Communication, Language Acquisition and Development of Visit Bengkulu 2020

Abdul Muktadir
Universitas Bengkulu
Email: meiselina@unib.ac.id

Dionni Ditya Perdana
Universitas Bengkulu

Meiselina Irmayanti
Universitas Bengkulu

Abstract—**This study identifies, analyzes and reviews the extent to which communication, acquisition and language development has been carried out in introducing and promoting the Visit Bengkulu 2020 through articles on the website of the Bengkulu provincial government and local and national online media. This step is at the same time to find out the value of article information as a benchmark in formulating an article design that is able to answer the desires and information needs of foreign tourists. Research applies a qualitative approach, interpretive paradigm and virtual ethnographic analysis techniques to understand phenomena, analyze research objects in the form of text and formulate alternatives systematically which will be the output of research from the problem formulation as the basis of this research. The overall results and discussion become the capital of the research team in formulating the message design in the form of articles that can be an attraction, answering the desires and needs of foreign tourists as well as promoting the Visit Bengkulu 2020.**

Keywords—*communication, language acquisition, development, visit bengkulu 2020.*

I. INTRODUCTION

Tourism has great potential as an engine of economic and foreign exchange for the country's economic development. Tourism has a fundamental spectrum of nation-building starting from as a unifying tool and national unity, poverty alleviation, sustainable development, and economic improvement. This is evident from the contribution of 4% for Indonesia's Gross Domestic Income in 2016 [17].

Every region in Indonesia has tourism potential that has a big appeal, including Bengkulu Province. Bengkulu Province itself is one of the provinces that have the most comprehensive tourism potential on the island of Sumatra. Researcher's record proves that there are 67 natural tourism and marine tourism, 4 artificial tours, 23 culinary types, 13 cultural, religious and historical tours in addition to the diversity of ethically valuable creative products such as basurek fabric, script *ka ga nga* products and leather crafts (Irmayanti, 2017 , p.2, "unpublished results"; Oktavia, 2016, para. 9-16; Ronal, 2016, para. 3; bengkuluekspress.com, 2016, para. 3; tagpwisata.com, 2016, para. 13; bengkulukota. go.id, 2014, Tourism; [4] .nl, 2014, para. 1-5; Nanda, nd, para 6-79;[4].

Bengkulu Provincial Government has realized the tourism potential in Bengkulu which is able to play a role as an economic and producer driver. For this reason the Provincial Government launched the "Visit Bengkulu 2020" program by carrying 52 events to increase ncrease tourist destination visits. For the success of this program, the Bengkulu Regional Government has prepared a series of strategies even some of which have already been realized.

These strategies include 1) cooperating with Britain, Dutch and Japan countries in the context of renovating historical, cultural, religious sites without changing their original form. 2) Arrange a *calendar of events*. 3) Revitalization as well as the addition of public infrastructure facilities and infrastructure so that access to tourist attractions becomes easy and facilities can add to the comfort of foreign tourists. 4) Stimulating UKM. 5) Realize the program "Smiling Bengkulu" as a sign of the hospitality of the people of Bengkulu. 6) Prepare young people, especially graduates of Tourism Vocational School, to become a Tour Guide. 7) Establish cooperation with neighboring provinces included in "10 New Balis". 8) Build and maintain a clean culture. 9) Establish cooperation with organizations and associations in promoting "Visit Bengkulu 2020" (Editor, 2017, para. 7; Liputan6.com, 2016, Visit Bengkulu 2020; [12].

This strategy would not be useful without proper promotional support. Currently, promotions have been carried out through very little brochures and banners, articles posted on the official website of the Bengkulu provincial government offices, and local and national online media. The selection of promotions through websites and online media is the best strategy because this technology offers productivity, efficiency, speed and cross-border information delivery (Respati, 2014, p. 40).

Unfortunately, the website of the Bengkulu Provincial Government office has very little information regarding the Visit Bengkulu 2020 program. In fact, the website does not at all find the latest information from 9 strategies that have been carried out by the Bengkulu Provincial Government. Even *the calendar of events* from the Visit Bengkulu 2020 program was also not found in that website. The most unfortunate condition is that some tourism-related articles in Bengkulu just published on March 12, 2018 (Bengkulu Provincial Government, 2018; North Bengkulu Regency Tourism Office, 2018; South Bengkulu Regency, n.d.). Below is a visual display of the bengkuluprov.go.id website. The image proves the choice of information formulated by the Bengkulu provincial

