

How Does The Official Indonesian Tourism Website Apply The Dimensions of The Experiential Marketing?

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Abstract

This paper aimed to explore how the dimensions of experiential marketing have been applied in the official Indonesian tourism website. This qualitative paper used experiential marketing concepts and content analysis to examine the official Indonesian tourism website. The dimensions of experiential marketing discussed, involved all five senses, creating links with customers, surprises, themes of the experience (giving a clear message) and memorability. Based on the way the website operates, the findings show that, the dimensions towards implementing the experiential marketing while promoting and advertising the attractions in Indonesia were followed and applied. However, some areas need to be developed. For example, some of the destinations are not well described, meaning no clear details concerning the destinations especially to the new customers who visit the website for the first time. Additionally, there is a need to have more research accounting how many consumers visit the destinations due to the role played by the website. To this point the paper may help the government and other policy makers who need to amend and do some improvements on the way of running the website. It also provides an illustration for academicians to use the experiential marketing approach for assessing the effectiveness of tourism websites.

Keywords: marketing; experience; experiential marketing; website.

INTRODUCTION

Background

Indonesia is among the Asian countries which are abundant in cultural attraction varieties and the beauty of its nature, as well as a variety of dishes with a high taste in culinary tourism. Its beautifulness makes Indonesia well known as one of the popular tourists' spots and is expected to

attract domestic and foreign tourists more. Regardless of the type of tourism attractions found in Indonesia to be higher than the neighbouring countries, still the number of visits to Indonesia is lower than the neighbouring countries such as Malaysia, Singapore, and Thailand. In the recent ASEAN Statistical Yearbook of 2023 under the trends of social and economic development in the region during the past ten

years, from 2013 to 2023, the number of tourist arrivals have shown progress. Table 1 below shows the increase of tourists

visiting Indonesia from 2018, 2019, 2020, 2021 and 2022, compared to the visitors to other neighbouring countries.

Table 1. Number of Foreign Tourists Visit to Indonesia, Singapore, Malaysia, and Thailand

No	Country	2018	2019	2020	2021	2022	Average
1	Indonesia	15,810,000	16,107,000	4,053,000	1,557,500	5,471,300	8,599,760
2	Singapore	18,508,000	19,116,000	2,742,000	330,100	6,305,700	9,400,360
3	Malaysia	25,832,000	26,101,000	4,333,000	134,700	10,071,000	13,294,340
4	Thailand	38,178,000	39,916,000	6,702,400	427,900	11,153,000	19,275,460

Attracting tourists needs to be supported by a convincing way of promotion and marketing. With the regard of the technology development and the rapidly increasing tourism information needs, the internet has a great role to play in advertising and promoting the tourism destination to the markets (Rahimizhian et al., 2020). According to data from Statista, a German online platform that specialises in data gathering and visualisation, Indonesia is among the ten countries with the highest number of internet users in the world. Indonesia ranked fifth with 143.26 million internet users in March 2019.

For this reason and opportunity, the Indonesian tourism sector under digital marketing can use this advantage as a way of improving the tourism website quality to get and attract many national and international tourists. Therefore, the government should account for and respond to these changes by using websites to attract the tourists. Knowing that experiential marketing is among the important tools to involve the customers' engagement (Wijayanto et al., 2024), this paper seeks to explore how the official Indonesian tourism website applies the dimensions of experiential marketing.

This paper aimed to explore how the official Indonesian tourism website applied the dimensions of experiential marketing. Sections 2 detailed about conceptual

framework and literature that explain the application of dimensions of experiential marketing on tourism websites. Section 3 discussed the methodology used to collect information from the official Indonesian tourism website. Section 4 presented the finding, conclusion, limitations, potentiality of the study and contributions.

LITERATURE REVIEW

Marketing

American Marketing Association (AMA), established in 1973, has been playing a great role in developing several definitions of marketing over the past seven decades. In 2008, AMA came out with the new and more actual definition of marketing: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association, 2008).

In general, the marketing concept is based on the premise that firms determine customers' wants and needs and then design products and services that meet their wants and needs while making sure the firm's goals are achieved as it was intended. Hence, this concept is an extension of earlier concepts that focused on the production process to design products and services, or the selling of already produced

products and services has changed and covered more wider basing to today's market needs. Today, most firms realise the value of customer input in the new product design process (Reid, 2006).

