

Analysis of the Role of Online Transportation on Tourism Development (A Study of Tourists on Users of Grab Online Transportation Services in Kupang City)

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Abstract

Purpose: The purpose of this study is to analyze whether the existence of online grab transportation in Kupang City has a positive impact on tourism development, in this study using interview techniques.

Research Methodology: The interview used was an unstructured interview, namely an independent interview in which the researcher did not use an interview guide that had been systematically structured. The sample in this study amounted to 15 respondents. The sampling technique used was random sampling. The data analysis technique used in this study is an interactive technique. Interactive technique is a data analysis technique that is carried out while in the field and after being in the field which is processed through four stages.

Results: The results of this study indicate that the presence of online transportation (Grab) in Kupang City can actually be used as a means of promotion and transportation that is comfortable and safe, as well as practical and efficient. Comfortable and safe from the condition of the vehicle and the driver, as well as practical and efficient from the operation of the application and the ease of finding the driver so that it can save time by visiting all tourist objects in Kupang City.

Conclusions: This study concludes that online transportation (Grab) plays a significant role in supporting tourism development in Kupang City by improving accessibility, travel efficiency, and tourist safety and comfort. The ease of application use and service reliability enhances tourists' mobility and visit intensity to various destinations.

Limitations: This study is limited by a small sample size of 15 respondents and focuses only on Grab users in Kupang City. The findings are based on qualitative interviews and cannot be generalized to other regions or transportation platforms.

Contribution: This study contributes empirical evidence on the role of digital transportation in tourism development and provides practical input for local governments and transportation providers in strengthening tourism accessibility through technology-based services.

Keywords: *Online Transportation, Tourism Development*

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1. Introduction

The Indonesian nation is a nation known for its wealth of natural beauty which is well known in the various islands in Indonesia. Indonesia has a lot of potential and natural resources that have not been fully developed, including in the tourism sector. Indonesia's tourism sector is a significant contributor to foreign exchange for Indonesia. The development of tourism is closely related to the preservation of personality values and the development of the nation's culture, by utilizing the full potential of

Indonesia's natural beauty and wealth (Sanam & Adikampana, 2014). Utilization here does not mean total, but more meaningful, utilizing and preserving every potential that exists, where this potential is arranged into the only tourism power. The development of the tourism sector is expected to provide benefits to the community, because the tourism sector is one of the development sectors in the economic sector. Tourism is considered one of the fastest-growing industries in the world. It caters to millions of international and domestic tourists worldwide (Ranasinghe, Kumudulali, & Ranaweera, 2019). Tourism activities are one of the non-oil and gas sectors which are expected to contribute significantly to the country's economy (Sutanto, Riyanto, & Yuwono, 2013). By its very nature, tourism is an area that affects and is influenced by distinct individual policies. It requires cooperation and co-ordination of them for its integrated approach, with a view of the product's quality production and distribution (Dionysopoulou, 2020).

The increase in tourism destinations and investment has made tourism a dominant factor in job creation, business development and infrastructure. The context of tourist destination site describes a place to be marketed by various stake holders of tourism (Ali, 2015; Awaritefe & Ejemeyovwi, 2019). Tourism has experienced continuous expansion and diversity and is one of the largest and fastest growing sectors. In several cities and districts in Indonesia, many are currently preparing to showcase their respective regions through the development of their tourist destinations (Andriansyah, 2015). East Nusa Tenggara has been in the world's spotlight since Komodo was chosen as one of the New 7 Wonders Of The World's Nature, the tourism sector has continued to increase from year to year. Experiences have proved that a well adopted coping mechanism against ecotourism threats enables local people to conserve natural resources proper (Yeboah, Afram, Quampah, & Kulega, 2019). The Indonesian government has begun to seriously work on this sector and make it one of the mainstay commodities in entering the ASEAN Economic Community (AEC). The existence of regional autonomy launched by the Indonesian government, gives freedom to develop their regions, including developing their tourist attractions (Yuliari & Riyadi, 2019). Commodity that is a competitive advantage, because other countries do not have it. This invisible export commodity has a positive impact on the economic development of the country, region and supports the economy of the transit areas around it (Kasim, Besie, & Nyoko, 2017).