government does not support the success of the Visit Bengkulu 2020 program. On the contrary, the information's published on the website that has no interest in the success of the Visit Bengkulu 2020 program.
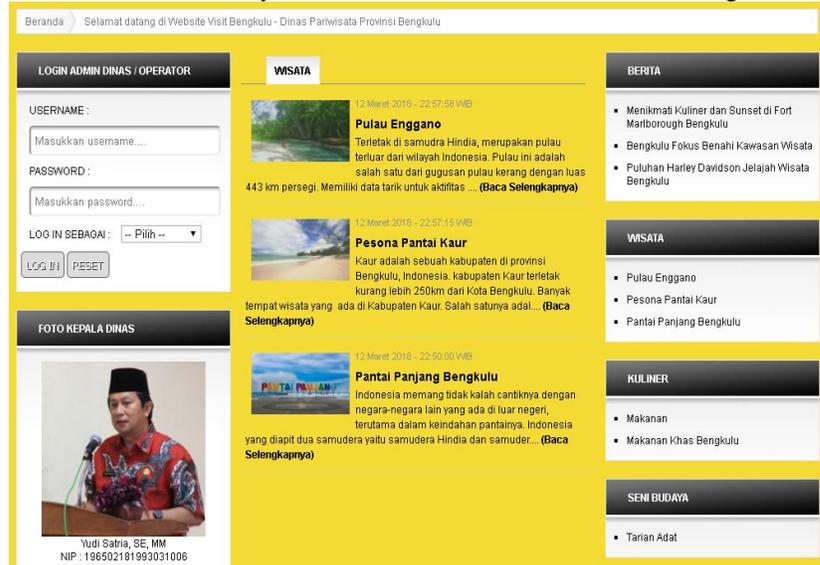

Figure 1. Website of Bengkulu Provincial Government (Bengkulu Provincial Government, 2018)

Meanwhile the articles in local and national online media related to Visit Bengkulu 2020 are still oriented to the news so it just a little review of Visit Bengkulu 2020 or tourism owned by Bengkulu Province.

Therefore it is unsurprising that this article had not attract tourists who need information about Visit Bengkulu 2020 or about tourism owned by Bengkulu.

Figure 2. News in Online Media Antara Bengkulu (Sipayung, 2017)

In addition, less than two years left before "Visit Bengkulu 2020". For this reason, it is very urgent to build a brand and positioning Bengkulu in the eyes of the world so that the target of foreign tourist visits can increase. The polemic above is the basis of this research. This research is to find out and increase the value of article information as a benchmark in formulating article designs that are able to answer the desires and information needs of foreign tourists. Furthermore, based on the results of the study, the researcher will formulate a message design guide blueprint in the form of an article that is able to answer *what is the*

perfect content, how to create, how to use and how to maintain as a means of promotion for the Bengkulu Provincial Government.

Description of the problem above encourages researchers to conduct research with the formulation of the problem "How communication, acquisition and development of language formulated in the form of articles as a message in promoting Visit Bengkulu 2020". The formulation of this problem then guides the researcher in investigating research objects in the form of articles on the Bengkulu provincial government website and in local and

national online media related to the Visit Bengkulu 2020 program during January until June 2018.

II. LITERATURE REVIEW

Communication, and Language Acquisition and Development

Communication, in the simplest sense, acts on information. Human communication is the way humans act on information to communicate through spoken languages and derivatives (for example, writing, symbolic movements). Human language is a systematization of symbols, which is syntactic and culturally determined.

Dance considered, human ability to communicate caused the birth of symbols and for the development of human conceptualization. Meanwhile, the linguistic discipline changes from the formal study of the structure of written language into consideration of language-cognition connections and natural language acquisition. Chomsky explains what really happens when we produce language. While Piaget focuses on the role of the mind in building social behavior rather than the role of social behavior in the development of the mind (in Yingling, 2009, pp. 126-127).

The researcher applied this theory to investigate what information offered by articles in introducing and promoting Visit Bengkulu 2020. The purpose of finding, identifying, analyzing and understanding tourism offers (concepts of Visit 2020 related concepts and tours) what have been displayed and which has not answered the needs of tourists.

