MANAGEMENT WITH THE UTILIZATION OF SOCIAL MEDIA WELLNESS TOURISM HEALTH TOURISM HOT SPRINGS HOT SPRING IN PENEBEL VILLAGE, TABANAN DISTRICT

Anak Agung Ari Sutraningsih[1]

[1]UHN I GB Sugriwa Denpasar, *Email:agungaristra@gmail.com*

ABSTRACT

Tourism was one of the main sectors long before the technological era 4.0. The current tourism model we find is quite varied with alternative tourism concepts such as religious and spiritual tourism, health tourism, educational tourism, cultural tourism, water tourism, tourism villages. In the past, before technology, as it is now, we can find tourism information through news, conventional information models that require an intermediary before we can enjoy the selected tour. Recent tourism issues related to the reduced role of humans in the provision of tourism services are caused by the very rapid development of information technology at present but not too significant in terms of the implications that occur. Currently, the role of social media information technology has replaced the role of verbal tourism management. But also the physical touch of the human role is still needed with the hospitality offered in this hospitality tourism industry. One model of Management by Utilizing Social Media Wellness Tourism Health Tourism Penatahan Hot Spring Penebel Village, Tabanan Regency. Using descriptive qualitative methods and literature studies, the latest tourism issues will be described in the era of information technology 4.0 regarding management by utilizing social media related to health tourism at Penatahan hot springs, where these tours are already widely available around it too.

Keywords : Tourism issues; tourism 4.0; health; mass; hot springs

I.   INTRODUCTION

Technological advances at this time, namely in the 4.0 era where information and communication technology in the tourism industry was also eroded by the use of the latest information technology. In the era of tourism 4.0 where this has implications for the industrial revolution 4.0. This era is marked by easy access to information through digital media. In the era of Tourism 4.0 it is also the cause of the shift in tourism management not only in Bali but also throughout the world. The demands of tourists from time to time continue to change along with current conditions that are influenced by technological advances. A more technical understanding related to industry 4.0 is the integration of cyber physical systems (CPS) and the Internet of Things and Services (IoT and IoS) into manufacturing and logistics industrial processes and other processes (Kagermann, Lukas, & Wahlster, 2011). where here tourists will be able to access various information related to existing tours along with information related to access to locations, facilities, prices offered and can even preview existing digital media regarding all the information they want to know. The application of smart tourism is a solution that offers innovation in a variety of tourism businesses. The concept of smart tourism is the result of developing information and technology innovation (Gajdosik, 2018). The goal of smart tourism here is to focus on meeting the needs of tourists by incorporating developments in information and communication technology in an effort to promote, improve the quality of tourism management and services. Therefore with the development of health tourism at this time

We have encountered many advances and innovations in hot spring health tourism in Penebel Village, but these tours will still provide their respective characteristics as an attraction, one of the hot spring health tourism which is in great demand because it is not not only offering hot spring tourism but also providing lodging services around the hot spring area with a private hot spring pool in each existing villa, namely Penatahan Hot Spring in Penebel Village, Tabanan Regency where management utilizes digital media in this 4.0 era.

LITERATUR REVIEW

Tourism here is an activity, service and product of the tourism industry which is able to provide an experience to tourists. Individual needs for travel have become part of the lifestyle. Traveling has become a necessity in itself to rest for a while from busyness. Travel is carried out by people around the world as evidenced by the increase in global tourism trips. The increase in global tourism trips was supported by several things, namely; holidays are getting longer, people's savings are getting bigger, family size is getting smaller, the level of health is getting better, the ease of obtaining tourism information and the level of education of the people is getting higher. In this case, it relates to information obtained by prospective tourists regarding the types of tourism and tourist attractions desired according to their needs at the present time, access is so easy to obtain. By utilizing digital media, namely social media, which is used in almost all levels of society. When they want health tourism with the experience of traveling with hot water, potential tourists will look for information in advance where to reference a reference to a nice hot spring and the surrounding nature is soothing.