Geographically, Kupang City is said to be one of the autonomous regions that has both natural and cultural charm (Karyono, 1997; Setijowarno & Frazila, 2001; Wilopo & Hakim, 2017). Various types of tourism potential such as nature tourism, culinary tourism, cultural tourism, and historical tourism can be found in Kupang City. The landscape and the existing relationships make this change possible and offer the tourist an experience exchange (da Conceição Walkowski, dos Santos Pires, & Tricário, 2019). This potential is a very valuable asset to attract foreign and domestic tourists to visit and enjoy the tours that Kupang City has. However, the processing of existing tourist objects must also be improved through the awareness and concern of the government and local communities in maintaining existing tourist objects. Media assistance in presenting information will also be more helpful in introducing tourism in Kupang City (Tumimomor, Jando, & Meolbatak, 2013). In this case, the development of a Tourist Destination Area needs to be accompanied by supporting facilities so that tourists can feel comfortable when visiting Tourist Destination Area.

A destination must have the various facilities needed by tourists so that a tourist's visit can be fulfilled and feel comfortable and satisfy (Ismayanti, 2010; Yoeti Oka, 1996). Customer satisfaction is often used to refer to the satisfaction of an individual's consumption experience or service encounter (Cudjoe & Gbedemah, 2019). The various needs of tourists include, among others, transportation facilities, accommodation, travel agents, attractions (culture, recreation and entertainment), food services, and souvenir items. The availability of various necessary facilities will make tourists feel comfortable, so that more tourists will visit (Poli, Purwanto, & Sugiharto, 2015). Transportation is a tourist medium in bringing tourists from their area of origin to tourist destinations. One of the components of the tourism system is the transportation facility which is one of the components that determine the success of the implementation of tourism (Cooper et al, 1993). In this case, the researcher feels the need to pay attention to supporting facilities for tourism development in Kupang City, especially transportation facilities. The city of Kupang has many tourist objects that are the target of

tourists, but this is constrained by the absence of public transportation that reaches all of these DTWs due to the distance between one object and other tourist objects that are far apart. In today's era of globalization and technological advances, the ease of ordering transportation is needed so that it is more efficient.

Grab and the Ministry of Tourism are working together to bring breakthrough modes of transportation, Grab launches the "Explore Indonesia Closer with the Ministry of Tourism" campaign as a form of support for the Wonderful Indonesia program. This breakthrough in this mode of transportation will become an attraction for Indonesian tourism which can increase tourist visits to tourist destinations and add unique and interesting experiences for tourists. By improving the quality of transportation and the support of digital technology, Grab and the Ministry of Tourism aim to improve the welfare of driver-partners while having an economic impact on tourist destinations (Grab, 2018). Grab is a technology company from Malaysia based in Singapore that provides public transportation service applications including motorized 2-wheeled and 4-wheeled vehicles (Rangkuti, 2006). With the Grab application, prospective passengers can easily find drivers to get to their destination, so it doesn't take a long time to get the necessary transportation. From 2011 to the present, Grab has grown rapidly and has become one of the providers of online transportation applications in Indonesia (Pratama & Suradi, 2016). Grab has been present in the city of Kupang since April 2018. Since its existence, Grab has become an alternative mode of transportation for the public, including tourists traveling to tourist destinations. Grab is a solution in traveling, because of the convenience offered in using the Grab application in their activities so that consumers don't have to leave the house to wait for public transportation, without the hassle of taking private transportation, and without having to get tired when stuck in traffic. Therefore, it will be easier and faster for consumers to use Grab. Based on the above background, the objectives of this study are: What is the role of Grab online transportation in tourism development in Kupang City?

2. Literature review

2.1 Online Transportation

The word transportation is defined by the Black Law Dictionary as the removal of goods or persons from one place to another by a carrier, which in Indonesian is more or less defined as the movement of goods or people from one place to another using a vehicle. The next word is the word online which in Indonesian is often translated as "online", or better known as "online". The definition of online is the state of a computer that is connected or connected to the internet network (Diana, Suwena, & Wijaya, 2017; Taher, 2019).

