ART NETWORK STRATEGY, DIGITALIZATION FOR MANAGEMENT EFFICIENCY AND TOURISTS: BAHKOH SAMET ISLAND, CHUMPHON PROVINCE, THAILAND

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ABSTRACT

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The purpose of this study is to analyze art management strategies that affect Bah Koh Samet tourism satisfaction after the covid-19 pandemic. The samples and analyzes were tourists visiting by collecting data in Bann Koh Samet, Chumphon province. Data research using descriptive qualitative includes, documentation, interviews, observations, and presentations of several questionnaires. The results found that the hypothesis shows that the consistency between the efficiency of art management and art networking strategies is inconsistent due to a drastic reduction in visitors. Then the art networking strategy provides empirical opportunities to find alternatives to bring in visitors by facilitating the digitization model. Then, the art management strategy with the concept of digitization is carried out by analyzing the advantages and disadvantages of SWOT as a start to better know the target market and the direction of the object of application of the digitalization strategy model.

Keywords: Strategy, Management, Art, Digitization, SWOT, Analysis

STRATEGI JARINGAN SENI, DIGITALISASI UNTUK EFISIENSI MANAJEMEN DAN WISATAWAN: PULAU SAMET BAHKOH, PROVINSI CHUMPHON, THAILAND

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis strategi manajemen seni yang mempengaruhi kepuasan pariwisata di Bann Koh Samet setelah pandemi covid-19. Sampel dan analisisnya adalah wisatawan yang berkunjung dengan mengumpulkan data di Bann Koh Samet, provinsi Chumphon. Data penelitian menggunakan deskriptif kualitatif meliputi, dokumentasi, wawancara, observasi dan presentasi beberapa kuesioner. Hasil penelitian menemukan bahwa hipotesis menunjukkan bahwa konsistensi antara efisiensi manajemen seni dan strategi jaringan seni tidak konsisten karena pengurangan drastis pengunjung. Kemudian strategi jaringan seni memberikan peluang empiris untuk mencari alternatif mendatangkan pengunjung dengan memfasilitasi model digitalisasi. Kemudian, strategi art management dengan konsep digitalisasi dilakukan dengan melakukan analisis SWOT atau sebagai titik awal untuk mengetahui lebih jauh tentang target pasar dan arah objek penerapan model strategi digitalisasi.

Kata Kunci: *Strategi, Manajemen, Seni, Digitalisasi, SWOT, Analisis*

INTRODUCTION

Humans are entering an era of internet-based society that changes many things in our lives at home, at school, or at work. One of the important changes is the way businesses are run. *Electronic Commerce* —which is how we call business transactions over networks, mostly theinternet—is growing rapidly every year. There are many *online businesses* available including travel and tourism services.

Ratman said that tourism is a leading sector in the development of a country. Tourism has experienced continuous expansion and diversification, and is one of the largest and fastest growing economic sectors in the world (Ratman, 2018).

The domestic tourism industry is considered one of the most important and growing industries affecting the tourism economy in terms of the development of tourist attractions, business development affects the tourism network, tourism styles change, including environmental changes that cause tourist behavior to adapt. In addition, at this time, the *New Normal tourism style* that took place after the COVID-19 situation affected the management of tourism, tourist attractions, and the ability to travel. As a result, all sectors must pay attention to tourism development in order to meet the needs, expectations, and competition in the tourism sector. This is important to create community-based tourism with a *modern system pattern* because it brings identity, form, culture, and natural resources available in every tourist attraction to be managed. Making a difference in developing tourism has the goal of bringing in more visitors. Development of tourism personnel and preparation of tourism. In the past, many places in Asia were destinations for tourists, such as Indonesia, Thailand, Vietnam, Laos, Cambodia, but some places became uninhabited due to the COVID-19 pandemic. Thailand, for example, with its many beautiful places, has experienced a drastic decline in visitors.

One of the policies of the tourism development method is to develop new products and innovations in the form of tourist attractions, which can be interpreted as efforts to improve current products or add types of products and innovations produced or to be marketed (Yoeti, 2007).