Slogan as A Form of Communication Advertising

Slogan is from Slough-ghairm, pronounced Slogorm of Scottish Gaelic which means war cry [1]. Slogans are short, easy to remember phrases, and adverts to attract consumers 'attention and form a brand positioning so as to strengthen consumers' memory of advertising while increasing brand affinity (matrix) (Dass, Kohli, Kumar, & Thomas, 2014, p. 2504)

Slogans as media that convey messages from a brand that offers goods / services to new and potential consumers. If so, then the slogan of a tourist destination becomes very important in building a national brand. The key to the success of slogans cannot be separated from various elements, including the size of the image, the existence (positioning) of the tool, the relationship between slogans and brands, jingle effects, repetition, the use of slogans and creativity (Dahlen and Rosengren in Galí, Camprubí, & Donaire, 2016, p. 244).

Tourism Principles and "Visit Bengkulu 2020" Program

In line with tourism principles namely "Increasingly preserved, Increasingly Prospering". Tourism development has a positive impact as job creation (pro-job), poverty alleviation (pro-poor), economic growth drivers (pro-growth), and environmental preservation (pro-environment) (Indonesia, 2012, slides. 3).

In the summary of [23], the principle of tourism one of them refers to the principle of sustainability based on three core principles, including: 1) Quality, namely sustainable tourism provides a quality experience for visitors, while improving the quality of life of the community and protecting environmental quality. 2) Continuity, which is sustainable. Tourism guarantees the continuity of natural resources based on the continuity of community culture and the continuity of visitor interest. 3) Balance, namely the balance of sustainable tourism meets the needs of society and the environment (pp. 113-114).

Framework

Based on the understanding of the problems described in the previous chapter along with conceptual-conceptual as a tool to analyze, Thus, the researcher describes the main points of discussion of this research in the conceptual framework as follows:

Figure 3. *Framework* processed by researchers

III. METHOD

This section describes the methodology that will be applied in this study. These aspects include explaining approaches, paradigms, strategies, data sources, locations and research objects, methods of data collection, analysis techniques, research procedures, and planned outcomes.

Researchers collaborate the qualitative approaches and the interpretive paradigms to understand and formulate alternatives that will be outputs of research from the formulation of the problem as the basis of this research. This approach, paradigm and analytical technique is useful for collecting, recording, exploring, examining,

investigating, systematically analyzing research objects in the form of text.

Source, Location and Research Object

The data in this study was collected by primary data and secondary data. The primary data source was obtained from the website of the Bengkulu provincial government website. These pages include the website bengkuluprov.go.id, kaurkab.go.id, lebongkab.go.id, lebongkab.go.id/beranda/, kepahiang kab.go.id, mukomukokab.go.id, rejanglebongkab.go. id, bengkulutengahkab.go.id, selumakab.go.id and bengkuluprov.go.id.

Second, primary data was also obtained from local and national online media which reported the Visit Bengkulu 2020 program during January-June 2018. The duration is representative because of the transition of the year (December 2017-Janurari 2018) to mid-year (May-June as Eid holidays) be the right time for a vacation. Representative online media articles as research objects must have comments to find out the readers' responses to the articles that are published.

This research was carried out virtually by observing, understanding, analyzing, investigating and interpreting activities on the Bengkulu provincial government website and local and national online media related to Visit Bengkulu 2020 to answer research needs. The object to be examined is in the form of text published on the Bengkulu provincial government website and local and national online media related to Visit Bengkulu 2020.

Method of collecting data
Online Observation

In this study, online observation became the main data collection method because researchers were able to directly witness the texts and comments of visitors to the Bengkulu provincial government website and local and national online media related to the Visit Bengkulu 2020 article. Articles and comments allow researchers to move into activities the subject is like in real life.
Real-time Online Commentary

Online websites and media have features that allow visitors to submit responses in real time. The researcher will utilize this commentary box feature to investigate communication, acquisition and language development formulated as a message in promoting Visit Bengkulu 2020. This comment feature on the website and online media will be researcher (capture) (as long as it is not disabled / deleted) and for anticipating open comments (can be seen by everyone), the researcher will use this method to strengthen the results of research that is practical and related to the activities carried out by the research subjects.
Observation Note

The researcher collects, records, explores checks, investigates, and analyzes data online. The results

of these activities are contained in the research observation notes.

Data Analysis Techniques

The collected data then analyzed using a virtual entography research strategy as an effort to understand and interpret the text posted on the Bengkulu provincial government website and online media pages. The components that will be analyzed are articles. Virtual ethnography allows the focus of research on local situations as well as the character of certain events through the Internet [15]. The aim is to learn how Internet status is negotiated in the local context of its use.