2.2 Goals and Benefits of Online Transportation

The goals and benefits of the birth of online application-based transportation services are as follows (Pratama & Suradi, 2016):

1. Practical and efficient, this online application-based transportation service is enough to use a smartphone that already uses the internet and an online transportation service application that is in it, we can order transportation services.
2. Transparent, with this online application-based transportation service also allows customers to know with certainty any information on online transportation services in detail such as the name of the driver, vehicle number, position of the vehicle to be used, travel time, driver's license and so on.
3. Comfort and safety, the meaning here is to give more confidence in which drivers or drivers are registered with this online application-based transportation service company in the form of complete identity and driving equipment in accordance with the Indonesian National Standard (SNI) so as to minimize the risk of loss to transportation service users this and give a sense of security and comfort.
4. There is accident insurance for users and drivers

2.3 Tourism Development

Tourism development is a series of efforts to realize integration in the use of various tourism resources integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development. The rationale for tourism's development is at two levels: i. macro or national and regional and, ii. micro or local district and community levels. At the macro level, tourism is

expected to promote economic growth by generating foreign exchanges as well as revenue from services providers to government. At the micro level, tourism is expected to facilitate job creation, income and revenue distribution which should improve the quality of life of district and community residents (Tiimub et al., 2020).

According to J.S Badudu (in the General Indonesian Dictionary, 2007), giving the meaning of development as a process, a way, an act of developing. Suwanto (2019) adds that development is a process or a way to make something progress, good, perfect, and useful. The development strategy is very important because it provides information and the preparation of money, goods, innovation, and the development of knowledge, efficiency, and value (Yuliana, 2021).

2.4 Elements of Tourism Development

According to Inskeep (in Suryadana, 2015), there are several basic components of tourism that must be considered in tourism development, these components include:

1. Attraction

Tourist attraction has its own strength as a tourism component because it can generate motivation for tourists and attract tourists to travel. An area is said to have a tourist attraction if it has the following characteristics: uniqueness, authenticity; natural or customary inherent in people's daily life, scarcity; difficult to find in other regions or countries, Cultivate enthusiasm and provide value to tourists, objects and attractions Tourism, Law of the Republic of Indonesia Number 10 of 2009 concerning tourism Article 1 states that: "A tourist attraction is something that has uniqueness, beauty and value in the form of diversity of natural, cultural, and man-made wealth which is the target or purpose of the visit. traveler". There are four criteria that determine a tourist attraction can be attracted by tourists, namely:

- a. Something To See is that the tourist attraction must have something that is commonly seen or used as a spectacle by tourist visitors. In other words, the object must have a special attraction that is able to attract the interest of tourists visiting the area.
- b. Something To Do is so that tourists can do something useful to give a feeling of pleasure, happiness, relaxation, in the form of recreational facilities, either a playground or a place to eat, especially the typical food from that place so that tourists can feel more at home there
- c. Something To Buy is a facility for shopping tourists, which is generally a characteristic or icon of the area, so that it can be used as a souvenir "
- d. Something To Know is a tourist attraction besides providing the three things above, it can also provide educational value for tourists.

2. Accessable

In this case, it is intended that domestic and foreign tourists can easily reach these tourist attractions. A tourist object can be used as one of the attractive tourist objects, so a very supportive factor is the completeness of the facilities and infrastructure of the tourist attraction. Because the facilities and infrastructure are also very necessary to support the development of tourist objects.

3. Amenities

Facilities available in the tourist attraction area such as accommodation and restaurants. Facilities are one of the requirements for a Tourist Destination Region (DTW). With this facility, tourists can stay longer in the area.

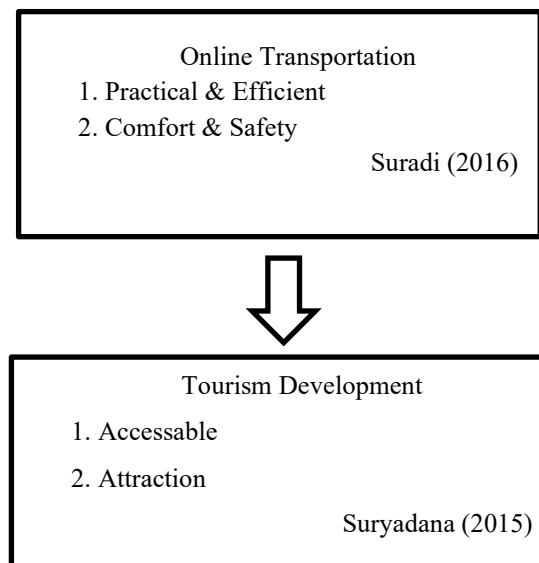
4. Ancillary

The following aspects refer to the existence of an institution or organization that manages these tourist objects. Tourists will increasingly visit and look for DTW (Tourist Destination Areas) if in that area tourists can feel comfortable (Protection of Tourism) and are protected, either reporting or submitting a criticism and suggestions regarding their existence as visitors or travelers.