According to Fyall et al., (2019) marketing can be also defined as a process in which a company or organisation finds to understand the consumers' needs and desires. With this new understanding, the process concludes or comes out with the active perceptions of the consumers about how one's products and services help fulfilling their needs and desires. In nutshell, the process in marketing is to find out what the company should produce to cover the needs and wants that the consumers require at the time. The company should remember the production tends to please the consumers and not by itself in the marketing.

Experience

Marketing practitioners are required to understand how consumers experience products and their brands and how they provide pleasing experiences for their customers. Those understandings are very important for positioning and differentiating their offerings in the competitive marketing context. Creating an innovative marketing management area, which is commonly referred to as "experiential marketing" (Schmitt, 1999). Experiential marketing does not only consider to physical objects and their benefits; but rather the value in the current market lies in the hedonic and experiential elements surrounding the experience of consumption itself.

On the other hand, "experience" can be defined in multiple ways. Widely speaking, these definitions can be categorised generally as falling into two different, yet related groups. The first practice of the term refers to ongoing perceptions, feelings, and direct observations. Company Webster's Third New International Dictionary (1992) defined experience as a direct observation of or participation in events: an enduring, undergoing, or living through things in common as they take

place in the course of time. The second definition refers to the past, referring to awareness and accrued experiences over time, knowledge, skill, or practice resulting from direct observation or involvement in events: practical knowledge resulting from what one has faced, endured, or lived (Schmitt, & Zarantonello, 2013).

Experiential Marketing

According to Urdea & Constantin (2021), experiential marketing was first discussed and defined in one of the multiple studies of Schmitt (1999), which then became the important communication strategy means for a positive outcome on consumer behaviour (Kailani & Narcisa, 2015). Consumers' needs and wants should become the foundation of marketing campaigns to increase their senses, to enhance the sensory experience, and to motivate their minds with cooperative activities (Schmitt, 1999). Moreover, Hosany, Sthapit & Björk (2022) developed the concept of the experience economy that considers customer experiences as value-added elements by involving the customer in a more personal way. Moreover, Schmitt (1999) explained that the experiential component is an answer to the customer needs and wants of a multisensory brand occasion. Inspiring brand experience, marketing specialists need to start to strengthen the rights and values of the brand (Ying-Yen, 2019). For instance, integrating a multisensory approach, experiential marketing is a communication tool that companies utilise to enhance their marketing strategies with elements from sensory marketing that increase consumers' experiences with a brand (Levy & Gendel Guterma, 2021). According to Schmitt (1999), experiential marketing is a system that inspires consumers "to sense, feel, think, act and relate" by the brand.

Dimensions of Experiential Marketing

There is a need to understand the role of the internet before thinking on dimensions of experiential marketing, which

is facilitating these dimensions of experiential marketing to happen on the website. The internet has been fundamentally changing the tourism and travelling sector. The users or browsers of the internet collect information about travelling and visit the associated tourism destination website. Tourism destination websites must assist their users to achieve the agreement and product that ensures to maintain their values. The website quality is unavoidable along with an increasing number of Indonesian internet users and other users as well who are termed as customers to the website. For tourism business, demands on interesting websites either in content and appearance is an important category for the society to create an intention in opening and taking a benefit of the tourism business websites and making an e-commerce process. This paper focuses on five dimensions of experiential marketing on the way how they have been applied on the Official Indonesian tourism website. The five dimensions involved: engaging all five senses, creating links with customers, creating surprise, themes the experience (giving a clear message) and creating memorability.

Engaging All Five Senses

According to Schmitt (1999) as cited by Fyall et al. (2019), those experiences need to show five characteristics: first, SENSE – Sensory experiences. Schmitt (1999) also advocates relying on the five senses for a satisfactory experience. Those five senses need to come together to provide consistency (an underlying concept that one can clearly identify) but with freshness every time. In other words, a consistent message with diversity of expressing it throughout time. Second, FEEL: Affective experiences. The objective here is to elicit emotion and, more importantly, know which tools/events can be used to prompt those emotions. Care should be brought to make sure that consumers are also willing to empathise with the situation given.