Research procedure

The research procedure consists of three main stages. 1) Formulation of research problems namely "How communication, acquisition and development of languages are formulated in the form of articles as a message in promoting Visit Bengkulu 2020". 2) Build a system of categories from the entire literature review. 3) Coding through literature review mapping which is then filtered according to the research problem formulation in investigating and analyzing texts related to Visit Bengkulu 2020.

This study dissected 35 official sites owned by the Bengkulu regional government and the Bengkulu provincial government. This study analyzes the text and comments related to Visit Bengkulu 2020.

IV. RESULT AND DISCUSSION
Language Facilities on the Website as Communication
Provincial and Regency Website Pages in Bengkulu Province

From 35 websites, the research team eliminated pages that did not fulfilled the research needs so that 9 website pages were met that met the criteria as research objects. These websites belong to the Bengkulu Provincial Government, Bengkulu City Government, Rejang Lebong Regency Government, Mukomuko Regency Government, Lebong Regency Government, Seluma District Government, Kaur Regency Government, Central Bengkulu Regency Government, and Kepahiyang District Government. Next the research team built a mapping based on the literature and the formulation of the problems that had been proposed. Following are the results of the research team's mapping design:

1. Website Changing of the Government of Bengkulu Province

The Bengkulu Province website page is in the url https://bengkuluprov.go.id/. This page displays various menus and information. The researcher dissects and analyzes each component that appears on the page. As a result, there are some visual and textual content that if clicked or if the cursor is directed at that section, then further information will

appear. To answer the problem statement, the researcher maps the content, analyzes it with the literature and research methods that have been determined. The following is a description of the website of the Bengkulu Province government.
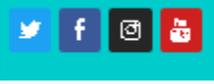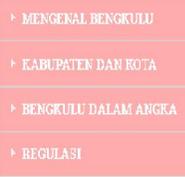
The government website of Bengkulu Province was recorded as having copyright in 2016 and is now managed by Diskominfotik Bengkulu Province. From the website page display, the researcher identifies that there is a visual and textual component that if the mouse cursor is directed at the content, then clicked, a new page will appear (further information related to the content clicked / cursor that leads to the content). The following components are identified as having further information.

Table 1. Website Page Component of the Bengkulu Provincial Government

NO	SLOGAN	CONCRETE DATA	THE USING OF FOREIGN LANGUAGE	SYMBOLIC (VISUAL AND TEXTUAL)	REFERENCE
	A	B	C	D	E
1.	Wonderful bengkulu 2020	Tidak ada	Wonderful bengkulu 2020	Teks: Wonderful bengkulu 2020	Provinsi Bengkulu
2.	Untuk Indonesia	50th Provinsi Bengkulu 1968-2018	Tidak ada	Teks: 1. 50th Provinsi Bengkulu 1968-2018 2. Untuk Indonesia	Provinsi Bengkulu
3.	Tidak ada	Tidak ada	Tidak ada	Teks: Surat Edaran Penyampaian Tema dan Logo Peringatan ke-73 Kemerdekaan Republik Indonesia Tahun 2018	Indonesia
4.	Kreasikan Gapuramu	Tidak ada	Gapura Asian Games **Table 2.** Cont	Teks: 1. #GapuraAsianGames 2. Kreasikan Gapuramu	Asian Games

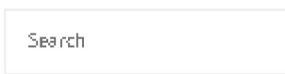| 5.	Tidak ada	Tidak ada	18th Asian Games		Asian Games
6.	Tidak ada	Tidak ada	Tidak ada		Pemerintah Provinsi Bengkulu
7.	Tidak ada	Tidak ada	Tidak ada	 Teks: Alamat dan Kontak	Pemerintah Provinsi Bengkulu
8.	Tidak ada	Tidak ada	Tidak ada		Pemerintahan dan Provinsi Bengkulu
9.	Tidak ada	Tidak ada	Tidak ada	 Teks: Cari	Pemerintahan dan Provinsi Bengkulu
10.	Tidak ada	Tidak ada	Tidak ada		Pemerintahan dan Provinsi Bengkulu
11.	Tidak ada	Tidak ada	Tidak ada		Pemerintah Provinsi Bengkulu
12.	Tidak ada	Tidak ada	Wonderful Indonesia		Provinsi Bengkulu
13.	Tidak ada	Tidak ada	Tidak ada		Pemerintahan dan Provinsi Bengkulu

2. Website Changing of the Government of Bengkulu City

The Seluma Regency government website page is in the URL http://selumakab.go.id/. The display of the Seluma district government website is the least information compared to other regency government websites in Bengkulu Province. The following is a description of the website belonging to the government of Seluma District.