2.5 Framework of thinking

Researchers create a frame of mind to make it easier for researchers to conduct research based on the theory and description above. This frame of mind is important to help and encourage researchers to focus their research efforts on understanding the problems and phenomena that occur.

2.6 Model framework



3. Research methods

The type of research used is descriptive research, where in this study, researchers who use online transportation as a source of data collection for research reasons because they want to analyze how the role of Grab online transportation in tourism development in Kupang (Afrizal, 2014). The research approach used is a qualitative approach. Sugiyono (2009) states that qualitative research is research used to examine the condition of natural objects where the researcher is the source of the key instrument, sampling, data sources are carried out purposively, data analysis is inductive and the results of qualitative research emphasize meaning rather than generalization. Bodgan and Taylor (in Moleong, 2006) qualitative methods as research procedures that produce descriptive data in the form of written words, spoken words from people and observable behavior. In this study, researchers used qualitative data. Muhadjir (1996), qualitative data is data that is presented in the form of verbal words and not in the form of numbers. Suryabrata (1987), primary data is data that is directly collected by researchers from the first source. Data is taken from tourists who have used Grab's online transportation service. The research informants used in this study were purposive sampling. Sugiyono (2013) states that purposive sampling is a technique of taking data with certain considerations, for example the person is considered to know the most about what is expected so that it will make it easier for researchers to explore objects that will be the focus of research. In this study, researchers took 15 people with the criteria that they had used Grab online transportation to tourist attractions in Kupang City. The data analysis technique used in this study is an interactive technique. Interactive technique is a data analysis technique carried out while in the field and after being in the field which is processed through four stages (Miles and Huberman, 1984).

4. Results and discussions

4.1 Online Transportation

4.1.1 Practical and Efficient

The results of the interview above explain that in terms of practicality and efficiency of using the grab application, tourists are facilitated in ordering applications and have no difficulty in finding transportation modes for traveling. Tourists are facilitated by only using a smartphone and data credit, they have no trouble finding a vehicle to travel on a tour and tourists have no trouble moving around because it is facilitated by the presence of Grab. In addition, there is a new additional service for Grab in Kupang City, namely Grab Sewa, where tourists can make a reservation on the payment calculation application based on the hours ordered and not based on the distance that has been determined and the ease of making payments, namely through the Ovo application. This indicates that the existence of grab provides positive value and practicality for tourists in traveling. Tourists admit that the existence of

grab has a positive impact on tourism development because of the conveniences obtained in carrying out the process and travel.

4.1.2 Safety and comfort

The results of the above research can be said that in terms of safety and comfort, tourists who use online transportation state that in grab there are several advantages that create trust for tourists. In this case, tourists feel safe and comfortable so they choose to grab compared to using other public transportation. Some of the things that are the advantages of grab include the price that has been known before placing an order so that service users feel more comfortable because there is no need for a price negotiation process or price fraud from drivers. Another thing that is the advantage of grab is that the drivers who work on the grab have passed the selection and also every trip is controlled in the application so that tourists feel safe and comfortable when using the grab. The existence of grab as an online-based transportation with various advantages and conveniences in the booking and travel process provides a special value of trust for tourists. The feeling of safety and comfort that passengers have felt will make passengers more confident to take a tour using grab.

4.2 Tourism Development

4.2.1 Accessible

The results of the above research can be said that in terms of accessibility (easy to reach), informants expect cooperation between grab and the government to facilitate tourists in traveling. The informant stated that using online transportation (grab) saves more time, but there are also obstacles found, namely on grab maps because not all tourist attractions are listed on the map grab. This weakness needs to be considered to support the performance of the grab in an effort to facilitate tourist travel.

4.2.2 Attraction

The results of this interview state that in terms of attraction, it can be concluded that online transportation does have an important role in reaching tourist attractions considering that there are several tourist attractions that are not reached by public transportation. This provides its own attractiveness so as to increase the motivation for tourist visits, but the informants argue that the thing that needs to be considered is the tourist object, because if the tourist object is well managed it can attract more tourists' attention, in this case the role of the government is needed to manage tourist attraction. The existence of grab is an important part in supporting tourism development. Grab provides its own value for tourism development in Kupang City.