Third, THINK: Cognitive experiences. Those experiences are in direct connection with consumers' intellect. The objective here is to create cognitive, problem-solving experiences by playing on consumers' surprise, intrigue, and provocation. Again, this is very present in the tourist experience, where intellectual challenge is often tested through learning about history and culture and now magnified through various treasure-hunts, geo-catching games that aim to test one's own intellectual capacities. The previous case study about the iceman museum highlights this point. Fourth, ACT: Physical, behavioural and lifestyle experiences. These experiences aim to target consumers' physical abilities and encourage them to even consider alternative ways of doing things. Holidays provide many opportunities to try new activities, new sports that can provide tourists with cognitive experiences of long-lasting memories.

Fifth, RELATE: Social-identity experiences (relating to different groups or cultures). This experience is linked to the need for self-development, to be perceived more clearly from others, and relate to the wider approach (such as discovering a new culture). Again, this is very present in tourism consumption whereby travelling will often stimulate the desire to know more about the culture of the country visited, rely on one's own culture, and the world in which one lives. This experience also relates to the Consumer Culture Theory vision of tribes and the necessity to belong to a tribe as a new way of finding an identity in contemporary societies (Goulding, Shankar & Canniford, 2013).

Creating Surprise

According to Addis, Miniero & Soscia (2018), the "wow factor" is important in marketing events and communication environments in general because managers work hard to engage and astound customers, pique their interest, and encourage their participation. This results in delighted customers (Berridge, 2011; Keun,

2017; Mertena, 2015). In fact, consumers who are pleasantly surprised during a consumption experience exhibit higher levels of satisfaction than those who are not startled during a similar encounter, according to Pekovic & Rolland's (2020) research. Consequently, when participating in unexpected or unusual situations, surprise is a typical reaction to be anticipated.

Rahmani, Gnoth & Mather (2018) define surprise as astonishment, wonder, or amazement that grows with the unexpectedness and importance of an event. According to Ritchie (2011), surprise is usually an adaptive, evolutionary-based mechanism triggered by unanticipated occurrences that diverge from an activated cognitive paradigm. The relationship between surprise and probability has come under scrutiny more lately, with research indicating that the degree of surprise is more directly related to how challenging it is to integrate the event with an existing representation (Maguire, Maguire & Keane, 2011). Individuals may experience cognitive dissonance when environmental data or input data do not conform to their previously formed cognitive schema, which are organised knowledge structures representing concepts such as situations, objects, events, and actions at various levels of abstraction (Ritchie, 2011).

Individuals' response to shocking events in three ways: they express their subjective surprise, stop what they are doing, and pay attention to the surprising occurrence (Ritchie, 2011; Rahmani, Gnoth & Mather, 2018). As a result, a startling event tests people's preexisting mental models and includes them in understanding these new inputs (Ritchie, 2011). Therefore, central attentional resources are mainly focused on the interpretation and evaluation of the triggering event (Morgeson & Mitchell, 2015). Because these cognitive resources have limited capacity (Abitbol & VanDyke, 2023; Zheng et al., 2021), the interpretation of the surprise event can divert consumers' attention away from the elicitors.

Themes The Experience (Giving A Clear Message)

According to Untari & Satria (2019), it is essential to create effective themes and messages. Food is a powerful symbol of quality of life and authenticity. As a theme, food is essential and should be used in advertising. However, culinary themes have many functions that can be used to describe cultural symbols and statuses (Frochot, 2003). Create effective messages regarding promotion related matters. First, what message is about to be conveyed? Is it related to the appeal of the message? Then there are three compelling points to crafting a unique selling proposition: logical, emotional, and ethical appeal on how to structure the message properly.

How to create an interesting message logo related to the title, tagline, colour, and sound art, as well as who will convey the message, everything becomes necessary to consider in formulating the clear message. It is associated with choosing a trustworthy personality who can become a product ambassador. Effective messages, according to Untari & Satria (2019) have three major qualities: they are desirable (favoured by the target audience), exclusive (relatively distinct from competitors), and credible (trusted by the customers).