In the research from Nyoman Dini Andiani and Gede Ary Wiryatama "Analysis of the Strengths and Weaknesses of the Tabanan Hot Spring Tourism Object" it is said that by utilizing social media in the tourism 4.0 era, the management's efforts in developing the Tabanan Hot Spring Tourism Object to increase tourist visits are with carry out promotions through printed media in the form of brochures, maintain the preservation of nature in the Penatahan Hot Spring

Tourism Object, collaborate with several travel agencies and maintain the facilities in the Penatahan Hot Spring Tourism Object. Management that was carried out in the era before the development of digital media, was managed conventionally relying on travel and word of mouth information

Another similar reference is about maintaining hot spring tourism where the management is more to the physical (physical evidence) of the tourist spot. Physical Evidence is very important in forming an image or perception because through this physical evidence consumers are ready to identify and compare a service company with other service companies so that in making decisions on the use of services consumers are not mistaken, said Rizka Putri Ananda, Eeng Ahman and Oce Ridwanudin in their research The Influence of Physical Evidence at the Ciwalini Hot Springs Tourism Object on Tourists' Visiting Decisions (Survey of Archipelago Tourists at Ciwalini-Ciwidey Hot Springs, Bandung Regency).

Based on the references used which have similarities with the articles on tourism issues that the author made here, namely regarding MANAGEMENT WITH SOCIAL MEDIA UTILIZATION WELLNESS TOURISM HEALTH TOUR PENATAHAN HOT WATER SPRING IN PENEBEL VILLAGE, TABANAN DISTRICT. Which this article will present how to manage hot spring tourism in the era of tourism 4.0 where all information related to promotion utilizes digital media (social media) following the current era and trends.

METODE

In an article a research method used must be clear to get results in the research. The research method is a scientific way to obtain valid data with the aim of discovering, developing, or demonstrating certain knowledge so that in turn it can be used to understand, solve, and anticipate problems in a particular field. Koentjaraningrat (1993: 89) means that qualitative research is a research design that has three formats. The three formats include descriptive research, verification and grounded research formats

The method in writing this article is a descriptive qualitative analysis method which aims to describe and identify the management of Penatahan hot spring tourism using current digital media. This article explains and describes more about how to manage the sustainability of hot spring health tourism, the characteristics found so that the management can identify the strategies and characteristics of hot spring tourism with similar tours through literature studies and literature studies.
.

II.   RESULT AND DISCUSSIONS

Wellness tourism is a term used in health tourism. With different objectives, wellness tourism does not only involve religious and spiritual tourism such as melukat, yoga, meditation or pilgrimage tours to the centers of ancient civilizations or places of worship. Health tourism here is carried out by tourists where they have different goals. However, before tourists travel, in the tourism 4.0 era, the use of digital media, in this case, social media, is used to find references for places to visit at the same age as the tourist's goals. One that can be used as a reference for carrying out health tourism is hot springs, in addition to health where the physical and spiritual freshness of these tourists will also be obtained. The Penatahan Hot Spring hot spring in Penebel Village, Tabanan Regency, is an alternative for health tourism. With the use of digital media (social media) in its management, it is hoped that this tourist destination will be better known by the wider community who want water tourism and health tourism at the same time.

Information related to the Penatahan Hot Spring hot springs can be accessed through existing social media. It was further explained that the role of information and communication technology has replaced the role of verbal humans in tourism marketing communications, which media, what information characteristics have an effective level of trust in tourism marketing communications.

Figure 1. Penatahan Hot Spring

management which utilizes existing digital media such as Instagram, Youtube, Tiktok, Facebook, Taveloka and other social media to promote the existence of these hot spring tourism. The manager also said that currently developing technology makes it easier to provide information about Penatahan Hor Spring hot spring tourism. But by not forgetting to keep working with conventional travel companies that are still operating today. Every effort is made so that the existence of the Penatahan Hot Spring hot spring can still operate and provide innovations - innovations that are unique to similar tourism. And also deliver income for the economic welfare of residents around the destination area in particular and related government agencies in general. The results with managing the use of social media are currently quite significant related to all levels of society using social medicine in their lives to get the information they want to get. The role of digital media in the era of tourism 4.0, even though it has negative implications, can be covered by the positive implications that exist. With ease - easy access to digital media makes it easy to promote something. However, in terms of service at the hospitality destination, the human workforce itself is still maintained to provide excellent service, because it cannot be replaced by digital media regarding service to consumers.

