign) for publication and promotional purposes.

1.3. Tourism Public Relations

Tourism public relations is a communication and marketing activity by tourism service providers to build a positive reputation and good relations with tourist audiences and the surrounding community. Public relations in tourism includes promoting objects, media reporting, exhibitions, events, and community CSR programs in tourist destinations (D, Sasongko, & Hidayat, 2020).

The role of tourism public relations involves several key aspects in supporting the success of tourist destinations. Tourism public relations aims to build a positive image of the destination and increase tourist awareness, create effective two-way communication with potential tourists, and monitor public opinion about tourism objects. Thus, tourism public relations becomes integral in promoting and maintaining the success of tourist destinations (Nugraha et al., 2021).

1.4. Technology in Tourism

Information technology does have a significant role in the development and marketing of tourism today. Various digital platforms such as websites, social media, and mobile applications have become the primary means of advertising and information for many destinations and tourism service providers. Through digital technology and the internet, prospective domestic and foreign tourists can widely access tourism information about an area. This will expand the market and increase tourist interest in visiting these destinations. In addition to promotion and information, technology is also instrumental in helping tourism business operations, such as online reservation systems, e-commerce of tourist products, digitisation of tourist attraction tickets, and providing Wi-Fi facilities. By optimising technology optimally, an area's tourism industry can develop rapidly. However, it should also be noted that there is no gap in technology access so that all tourism stakeholders can feel the benefits equally (Novitasari, 2019).

Tourism Minister Arief Yahya (DeeWaluyo, 2019) states that digital technology is essential in developing tourism in Indonesia. This is evidenced by changes in tourist behaviour, which are now mostly done digitally, from planning to sharing experiences after the trip. (Novitasari, 2019) The application of digital technology in tourism marketing has

significantly changed the tourism industry. With digital technology, tourism destinations can utilise social media, websites, and mobile applications to promote and market their tourism products. This allows the destination to attract more people and increase its appeal.

1.5. Technology Gap in Tourism Public Relations

Technology gap refers to the division or gap in access, utilisation, and development of information technology between various entities or groups within a sector or industry, in this case, the tourism sector. The technology gap can be understood as the information and communication technology access difference. Simply put, a technology gap occurs when some groups or regions have limited or unequal access to technology. This can include access to the internet, technological devices, and technology use skills (Wikipedia, 2023). In tourism, technological gaps can occur between urban and rural areas and between tourism destinations, businesses, and local communities. This gap can affect tourism information accessibility, efficiency, service quality, participation in the tourism industry, the ability to utilise technology in tourism marketing, and opportunities to develop innovative tourism products (Rizkinaswara, 2019).

The technology gap in tourism public relations is the difference in digital technology access and utilisation between tourism service providers and tourists and communities around tourist destinations. This gap can be seen from the less-than-optimal use of digital technology by tourism sector managers for marketing, promotion, and information delivery activities to tourists and prospective tourists.

As a result, information related to tourist facilities, attractions, transportation, accommodation, and the attractiveness of a destination is not widely conveyed to the public. This certainly hampers efforts to promote tourism products and reduces the number of tourist visits (Rizkinaswara, 2019).

1.6. Factors Causing the Technology Gap in Tourism Public Relations

Several factors are causing the technological gap in tourism public relations (Rizkinaswara, 2019), including (1) Limited budget and investment in information technology and digitalisation of tourism marketing by destination managers and service providers; (2) b. There is a lack of human resources in the tourism sector who have competence and skills in using digital technology for public relations and promotional activities; (3) Uneven information technology infrastructure, such as internet networks and wifi access in all tourist areas, is hampering the digitisation of tourism information and services; (4) Lack of socialisation and training to the community around tourist destinations in using digital technology to support tourism economic activities; (5) Differences in information technology skills and literacy between domestic and foreign tourists, as well as between age groups and social classes of tourists; and (6) Not optimal support for government regulations and policies that encourage and facilitate the implementation of digital innovation in the tourism industry.

1.7. Ragunan Wildlife Park

Ragunan Zoo, also known as Ragunan Zoo, is located in the Ragunan area of Pasar Minggu, South Jakarta, Indonesia. Ragunan Wildlife Park has an area of about 147 hectares and is home to more than 2,000 animal specimens consisting of various types of animals, including elephants, tigers, lions, zebras, giraffes, hippos, bears, monkeys, birds, reptiles, and many more. Some animals in Ragunan Zoo include endangered animals, such as Orangutans. Ragunan Wildlife Park is a tourist attraction and vital to wildlife conservation. The park

researches habitat, food, health, reproduction, and animal genetics to achieve conservation goals.