Customer Involvement

Zena & Hadisumarto (2013), discussed in their study, the experiential marketing consists of providing initial activities associated with the senses, leading to experimentation and action. These include an environment and design that foster interactions with employees and other reference groups, and the development of quality, price and promotional attributes in its products or services (Ronda, Valor & Abril, 2018). Once the concept of experience has been defined, the customer's contribution to the service and to the marketing action itself needs to be determined. Furthermore, services are based on attributes and are evaluated by different actors such as the company itself, the customer,

or the supplier. On the other hand, the experience is more holistic and is evaluated internally by each customer (Shavitt & Barnes, 2020). For the economic plausibility of services, experiential marketing is added to the value of pleasurable and memorable sensations (Hosany, Sthapit & Björk, 2022). On the other hand, marketing entails identifying and beneficially responding to human and societal needs (Kang, Diao & Zanini, 2021).

In the 21st century, the paradigm shifts from brochures to websites. 95% of potential travellers use the website to collect travel related information and 93% have visited the destination website. In this second group, about half used email to collect destination information (Humagain & Singleton, 2021). A destination website or mobile app that distributes images and information of a particular destination to potential travellers. The Internet is the main source of information in the tourism industry today. The specificity of the tourism industry lies in its intangible characteristics, such as experiences or services (Godovykh, 2020).

Typically, a potential traveller will gather information during the planning phase through online travel agency websites, supplier websites, search engines, and destination websites (Kim & Fesenmaier, 2008). The more information a travel website has, the better the tourism website will be. This will encourage potential tourists to choose tourist destinations (Romanazzi, Petruzzellis & Iannuzzi, 2011). In tourism, the importance of insights for tourists is considered. The sensitivity of the tourism information system is important enough to influence the success of the industry. In general, destination websites are websites for potential travellers to make a first impression of a travel destination.

Finally, experiential marketing complements the creation of sensory, emotional, cognitive, and relational values in consumers (Godovykh, 2020). Based on the results, the results show that most

tourists do not feel bored when using the Wonderful Indonesia website. This proves that visitors appreciate the Wonderful Indonesia website when searching for tourist information. On the other hand, most tourists are not attracted by the nature of Indonesia. This suggests that the government should improve and restore the Indonesian nature, to attract potential tourists to visit Indonesia (Nugraha & Sudirman, 2019).

Creating The Memorability

Tools to increase ad memorability are repetition, jingle or tagline (Mai & Schoeller, 2009). Furthermore, it is important to mention that consumers pay the most attention to the beginning of the advertisement, while the end of the advertisement is the most important to remember (Wang et al., 2014). It was also found that not only did an emotional response to an advertisement have a positive effect on message retention, but also that ads that evoked emotion were more likely to be remembered than informative reports (Junior et al., 2022). Product attachment, as well as brand familiarity, has a positive effect on ad recall (Junior et al., 2022). Another aspect is the mood of the viewer. In general, it can be said that the way the message content is handled and stored depends on the mood of the consumer. If viewers are in a negative mood, such as feeling angry, sad, or frustrated, strong message content can be better handled and remembered than weak content. Viewers in a positive mood are less likely to distinguish between strong and weak message content (Moore & Lafreniere, 2020).

Therefore, the website should be user-friendly by adapting the standard features of the tourism website and providing more up-to-date and comprehensive tourist information for the destination concerned. A tourism website must effectively counter by allowing visitors to gather relevant information, navigate through various text and graphic elements, and create a virtual first impression (Liu et al., 2021). There are three stages involved in the online

information process: research, advantages, and construction (Wang et al., 2014). A tourism destination website should present accurate information to visitors at the level of marketing principles. Having properly implemented the information function, destination policymakers should think about the communication function and involve all marketing activities (Li & Wang, 2010).

The Conceptual Framework

A conceptual framework refers to the summary of ideas or a theory that is used to develop new concepts or to reinterpret existing ones (Levitt et al., 2018). There are five dimensions in the conceptual

framework we used to assess how experiential marketing have been applied in the official Indonesian tourism website (<https://www.indonesia.travel/gb/en/home>) namely involving all five senses, creating surprise, creating memorability, involving themes of experience and customer involvement (Figure 1). None of the previous studies involving in-depth research exploring aspects of experiential marketing were applied on the official website of the Indonesian tourism industry. Based on the findings, we will provide management parties of the official Indonesian tourism website with some suggestions to strengthen the website.