The art marketing strategy is the initial foundation for advancing the development of any tourism place. In this case, one of the efforts needed is to take advantage of digitalization which continues to grow rapidly. Digitization is an efficient and rapidly spreading technological tool.

According to the tourism agency, *digital tourism* is one of the effective strategies in promoting various destinations and tourism potential through various *platforms* . That is, *digital tourism* is not only introducing, but also spreading the beauty of tourism widely to increase the number of foreign tourists visiting Indonesia.

Digital tourism trend will certainly be a big leap for the tourism sector and the creative economy. This is because *digital tourism* indirectly makes people more creative and adapts to technological developments. It's certainly not a difficult thing, because people 's lifestyles tend to be fast and in direct contact with the internet.

Not only that, the current tourism trend is also starting to shift towards digital. One of the proofs can be seen from the activities of tourists who start planning trips, *pre-on-post journeys* , almost entirely done digitally (Kemenparekraf, 2022) .

Compared to the traditional way of travel services for tourists, *online travel services* are much more convenient and faster. In the traditional way , travel services must have a physical office in an area crowded with foreigners. Travelers from overseas—who don't want to pay a *walk-in rate* at a hotel, or don't want to risk an unavailable room when they arrive at a hotel—look for travel agents to have more hotel alternatives, to ensure room availability and to get rates. which is lower than booking directly with the hotel. With *online travel services* , customers can get all that is mentioned as well. In addition, with

online travel services , bookers who are abroad, they can easily, conveniently and quickly book services through websites *at* low prices.

According to Rangkuti, strategy is a long-term goal of a company, as well as a formulation on the utilization and allocation of all important resources to achieve these goals (Rangkuti, 2009). In general, strategy can be defined as "a set of critical choices for planning and implementing a series of action plans and allocation of resources that are important in achieving goals and objectives, taking into account competitive, comparative, and synergistic advantages of sustainable ideals towards the ideal overall long-term scope and perspective. of an individual or organization "

Art Network and Digitalization

Strategic management is the art and science of formulating, implementing and evaluating strategic decisions between functions that enable a company to achieve its goals in the future (Umar, 2001).

However, for now the concept of strategy has developed, according to (Andrew and Chaffe referred to in Umar 2001), strategy is a motivating force for stakeholders, either directly or indirectly, to receive benefits or costs incurred by all actions taken. The strategic management process seeks to organize quantitative information in a way that allows effective decisions to be made in uncertain conditions. According to David (2009), strategic management is the art and knowledge of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals. Strategic management will assist the company in seeing threats and opportunities in the future, thus enabling the organization to anticipate ever-changing conditions.

She has met many successful leaders in various fields . They come from various backgrounds and education. There is one common thread that he sees, they are generally quick to see a *chance* and know who to work with to realize the *chance* . These

capabilities arise because they have a strong strategic network.

He added that the Network, namely the people we know and know us, has a very important role in building success. These people can provide support, input, insight, information and various resources. Therefore, the ability to build networks needs to be improved. He often observes that new managers have difficulty networking at first. They initially only relied on technical skills in their work. When they are given greater challenges and responsibilities, not all managers immediately realize that this responsibility requires the ability to build relationships in addition to technical skills (Betti Alisjahbana, 2020).

According to Cahn and David, the ongoing transformation towards digitalization is a technological journey that continues in industry and companies. All the time, innovative and new technologies are being produced. With the aim of streamlining the delivery of products to customers as quickly as possible.

They added again that the current digitization operations and information systems are used because of the many obstacles and challenges that arise. Globalization, e-commerce, cyber threats, complex organizational structures, startups disrupting the business landscape and ever-increasing customer demand are driving companies to adopt emerging technologies that enable them to increase digitization and automation. (Cahn, David, 2019).

According to D. Rustav that planning in strategy is the best way to increase the focus and direction of an organization, strategic processes and methods are needed to be applied to an organization or company (Rytsev, 2021).

In the opinion of Damar Tri Afrianto and M. Muhajir that art is rarely a concern in studies or research. Though allegedly Art

has the power to influence each other and benefit. Efforts have been made to make art as a medium to develop the corporate world but sometimes it does not have the right strategy and formulation so that art is just a patch or entertainment while doing work (Affrianto and Muhajir, 2020).