Ragunan Zoo also provides various educational activities, such as introducing animal species and explaining animal life, which certain schools or groups can visit. Ragunan Wildlife Park strives to improve the visitor experience by developing educational potential for students (Ragunan, 2014).

1.8. The Influence and Impact of Technology Gaps in Relationships

Tourism Society in Ragunan Zoo The technology gap can have a significant influence and impact on tourism community relations (Syarifuddin, t.yr.), especially in Ragunan Wildlife Park, among others: (1) There is unequal access to information between related parties, such as park managers, visitors, and the general public. Limited use of technology can lead to a lack of information, affecting visitors' ability to use park services optimally; (2) The technology gap can affect Visitor perception and satisfaction. People accustomed to technology may feel dissatisfied if Ragunan Wildlife Park does not optimise technology to present information and activities. On the other hand, those without access to or understanding of technology can feel left behind and not have a fully satisfying tourism experience; (3) Communication challenges arise due to technological gaps. Messages related to events, promotions, or other practical information may not be evenly distributed if not conveyed through various technology platforms. This can result in a lack of clarity of information and community participation in activities organised in the park; (4) Utilization of tourism potential in Ragunan Wildlife Park may not be optimal due to technology gaps. Lack of technology integration can hinder the park from attracting more visitors or providing engaging, interactive experiences for visitors; and (5) Technological gaps can constrain sustainability and innovation in tourism management. Parks may struggle to adopt up-to-date practices that support sustainability and provide visitors with a more modern and engaging experience.

1.9. Public Relations (PR) Strategy for Technology Gap in Ragunan Wildlife Park

An appropriate Public Relations (PR) strategy to address the inequality of tourism information accessibility due to the technology gap (Shihab, 2022) in Ragunan Wildlife Park can involve the following steps: (1) Setting specific PR goals for reducing the technology gap in Ragunan Wildlife Park, such as increasing visitors' technological literacy or improving technology accessibility in the park area; (2) Develop and update the official website of Ragunan Wildlife Park with complete and up-to-date tourism information. In addition, mobile applications should be optimised to provide easy and fast access to tourism information to the public; (3) Conduct training and education programs to improve people's skills and knowledge in the use of technology. This program may include Internet, social media, and mobile application training; (4) Cooperate with the government, educational institutions, and technology companies to address technology gaps and improve the accessibility of tourism information in Ragunan Wildlife Park. This collaboration can include providing more comprehensive, more stable internet access and developing technology solutions that suit the community's needs; (5) Optimizing social media to disseminate tourism information to the public. Exciting content, such as photos, videos, and the latest information about activities in Ragunan Wildlife Park, can be shared through social media; and (6) Conduct periodic evaluations of the implementation of PR strategies that have been carried

out to overcome technology gaps. Collecting feedback from the public and tourists to continuously improve the accessibility of tourism information in the Wildlife Park Doubt.

2. Research Methods

The type of research used is qualitative research, which is descriptive and tends to use analysis or process. The meaning is highlighted in this type of research, which emphasises the theoretical foundation that guides research focus on the facts in the field (Ramdhan, 2021).

Qualitative research uses characteristics that describe situations or facts that occur, but the reports produced are not just event reports without scientific interpretation (Anggito & Setiawan, 2018); (Demolingo & Afianti, 2022). In this case, researchers interpret and explain the data obtained by researchers from interviews, observations, and documentation in order to obtain detailed and precise answers to questions so that conclusions can be drawn.

3. Results and discussion

In this research, I conducted interviews with influential people in Wildlife Park tourism; I asked for direct answers from the sources that I have summarised:

Have you ever used the Ragunan Zoo online application or website to get information about activities, opening hours, or facilities available? I use the Ragunan Zoo application and website to find the latest updated information about Ragunan Zoo. I accessed the website and downloaded the app to see the feeding schedule of the animals there and to buy tickets online.