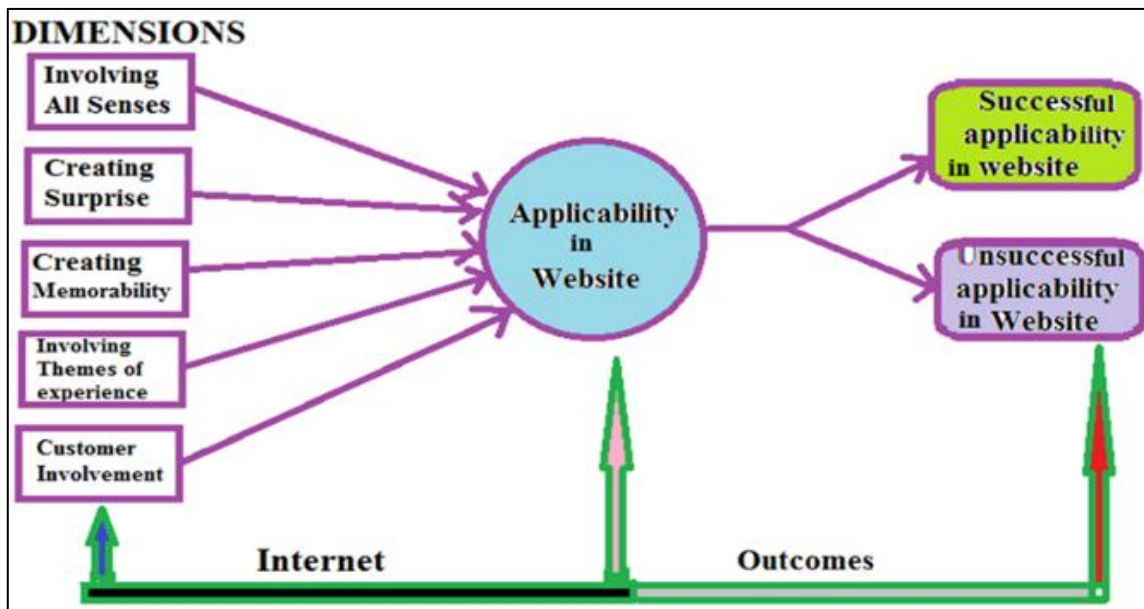


Figure 1. Conceptual Framework in Exploring the Application of Dimensions of Experiential Marketing in tourism website

METHODS

This qualitative study was conducted in October 2022 to March 2023. The Official Indonesian tourism website (<https://www.indonesia.travel/gb/en/home>) was examined using content analysis. Kedron et al., (2021) defined content analysis as a research technique for making valid and reproducible inferences from data in context. For Riffe et al., (2019), it is a research method that uses a set of procedures to

make valid inferences from a text. These inferences relate to the sender(s) of the message, the message itself, or the object of the message. According to Prasad (2008), content analysis refers to any process for assessing the extent to which references, attitudes, or themes instil a certain message or material focused on customers’ behaviours experiences, experiential marketing, digital marketing, and design of destination websites, which can shed light on how the official Indonesian tourism website utilises

experiential marketing strategies to create a compelling first impression for visitors.

RESULTS AND DISCUSSIONS

The official Indonesian tourism website presents what to see in Indonesia. In Java, for instance, the visitors could expect to see and explore many exciting destinations from Ujung Kulon to Baluran National Park, from Jakarta to Surabaya. In short, the website has displayed colourful pictures and videos of all destinations that are possible to visit in Indonesia. They are located in Java, Bali and Nusa Tenggara, Maluku and Papua, Kalimantan, Sulawesi and Sumatra. Indonesia has many attractions that can offer and excite the experience, and the official website of Indonesian tourism has prepared and displayed the attractions that encourage and pull the visitors to visit them such as cultural and beliefs, arts and crafts, culinary, histories and flora and fauna as well as showing different events calendar of the year such as music events.

There are things to do too, and the website presents 5 Wonders, Trip Ideas, and Travel Blogs. The website also has general information and packages for those planning to try out this beautiful district, landscapes and the animal world, art, culture and heritage, gastronomy and wellness, relaxation and leisure, and unforgettable adventures. The website clearly shows the way the visitors can share the feedback towards the website controllers through social media such as twitter, Facebook, Instagram and TikTok. All these are displayed on the website with beautiful pictures to show and attract the viewers. The website is giving the chance to the viewers (customers) to put their opinions and suggestions as feedback to the website controllers (tourism expertise). The following are the findings observed through the websites (<https://www.indonesia.travel/gb/en/home>).