The Seluma Regency government website is managed directly by the Seluma District Communication and Information Commission by registering copyright in 2018. The website only displays a number of menus related to the government and Seluma Regency. The following are the visual and / or textual components that if the mouse cursor is directed at the content, then clicked; a new page will appear (further information related to the content clicked / the cursor that leads to the content).

Table 2. Website Display Components of Seluma District Government

NO	SLOGAN	CONCRETE DATA	THE USING OF FOREIGN LANGUAGE	SYMBOLIC (VISUAL AND TEXTUAL)	REFERENCE
	A	B	C	D	
1.	Tidak ada	Tidak ada	Tidak ada	BERANDA PROFIL DAERAH BERITA PUBLIKASI KONTAK Teks: 1. Beranda 2. Profil Daerah 3. Berita 4. Publikasi 5. Kontak	Pemerintahan dan Kabupaten Seluma
2.	Tidak ada	Tidak ada	Tidak ada	VISI DAN MISI Menyajikan informasi mengenai Visi dan Misi Pemerintah Kabupaten Seluma READ MORE	Pemerintahan dan Kabupaten Seluma
3.	Tidak ada	Tidak ada	*Search*	Search Teks: *Search*	Pemerintahan dan Kabupaten Seluma
4.	Tidak ada	Tidak ada	Tidak ada	Baca Selengkapnya Teks: Baca Selanjutnya	Kabupaten Seluma

3. Website Changing of Rejang Lebong Regency Government

The website page of the Rejang Lebong Regency government is located at http://www.rejanglebongkab.go.id/. Changing the website of the Rejang Lebong Regency government shows a display that is not too on the text and displays a visual that shows sequentially. The following is a description of the website belonging to the government of Rejang Lebong Regency.

The Rejang Lebong Regency government website is managed by Diskominfo Rejang Lebong Regency with copyright registration in 2018. The following are the visual and / or textual components that if the mouse cursor is directed at the content, then clicked, a new page will appear (further information related to the content clicked / cursor that leads to content).

Table 3. Website Display Components of Rejang Lebong District Government

NO	SLOGAN	CONCRETE DATA	THE USING OF FOREIGN LANGUAGE	SYMBOLIC (VISUAL AND TEXTUAL)	REFERENCE
	A	B	C	D	
1.	Tidak ada	Tidak ada	Tidak ada		Pemerintahan dan Kabupaten Rejang Lebong
2.	Tidak ada	Tidak ada	*Continue Reading*	Teks: *Continue Reading*	Pemerintahan dan Kabupaten Rejang Lebong
3.	Tidak ada	Tidak ada	Tidak ada	Tanpa Teks	Laman Website Pemerintah Kabupaten Rejang Lebong
4.	Tidak ada	Tidak ada	*Torch Relay*		Laman Website Pemerintah Kabupaten Rejang Lebong
5.	Tidak ada	Tidak ada	*1. eMusrenbang* *2. eBudgeting* *3. eLapor*		Laman Website Pemerintah Kabupaten Rejang Lebong

V. DISCUSSION

Communication, and Language Acquisition and Development on Local Government's Websites and Online Media

The concept of communication acts based on information, namely the way humans interact through spoken languages and derivatives (for example, writing, symbolic movements). In this case, another specific example of the website and online media also acts as one of the communication media that can decide on the dimensions of space, time, effective, efficient, power text, power content, cheap, and reach all levels of the class. These website and online media characters can be an alternative if the information management is good. This is absolute because basically, citizens in all parts of the world hope to obtain information needs related to navigation accompanied by facilities for searching (maps / searching), clearly displaying services, info, recommended options, offering experiences (testimonials) based on geography, and other things.

Slogan as A Form of Communication Advertising on Local Government's Websites and Online Media

The slogan is from Slough-ghairm, pronounced Slogorm of Scottish Gaelic which means war cry [1]. Slogans are short, easy to remember phrases, and adverts

to attract consumers 'attention and form a brand positioning so as to strengthen consumers' memory of advertising while increasing brand affinity (matrix) (Dass, Kohli, Kumar, & Thomas, 2014, p. 2504)

Slogans as media that convey messages from a brand that offers goods / services to new and potential consumers. If so, then the slogan of a tourist destination becomes very important in building a national brand. The key to the success of slogans cannot be separated from various elements, including the size of the image, the existence (positioning) of the tool, the relationship between slogans and brands, jingle effects, repetition, the use of slogans and creativity (Dahlen and Rosengren in Galí, Camprubí, & Donaire, 2016, p. 244).