Maybe most of the tourists know the benefits of natural hot springs from the mountains. Because hot water contains minerals such as sulfur so it is very good for health and skin rejuvenation, accelerating the loss of bruises. In addition, mountain hot water can help restore arthritis and relaxation. The Penatahan Hot Spring baths are located on the banks of the Yeh Ho river, in a village called Penatahan, in the Penebel sub-district, Tabanan district. Local people, this hot spring is more familiar with the name Yeh Panes bath. In the current era it is not difficult to find the location of the ESPA Yeh Panes Natural Hot Spring Resort, because there are many directions to get to the location. Especially now that there is a GPS on the gadget and using Google maps to be able to find its location.

III.   CONCLUSIONS

Dari pembahasan tentang Pengelolaan Dengan Pemanfaatan Sosial Media Wellness Tourism Wisata Kesehatan Pemandian Air Panas Penatahan Hot Spring Di Desa Penebel Kabupaten Tabanan dapat disimpulkan bahwa sangat besarnya pengaruh dari era tourism 4.0 dimana dalam pengelolaan keberlangsungan dari wisata pemandian air panas tersebut sebagian besar memanfaatkan media digital yang ada saat ini. Peran dari media digital seperti sosial media - sosial media yang ada saat ini berlomba - lomba memberikan kemudahan akses dalam mempromosikan produk wisata, dengan akun, web dan blogg yang dimiliki khususnya disini oleh tim marketing pengelola dari Penatahan Hot Spring yang mana sangat cepat dapat memberikan informasi - informasi terkait dengan program - program yang ditawarkan oleh wisata pemandian air panas serta keunikan - keunikan yang ada serta service - service lainnya terkait upaya memberikan suguhan wisata yang bermanfaat yang dalam hal ini adalah untuk kesehatan.

REFERENCE

Eddyono, Fauziah. 2019. PENGELOLAAN DESTINASI PARIWISATA. Uwais Inspirasi Indonesia.

D. Adi Wijaya. Strategi Promosi Sebagai Langkah Pemasaran Pariwisata Di Desa Wisata Plempoh Bokoharjo Prambanan Sleman. garuda.kemdikbud.go.id/article.php?article.

Dwi Perdana Syah. 2019. Studi Deskriptif Kualitatif Mengenai Pengembangan Pariwisata Berbasis Masyarakat (Community Based Tourism) Di Desa Wisata Banjarejo Kabupaten Grobogan). Universitas Muhammadiyah Surakarta.

https://idtesis.com/pembahasan-lengkap-teori-strategi-promosi-menurut-para-ahli-   dan-contoh-tesis-strategi-promosi/

Nyoman Dini Andiani, Gede Ary Wiryatama. 2019. ANALISIS KEKUATAN DAN KELEMAHAN OBYEK WISATA AIR PANAS PENATAHAN TABANAN.
https://www.researchgate.net/publication/342740630_ANALISIS_KEKUAT AN_DAN_KELEMAHAN_OBYEK_WISATA_AIR_PANAS_PENATAHA N_TABANAN

https://www.researchgate.net/publication/333243070_PENGARUH_PHYSICAL_EV IDENCE_OBJEK_WISATA_PEMANDIAN_AIR_PANAS_CIWALINI_TE RHADAP_KEPUTUSAN_BERKUNJUNG_WISATAWAN_Survei_pada_ Wisatawan_Nusantara_Pemandian_Air_Panas_Ciwalini- Ciwidey_Kabupaten_Bandung

Utama, I Gusti Bagus Rai. 2016. Isu Pengelolaan Pariwisata. https://www.researchgate.net/publication/307811896_Isu_Pengelolaan_Pariw isata

https://eprints.umm.ac.id/40592/3/BAB%20II.pdf.

.