Engaging All Five Senses

In experiential marketing, the customers are no longer waiting to be told or narrated concerning the attractions at the destinations through the word of mouth as it is in traditional marketing. Rather, they want to see, hear, think, and sometimes to touch when it is possible to stimulate their feelings which will result in making decisions of visiting the destinations. The Internet has simplified the communication between the customers and the providers or the destinations through websites and other social media such as WhatsApp, Instagram, and Twitter. These all have helped to make the easiest way of interacting and sharing information.

With that sense, the Indonesian government had decided to establish the official website for tourism activities to compete with the current market through experiential marketing (Untari & Satria, 2019). One of the things to consider in doing perfect experiential marketing, the website is required to consider all five senses meaning the information displayed on the website should help the customers to hear, smell, see, touch (feel) and taste the reality of the messages towards the destination. The official Indonesian tourism website has tried to work on those senses to communicate to the customers, it is not easy to practise all of them at once, but Indonesian tourism website has involved them in such a way that the message is clear shown through good colour, good music melody and nice videos that enhance the customers smell and taste the reality of the cultures and culinary at the destinations.

Below are some pictures and video links that are witnessing the best work the website has done to engage all five senses in conveying the messages. The viewers were seeing, hearing, and smelling the realities of the activities that were held in Toba land. They could smell and taste through watching the reality videos that were put in this link of the website. It was really stimulating and motivating them to visit there as long as the narrator in the

video explains in the audible and attractive voice. On the other hand, the website has not given clear and full information on the destinations that were displayed on the website page. This can lead to less and create low interest to the viewers who were visiting the page and planning to have a trip in Indonesia. Therefore, the website controllers should improve the information

quality and design quality to convince the viewers to visit the Indonesia attractions. (<https://www.youtube.com/watch?v=IzOqfrLc0o>). Taliwang chicken, its spicy flavour and crispy exterior would always leave you wanting more! Indeed, Chicken Taliwang uses a rich combination of ingredients to bring out spicy, salty, and sweet flavours.



Figure 2. Taliwang Chicken (Source: <https://www.indonesia.travel/us/en/trip-ideas/taliwang-chicken-your-must-try-food-from-mandalika-lombok>)

The website states that “Are you thinking to see something fresh and impressive after a long time staying at home to self-quarantine? Therefore, we

recommend you Likupang: a new paradise in the north of Sulawesi Island. Clear colour, message is clear and convincing someone to visit.”



Figure 3. Likupang Beach in Sulawesi Island (Source: <https://www.indonesia.travel/id/id/ide-liburan/7-exciting-adventures-for-your-next-travel-bucket-list>)

Creating Surprise

In experiential marketing, creating surprise is to show unexpected or puzzling things that can be astonished to the customers but creating the “Wow Effects”. Making the surprise happen, an art is required to design it. In the official Indonesian tourism website, the surprise has been shown clearly and displaying the puzzle wonders such as Komodo dragons in the video (<https://www.youtube.com/watch?v=PUY26b2JfQY&t=4s>). It showed how the visitor was puzzled with the occasion of such an endangered species, which is found only in Komodo Island around the world.

The website also showed the oldest temple that was built around the 8th and 9th century but is still having its architectural beauty until today. It showed uniqueness in this current world whereby many destinations have already lost their originality. Therefore, it surprised and astonished to see such a thing is still maintained and present. For example, the design of constructing the Borobudur is really surprising because it is located in an elevated area between twin volcanoes and two rivers. It was built in the 8th and 9th centuries during the reign of the Syailendra dynasty with a huge amount of stone, about 55,000 cubic metres, used in the construction of the site.

Borobudur ruins and stones that have been cut to size transported to the construction site and placed without mortar, but this monument is still having its beauty and original structure since it was built. Also, this monument was built on the bedrock hill while most temples were built on the flat surface. Such historical Buddha temple attractions are rarely present in Indonesia thus why it was displayed in the Indonesian tourism official website. Some pictures below reveal the surprise created in the official Indonesian tourism website as well. This link would help to reveal the astonishment of this beauty monument in Indonesia:

<https://www.youtube.com/watch?v=iDI-uCJTkf8> .



