CHAPTER I

INTRODUCTION

1.1   Background of the Study

In the current era of globalization, progress in the field of tourism is very rapid. Tourism has been recognized as the largest industry of this century, seen from various indicators of world development, in the coming years the role of tourism will increase. Therefore, much needs to be done to develop tourism potentials, especially in Indonesia In this case, the official tourism website of each region is important, so that it can provide sufficient information for someone who wants to visit the tourist area. The development of communication and information technology is currently taking part in the world of tourism promotion, in this case the internet including the facilities of the world wide web (www) has provided a variety of communication options, through the website so easily information can be received both anytime and anywhere. Utilization of the current website has developed in such a way, every organization can use the website according to their respective goals and interests.

In recent years, the development of technology is very rapid, and various kinds of information can be obtained easily only by accessing it via the internet. Even all people can take advantage of this technology, especially in the field of

tourism promotion. In every area, there must have been a promotional website that is useful as a means of promoting tourist attractions in the area, the website is definitely dedicated to tourists but the use of the promotional website is not only for tourists because sometimes native people of the area can also be less familiar the area itself, especially about tourist attractions. As for the problems contained in the website, it can make the website less feasible, Just like tourist attractions in Belitung, they already have their own official website, namely BelitongGeopark.net.

The potential to promote tourism through the website is currently very promising but unfortunately, BelitongGeopark.net still has some shortcomings in the information system on their website. such as the BelitongGeopark.net website. Problems that arise in a promotional website include: First, in terms of appearance, it is still too monotonous because it only displays colors that are dominated by white. Second, there are also in terms of the language which is only English and the language is still too standard for a promotional website and the information conveyed is only general information, then in terms of the features on the website, there are still too few such as, lack of features change the language and features of the facility information contained in every promoted place, and the last problem is that the promotional website doesn't seem to have an update for about the last 1 year.

1.2   Identification of the Problems

Based on the background that the writer has conveyed, there are several problems with the website. The first one is the lack of the website's information system because this website never gets the latest updates anymore, then is the feature of the website that needs to be updated, and the last is the usage of language in the website's information system that only uses the English language for foreigners but not for the natives themselves. By these several problems, the writer wants to know how good this website is for people who want to know information about geosites from this website..

1.3   Limitation of the Problems

Limitations of the study are used in every research paper to avoid widening the problem and deviations from the problem to be studied. Therefore, in this study, the writer limits the problems to be studied. This research will focus on analyzing the descriptions text information system in the website promotion BelitongGeopark.net (2021), and from this Website, 5 (five) tourist attractions will be taken for analysis.

1.4 Research Question

Based on the problem explained above, the research question is:

1. What types of promotions are used on the Geopark website information system?
2. What are the Denotative and Connotative meanings that exist on the BelitongGeopark.net website?

1.5 Objectives of the Study

This research has a purpose to find out the effectiveness of the information system on the website BelitongGeopark.net (2021) This study also wants to provide a better understanding of tourism promotion websites so it can help tourism planners, and business decision makers be able to overcome appropriate or effective marketing plans and strategies to increase tourist levels.

1.6 Significances of the Study

- **Theoretically**

  The writer hopes that this research will be useful to increase the knowledge and information about tourism world, especially in information system's field.

- **Practically**

  By this research, the writer also hopes that this research will have a benefit to increasing a skill of making the information system. Then, the writer hopes that this research will be useful for the readers to know more about tourism, or information system. Moreover, this research is expected to be a reference for the other researches