Analysis Strength and Weakness

The following four sections are the issues most relevant to the tourism success of Bah Koh Samed,

Strength (1) The website provides complete information;   (2) There are discounted services provided; (3) Full of tools to support customers;   (4)   Conduct   advertising, promotion and marketing on the internet to reduce costs.

Weaknesses (1) Bah Koh Samed Island is not known by many people; (2) Small capital investment;(3) Limited Personnel. Staff will be faced with long working hours with little pay; (4) If the computer system crashes, there is a risk of loss of information.

Opportunities (1) The government promotes tourism in Thailand; (2) The growth of foreign tourist arrivals to Thailand; (3) Increasing internet   users   worldwide;   (4)   Airfare reductions worldwide; (5) Access 24 hours a day, 7 days a week; (6) Growth of internet users and online shoppers; (7) Development of credit card security system.

Threats   (1)   There   are   many   websites providing Thai hotel bookings all over the world. (2) Internet and *E-commerce* laws have just been released and may not be efficient enough. (3) No one hundred percent payment security technology.

RESEARCH METHODS

This study uses a qualitative approach. Bodgen and Taylor Andriawan define a qualitative method as a research process that produces descriptive data in the form of human speech and observable behavior. Because the data collected is in the form of words, and pictures, and not numbers, then

whatever is collected will most likely be the key to what you are looking for. This qualitative research method is often referred to as the natural research method, namely research conducted on natural subject conditions, the researcher as the brain tool, the data collection technique is taken associatively, the data produced is descriptive and this research emphasizes significance rather than generalization (Agustiningsih, 2018).

In qualitative research, researchers do not look for facts and ethics but look for facts that are being investigated and can come up with hypotheses that can be studied or developed in the future. The data collection technique used is documentary research. Qualitative research methods   also   provide   empirical   and meaningful insights by exploring and questioning several millennial generations with   a   research   approach,   selecting informants,   data   collection   techniques (questionnaires or google form documents), validation tools, data analysis techniques, and conceptual frameworks.

Research Place

Research Location The study was conducted on Bah Koh Samed Island, Chumphon Province_Thailand

Data collection

Data collection in this study are:

Documentation and Observation

Documentation was carried out by the author by going directly into the field to see, observe and take some photos as a form of real study in exploring the expected development on Bah Koh Samed Island.

Interview and Resource Person

Interviews were conducted when tourists were at the inn through an official letter that the author wanted to get some information by visiting the resort. This shows that the writer looks for valid data by planning a structured interview and spontaneous interview. According to Moloeng, interviews with informants used structured interviews and unstructured interviews (Moleong, 2016). A structured interview is an interview that can be set by yourself, the problems and questions that will be asked to the informant, while the unstructured interview is used to explore non-standard information or single information. So by conducting interviews with resource persons, the author has prepared the tools needed to obtain *valid* and useful information.

Data analysis

Transcribing the results of the interview, by describing the answers in the form of audio into text format in accordance with the questions posed to the resource persons who became the focus of the object in the study.

Grouping the data, by sorting and selecting the answers of which sources are included in the

form of art management functions and what are part of the digitalization strategy that has been implemented.

Analyzing whether the application or strategy that was implemented previously went well or a modification or change needed to be made towards the digitization of the *concept* .