Figure 4. Borobudur Temple (Source: <https://www.indonesia.travel/gb/en/destinations/java/magelang-regency/borobudur>)

Borobudur Temple stands majestically on a hill overlooking green fields and hills in the distance. The design of the Gupta-style temple reflects Indian influence on the region. However, there are enough indigenous scenes and elements incorporated to make Borobudur uniquely Indonesian.

Involving Themes of Experience

Themes of experience in experiential marketing are overarching statements or phrases that express the essential features or the value and focus the experience that the customer intends to get from the service provider. In the tourism industry, themes of experience are being made by using diverse ways of conveying the message to customers, such as offline and online. In today’s digital era, the most used methods are online such as social media, websites and so on rather than using traditional methods such as printing methods and word of mouth. For the website to convey or make an overarching statement to customers is essential so that to retain them and create a reputation or good image of the attractions advertised.

The official Indonesian tourism website has tried to involve themes of experience by displaying the pictures and videos with good colour schemes and aesthetic of the sites, clear and attractive

voice. The type and size of the fonts on the website were clear, facilitating the viewers to get clear explanations and information as it was intended on the website itself. The narrative contents of the website provided clear explanations of the destinations and the videos have subtitles displayed in English, French, Chinese, Indian, Australian, Russia, Korea, Japan, Germany, Netherlands, United Arab Emirates, Singapolian language and in Bahasa Indonesia. For example, in this link:

<https://www.youtube.com/watch?v=EQmc86tishM&t=26s>

Despite the fact that the website involved themes of experience, the research detects some weakness. First, The website has managed to include the popular spoken languages in most of the continents in the world such as Asia (Chinese, Bahasa

Indonesia, Korea, Russia, Indian, Japanese, and United Arab Emirates), Australia (Australian languages), American continents (Both North and South) (English language), Europe (French, Netherlands, and also English), but the website did not show the language spoken in most of the African continent countries (Swahili language), and excluding Antarctica which is the only continent with no permanent human habitation. So, this causes some of the viewers, especially from Africa continent, not to see and feel the beauty of the websites because they were not directly involved with websites. Normally viewers interpret the goodness of the website only when they understand clearly what has been displayed on the explanation, colour as well as narrations of the attractions themselves.

 Global Global (English)	 Japan Japan (English)	 Hongkong Hongkong.(English)	 Netherlands Netherlands (English)
 Indonesia Indonesia (English)	Japan (Japan)	Hongkong.(Chinese (Traditional))	Netherlands (Netherlands)
Indonesia (Bahasa Indonesia)	 France France (English)	 Singapore Singapore (English)	 United Kingdom United Kingdom (English)
 Russia Russia (English)	France (French)	Singapore (Chinese (Simplified))	 Germany Germany (English)
Russia (Russia)	 Saudi Arabia Saudi Arabia (English)	 Malaysia Malaysia (English)	Germany (Germany)
 China China (English)	Saudi Arabia (العربية)	Malaysia (Chinese (Simplified))	 United States United States (English)
China (Chinese (Simplified))	 Australia Australia (English)	 Thailand Thailand (English)	 Philippines Philippines (English)
 Korea Korea (English)	Taiwan (English)	 United Arab Emirat	 India India (English)
Korea (Korea)	Taiwan (Chinese (Traditional))		

Figure 5. List of Languages that Can Be Translated in The Official Indonesian Tourism Website (Source: The Official Indonesian Tourism Website)

Second, there is confusion in the explanation about the Borobudur Temple: the explanation says, “Borobudur temple is the world’s biggest *Buddhist monument* you must visit at least once in your lifetime”. The Borobudur seems to be not a temple but a monument, since no religious or spiritual rituals and activities such as prayers and sacrifice that take place normally, although not used daily or weekly, the Buddhists pray in this temple several times a year for example during the feast of Buddha's nativity, but it is used as a monument to the previous temple Buddhist activities. Hence it should be written as the Borobudur monument (see the YouTube that displays the correct name given to this destination (https://www.youtube.com/watch?v=PJ_fd_Y38ig)).