Tourism Principles and "Visit Bengkulu 2020"Program on Local Government's Websites and Online Media

In line with tourism principles namely "Increasingly preserved, Increasingly Prospering". Tourism development has a positive impact as job creation (pro-job), poverty alleviation (pro-poor), economic growth drivers (pro-growth), and environmental preservation (pro-environment) (Indonesia, 2012, slides. 3).

In the summary of [21], the principle of tourism one of them refers to the principle of sustainability based on three core principles, including: 1) Quality, namely sustainable tourism provides a quality experience for visitors, while improving the quality of life of the community and protecting environmental quality. 2) Continuity, which is sustainable. Tourism guarantees the continuity of natural resources based on the continuity of community culture and the continuity of visitor interest. 3) Balance, namely the balance of sustainable tourism meets the needs of society and the environment (pp. 113-114).

Why Create Article in New Media on Local Government's Websites and Online Media

From a consumer perspective, the use of information communication technology through the website should offer a number of benefits, including efficiency, convenience, richer and more participatory information, broader product choices, competitive prices, reduced costs, and product diversity (Tiago & Veríssimo, 2014, p. 704). On the other hand, information on articles in online media and websites can increase audience awareness of products while increasing product selling points[14]. If so, then the household should be an extension of the Bengkulu Provincial Government in delivering information related to facilities, attractions, infrastructure, transportation and hospitality offered during the Visit Bengkulu 2020 program.

VI. CONCLUSION

Based on the results of the research and discussion prepared by the researcher, it can be concluded that:

1. The role of local government websites and online media in developing community-based tourism is generally not optimal due to budget constraints, limited human resources possessed by the Bengkulu Province Tourism and Culture Office as well as the pluralistic condition of Bengkulu society consisting of immigrant communities with a variety of its complexities.

2. The role of the Tourism and Culture Office of Bengkulu Province in building community-based tourism is more dominant as a facilitator in physical form. As for non-physical activities, the focus is more on the private sector, so that there is no balance between partnerships with the private sector and the community. For the role as implementers of the Office of Tourism and Culture, only carrying out mandates and instructions from the Ministry of Tourism and Creative Economy has not seen significant innovation for community-based tourism development (community based tourism). The role of motivator is still minimal by the Bengkulu Province Office of Tourism and Culture and more dominantly done to the private sector while 110 to the community is done incidentally, as well as for the dynamic role of the Bengkulu Province Tourism and Culture Office to make more dynamic efforts towards the private sector to increase income original area of tourism through tourism services businesses.

Based on the discussion and conclusions taken above, the suggestions that the researchers gave in this study were:

a. Tourism awareness-raising activities should be further encouraged for the sake of increasing tourism awareness of the Bengkulu Province community, while for the limited budget of the Bengkulu Province Tourism and Culture Office can utilize many sponsors from the private sector or through socialization media such as print media, and the internet.

b. Even though every year tourists visit Bengkulu Province increases, but the Office of Tourism and Culture of Bengkulu Province needs to pay attention to the treatment of tourism actors in Bengkulu Province to tourists in order to provide satisfactory services for tourists. The activities carried out should not only focus on monitoring tourism business actors, but also providing guidance to tourism actors to be carried out routinely in order to minimize unpleasant behavior for tourists.

c. To find out the development of tourism in Bengkulu Province, the Department of Tourism and Culture needs to hold regular meetings of all stakeholders as a form of coordination, monitoring and evaluation together on the map of tourism problems in Bengkulu Province, because the problem of tourism and culture of Bengkulu Province cannot be solved by only one party, but all existing tourism stakeholders.

d. The Bengkulu Province Tourism and Culture Office in developing community-based tourism require an increase in welfare through the tourism sector. It would be better if the Bengkulu Province Tourism and Culture Office cooperate with Disperindagkoptan to hold training or increase entrepreneurship soft skills for the community around the tourist attraction.

e. In the development of community-based tourism which is prioritized is the initiative and high community participation in the development of tourism in Bengkulu Province, it will be more effective if the Bengkulu Province Tourism and Culture Office often conducts routine activities with 112 people and Bengkulu Province tourism actors without waiting for the right momentum. At least it needs to be scheduled in order to create a harmonious relationship and closeness between the Office of Tourism and Culture of Bengkulu Province and the people of Bengkulu Province as an important element in the tourism sector.

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