After getting the data, both in terms of strengths and weaknesses, a SWOT analysis is carried out to find out more in a more efficient development
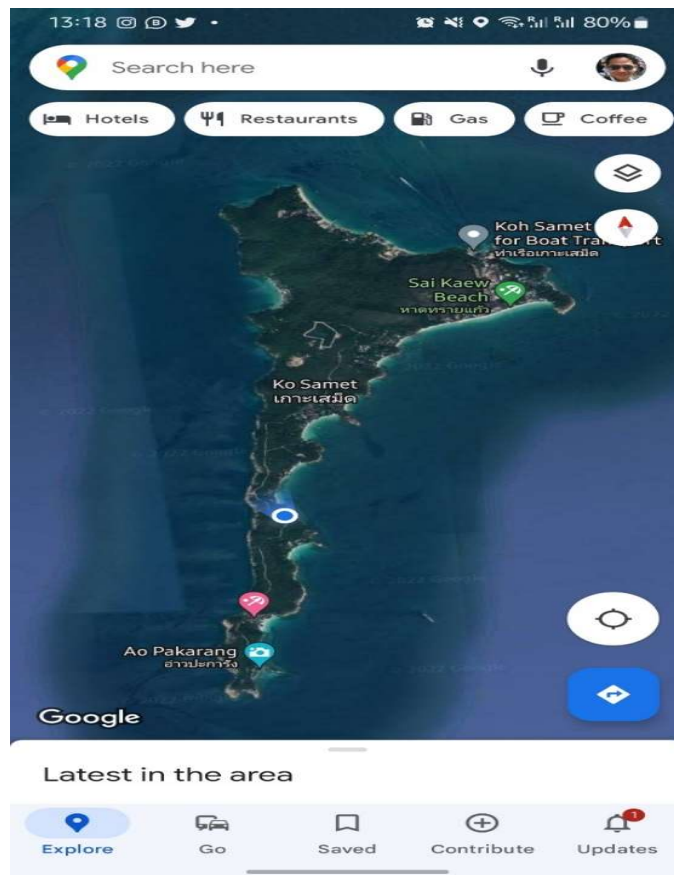
Source : Photo processed by the author

RESULTS AND DISCUSSION

Research Objects on Digitalization Strategy Management

Variable	Indicator I	Indicator II
Art Network	has not been maximized in the implementation of Art including its network. Still using existing patterns and art created from nature	The lack of mastery of foreign languages has resulted in a reduction in the marketing of Art. Local residents only take advantage of existing art networks, namely, drivers, tour guides, admins who work at the hotel.
Digitization	The implementation of digitization through *tiktok, intagram, youtube, meta* is still very rare.	It's on social media that tourists know this place because of *voice to voice* , *friends to friends* as well as uploads of tourists who previously visited.
Strategy Management	Still maximizing the local population in improving strategy management. The strategy is cultural but has not yielded good results	The implementation and assistance of the workers has not been adequate so that strategic management is still far from what visitors expect.
Analysis Evaluation	Management digitalization strategy is needed today.	Creating a team to work together in building art networks and digitizing management.

CONCLUSION

The development of an art network strategy and tourism digitization in Bah Khh Samet is not only focused on beautiful places that have been created by themselves. Moreover, tourism strategies require special training regarding the introduction of new *online* - based *technologies*.

Apart from the aspects of how to market tourism products, namely: First, through the concept of art network strategy and digitization, the government of Bah Koh Samed can maximize involvement with tourism industry players, media, communities and stakeholders in the development of digitizing this tourist destination. Because visitors will be more often in contact with gadgets to see what their tourist destinations are.

Networking and Digitization as tourism capital that puts forward attractive destinations *online* and quickly so that they go *viral* . In the all-digital era along with the tendency of an all-connected world especially with social media, the main goal of this digitalization strategy is *viral* . *Viral* is one of the effective art networking strategies and has an unlimited reach. So it can be concluded that *Ban Koh Samed Island* needs a continuous level of assistance to increase tourists to travel by implementing art networking and digitalization strategies.

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Pernandus Simanullang, Master of Art Governance Student Yogyakarta year of 2021-2022. From elementary school to high school in Aceh, the nickname is commonly called Per, born in Southeast Aceh on September 9, 1989. Then continued to study at STBA Harapan Medan, after graduating from a bachelor's degree in literature, continued his work in an NGO for the Social Foundation. Then went to school in Italy for 4 years as a leadership formation and dialogue between each other. In 2019, he returned to Indonesia with a leadership certificate and then is still active as a translator and youth organization, continuing his studies at the Yogyakarta Master of Art Governance in 2021 until now. While in Europe have traveled to several places and written some personal inspirations. Now besides being active as a master's student of ISI Yogyakarta, active in international organizations (Focolare) in the field of youth and consulting. Proficient in English and Italian. Actively helping young people in musical collaborations and arrangers. In addition to writing research, creating songs and playing music is part of my daily life.