Customer involvement

The involvement of customers consists of many things but few to mention are making the message clear and understandable, easy to access the website by the customers. In addition, customer involvement may include environments and designs that encourage interaction with employees and other reference groups, and the development of quality/price/ promotional attributes in products. products or services (Ronda, Valor & Abril, 2018), providing the items related to the displayed items, having several options on how to view and see the items, use the pictures and videos that won't leave any doubt to the clients or customers who visit, see and watch them and last but not least make sure the message displayed on the website is valid and reliable and not misunderstanding or mispromising. And the customers should have the chance to interact with the website and provide feedback.

The Indonesian official website has designed the feedback sites through using social media in which customers do share their ideas and opinions concerning the

products on the website. With the concern to the official Indonesia tourism website, the customers were highly considered and involved in the way that they get the updated information and events as happening at the time. The more information a travel website has, the better the tourism website will be. This will encourage potential tourists to choose tourist destinations (Romanazzi, Petruzzellis & Iannuzzi, 2011). In tourism, the importance of insights for tourists is considered. The sensitivity of the tourism information system is important enough to influence the success of the industry. For example, during the G20 countries summit which was held November 2022 in Bali, all the events and activities were posted and displayed well on the website. These ensure the customers know what was going on there and decide what time exactly to pay a visit there. The messages were well formulated and with simple and clear meaning with beautiful pictures emphasising them. Involving the customers is more than pleasing them but is all about convincing them to make decisions of visiting the places or destinations, as long customers feel and perceive different products and services provided on the website.

There is a need for website controllers to be more creative to come out with something that will pull them visiting Indonesia rather than visiting the website only. By saying so the website has tried to involve the customers through giving them a chance to view and leave a comment(s) concerning the website or the services they received at the destination. The picture below shows how the customers interacted with the website via Instagram. They could access it by following the page and explore all products posted there. For any need to get more information, they could send messages and like the pictures as one of the types of feedback to the website.



Figure 6. The Official Social Media Customer Views and Comments
(Source: The Official Indonesian Tourism Website)

Creating the Memorability

Customers should remember what they saw and what they are going to see after visiting the website. So, one of the important things for reliable website controllers to remember is creating the memorability after the surprises have been made. The involvement of advertisement of the destinations and repeating them several times will help the customers who visit the website to keep memory of those products or services displayed and advertised. On the official Indonesian tourism websites, they have repeated several main and unique attractions which made the customers be active and curious to visit and see

them. There were clear pictures of cultures, foods, and other heritage destinations as well as videos. In general, the website has been trying to display the pictures and videos with different feelings to make a wide range of choices to the clients who are planning to visit the Indonesian attractions. If someone wants to know about Hinduism or Buddhism, there are big, old, and unique temples found here as well their pictures were well displayed. There were many activities that were put in the websites, creating the big attentions when watched or seen by the clients (<https://www.youtube.com/watch?v=xY-Tzw8mD1tg&t=13s>).



Figure 7. Different Event Decoration Designs
(Source: The Official Indonesian Tourism Website)

CONCLUSION

This paper aimed to explore the potential of integrating technological advancements, particularly through the

utilisation of websites, as a pivotal marketing tool to bolster Indonesia's tourism sector. Given Indonesia's significant presence in the digital realm, ranking fifth globally in internet usage, with 143.26 million users

as of March 2019, there lies a promising opportunity to leverage this digital landscape for tourism promotion. The study underscored the importance of incorporating various social media platforms such as WhatsApp, Instagram, TikTok, and Twitter into tourism websites to effectively showcase Indonesia's cultural, religious, and historical attractions to a diverse audience. Furthermore, it advocated for the implementation of multilingual content tailored to cater to different nationalities, thereby enhancing visitor engagement and fostering a clearer communication channel. These findings not only hold relevance for destination managers but also offer valuable insights for policymakers and tourism organisations seeking to enhance their destination promotion strategies through website-based initiatives.

The study just analysed part of the website that was mainly involved with dimensions of experiential marketing. It has to dig deep into all the contents of the website. The analysis was also based more on the authors' experiences. A more thorough analysis involving ordinary viewers (tourists) may enhance the findings, indicating the effectiveness of the marketing strategy used by the website. The study elucidated within this paper is poised to facilitate an expansion in academic inquiry, providing a foundational basis for further investigations in this domain using the experiential marketing approach. Additionally, the insights garnered herein offer valuable guidance to governmental entities and policy makers, enabling them to effectuate refinements and enhancements in the operational frameworks governing website management practices.

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