As a visitor to Ragunan Wildlife Park, how was your experience using the technology available in the park? In Ragunan Zoo, the technology applied there to facilitate the visitor experience is a website and mobile application called Ragunan Zoo. The Ragunan Zoo application, or Ragunan Zoo, is a medium of information that can make it easier for visitors to get to know Ragunan Zoo. In the application, there are several features such as purchasing tickets online, maps of the location of Ragunan Zoo, which makes it easy for visitors to find out the route to be addressed and information on animals in Ragunan Zoo, which aims to provide activities and information on the animals there and provide knowledge to visitors as an experience visiting Ragunan Wildlife Park.

What do you think about using technology to improve the tourist experience at Ragunan Wildlife Park? The existence of technology in the form of websites and online applications of Ragunan Wildlife Park can help visitors explore the park more easily through interactive maps and navigation systems in online applications. This can help reduce the risk of loss and ensure visitors can reach their destinations efficiently. Facilitating online ticket booking through the Ragunan Wildlife Park application booking can simplify the entry process and reduce queues at the entrance, increasing the efficiency of visitor visits.

To what extent do you think technology is helping or likely to create a gap in the relationship between the community and Ragunan Wildlife Park? The existence of technology in the form of websites and online applications of Ragunan Zoo is helpful so that visitors get easier and faster access to information about Ragunan Zoo, such as location maps, ticket prices, animal information, opening hours schedules, facilities, etc.

This creates inequality; not all people have access to or the ability to use technology. For example, suppose some visitors are not familiar with the technology of the Ragunan Wildlife Park application and do not have the skills to use the application. In that case, this can reduce

the effectiveness of the application and make visitors less interested in downloading or using the application.

What are your expectations regarding the increased use of technology in Ragunan Zoo to address the technology gap and support the tourist experience? I hope that Ragunan Zoo can update features regularly to update information. For now, if you access the website, the information provided has not been updated, and when registering or logging in to the Ragunan Zoo application, it is still problematic; sometimes, creating an account in the Ragunan Wildlife Park application is complex. With improvements that can reduce these obstacles, many visitors will likely use the application to facilitate and support the tourist experience.

3.1. SWOT Analysis

Strengths (S). Have an online website and application that provides easy access for visitors. There are ticket sales through the website and application, making it easy for visitors to plan a visit before arriving. Moreover, the Use of access cards creates convenience.

Weaknesses (W). Information on available technology is not always updated regarding the latest schedule and news. Technology accessibility gaps, especially for travellers who have no or are less familiar with technology use. 3. Not optimal in utilising digital analytics for PR and marketing programs.

Opportunities (O). Increasing the latest and most accurate information through websites and online applications can provide a better experience for visitors. Establish cooperation with technology companies related to tourism innovation. 3. Increase education about the use of technology among visitors so that accessibility gaps can be minimised.

Threats (T). Competition with other tourist destinations that have adopted more advanced technology to access tourism information. Lack of interest in visitors adopting technology-based services. Risk of technical glitches or system failures that may disrupt the visitor experience.

4. Conclusion

The study's results with SWOT analysis indicate the need for investment in technology, such as developing user-friendly websites and mobile applications, to improve communication and dissemination of information to visitors. Based on the findings of this study, the gap in access and utilisation of digital technology between the management of Ragunan Wildlife Park and tourists and local communities has significantly hindered effective two-way communication. This impacts the challenge of delivering tourism information that various parties cannot access evenly, ultimately affecting visitor perception and satisfaction.

Therefore, more significant investment in developing and optimising digital technologies is urgently needed, for example, creating websites and mobile applications that are more interactive, informative, easy to use, and regularly updated. By bridging this technological gap, Ragunan Zoo can increase its PR and digital promotion efforts to attract more domestic and foreign visitors and make a positive contribution to the growth and sustainability of the tourism sector, not only in Ragunan Zoo but also widely in Jakarta and surrounding areas.

It can be concluded that the gap in access and utilisation of digital technology between Ragunan Wildlife Park, tourists, and local communities has a significant impact on tourism community relations in the region. Differences in the understanding and acceptance of

technology can create inequalities in the accessibility of tourism information, limiting two-way interaction between destinations and visitors. To overcome this problem, a comprehensive and continuous Public Relations (PR) strategy and SWOT analysis are needed. This strategy involves intensive educational efforts, clear information, and integration of technological innovations to create appropriate solutions for using technology among the public. Thus, these measures are expected to streamline access gaps and improve the quality of relations between Ragunan Wildlife Park, tourists, and local communities, creating a more positive tourist experience and ensuring the sustainability of the tourism industry in the region.

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