4.3 Discussions

In this study, researchers used a qualitative approach with descriptive research methods. Data collection techniques through direct observation (observation) and in-depth interviews. This research is to get an overview of how the role of online grab transportation in tourism development in Kupang City. In this study, researchers used interactive techniques to analyze the role of online transportation in tourism development in Kupang City. In the interactive technique, there are four stages to achieve the final result, namely the stages of data collection, data reduction, data presentation and drawing conclusions. In this study, there were 15 people as informants, to find out how far online grab transportation plays a role in tourism development in Kupang City.

Another research was conducted by Indrawati, Sudiarta, and Suardana (2017) regarding the perceptions of tourism actors and tourists on the existence of online transportation in the Bali tourism industry. The result of his research is that tourists use online transportation because of cheaper prices, safety factors, because they get references from friends and there is a culture that is accustomed to ordering or buying online. The results of previous research can be seen that tourists who use online transportation in Bali show that the factors driving the use of online transportation are due to cheaper prices, safety factors, recommended friends and the culture of ordering online. The presence of online grab transportation in Kupang City has a positive impact on tourism development in Kupang City. With practicality in using the application and when traveling, based on the results of the interview, the informant stated that grab was very practical in using the application and also easy to move to other tourist attractions, the services

provided by the driver created a sense of security and comfort for tourists using online transportation so that The informant stated that grab was highly recommended for use as a mode of transportation for traveling in Kupang City.

Online transportation in relation to tourism development has been researched by several researchers including Aldrianto, et al. (2017) regarding the factors that influence and the dominant factors that influence tourists to use Uber application-based transportation. The results of the research are external factors (perception, product, time, shopping), situational factors (purchases, applications, personnel), internal factors (family, culture, economics, internet), trust factors (means, references, security), psychological factors. (motivation and learning) are the factors that influence tourists to use the Uber application, while the most dominant factor is external factors.

From the results of previous studies it can be seen that online transportation has a relationship with tourism development, there are several factors that influence tourists using online transportation, namely external factors, situational factors, internal factors, trust factors, and psychological factors, but the most dominant reasons are external factors. Based on the results of the interview, online grab transportation has an influence on tourism development, it can be seen that online grab transportation provides practicality and efficiency of travel time so that tourists have no difficulty reaching tourist destinations. In terms of security and comfort, grab also provides a sense of security and comfort to tourists when traveling, the sense of security and comfort felt by tourists indirectly provides a special attraction for tourists and increases motivation for tourists to travel in Kupang City.

5. Conclusions

5.1 Conclusions

Regarding the practicality and efficiency of online grab transportation in tourism development in Kupang City, it can be seen that the ease of accessibility makes it easier for tourists to reach every tourist destination and tourists are facilitated by the operation of an uncomplicated application. This shows that online grab transportation affects the development of tourism in terms of being easily accessible so that tourists can reach every tourist spot in the city of Kupang and make travel time more efficient. Regarding the convenience and security of online grab transportation in tourism development in Kupang City, in terms of security and comfort, grab also gives a sense of security and comfort to tourists when traveling, the sense of security and comfort felt by tourists indirectly provides a special attraction for tourists and increase motivation for tourists to travel in Kupang City. Tourism development followed by easy accessibility makes it easy for tourists to reach every tourist destination. The presence of online transportation (Grab) in Kupang City can actually be used as a means of promotion and transportation that is practical and efficient, as well as comfortable and safe. Comfortable and safe from the condition of the vehicle and the driver, as well as practical and efficient from the operation of the application and the ease of finding the driver so that it can save time by visiting all tourist objects in Kupang City. Therefore, local governments should collaborate with online transportation in developing tourism based on these considerations. Online transportation drivers have the potential to participate in promoting tourism with their friendly attitude towards tourists.

5.2 suggestions

Based on the research results obtained, the researcher proposes the following suggestions:

1. Suggestions for online transportation (grab) stakeholders in Kupang City, in order to maintain and maintain ease of use because this is the main reason tourists use online transportation. In addition, online transportation (grab) stakeholders must also pay attention to the problems contained in grab maps.
2. Suggestions for the Government, especially the Kupang City Tourism Office, to consider this collaboration because online transportation drivers have the potential to participate in promoting tourism with a friendly attitude towards drivers who have been provided with certain training.
3. Suggestions for further researchers, is to increase the number of respondents in future similar studies to get maximum results because this research was conducted during the Covid19 pandemic so that it experienced a limited number of respondents.

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