

THE IMPLEMENTATION OF 4C IN GUIDED VIRTUAL TOUR CASE STUDY JAKARTA GOOD GUIDE

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ABSTRACT

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This study aims to measure and analyze the implementation of 4 C (Context, Communication, Collaboration, and Connection) on a Guided Virtual Tour conducted by Jakarta Good Guide. The 4 C is usually used to measure digital media communication's effectiveness. The research product is Jakarta Good Guide's private tour. This research method used is a mixed method, qualitative and quantitative method. The qualitative method was done by observation and interviews with the guides. Then the quantitative method was distributing questionnaires to 74 respondents who had participated in a guided virtual tour program during the covid pandemic. The sampling technique is a simple random sampling method processed by SPSS. The results show that the guided virtual tour conducted by Jakarta Good Guide has implemented 4 C adaptation very well. Almost all aspects usually used by social media can be appropriately applied. In its implementation, tourist guides have a crucial role. The guided virtual tour also can be utilized for tourism marketing and destination promotion to attract potential visitors. The virtual tour help stimulate the travel intention once the restriction has been lifted.

Keywords: virtual tour; tourism; covid-19; communication, digital, 4c, guided tour

IMPLEMENTASI 4C DALAM PEMANDUAN VIRTUAL TOUR STUDI KASUS JAKARTA PANDUAN BAIK

ABSTRAK

Penelitian ini bertujuan untuk mengukur dan menganalisis implementasi 4 C (Context, Communication, Collaboration, dan Connection) pada Guided Virtual Tour yang dilakukan oleh Jakarta Good Guide. 4 C biasanya digunakan untuk mengukur efektivitas komunikasi media digital. Produk penelitian adalah private tour Jakarta Good Guide. Metode penelitian yang digunakan adalah metode campuran, metode kualitatif dan kuantitatif. Metode kualitatif dilakukan dengan observasi dan wawancara dengan pemandu. Kemudian metode kuantitatif dengan menyebarkan kuesioner kepada 74 responden yang pernah mengikuti program wisata virtual terpandu selama masa pandemi covid. Teknik pengambilan sampel menggunakan metode simple random sampling yang diproses dengan SPSS. Hasil penelitian menunjukkan bahwa guide virtual tour yang dilakukan oleh Jakarta Good Guide telah menerapkan adaptasi 4 C dengan sangat baik. Hampir semua aspek yang biasanya digunakan oleh media sosial dapat diterapkan dengan tepat. Dalam pelaksanaannya, pemandu wisata memiliki peran yang krusial. Tur virtual terpandu juga dapat digunakan untuk pemasaran pariwisata dan promosi destinasi untuk menarik calon pengunjung. Tur virtual membantu merangsang niat perjalanan setelah pembatasan dicabut.

Kata kunci: virtual tour; tourism; covid-19; communication, digital, 4c, guided tour



INTRODUCTION

According to the UNWTO World Tourism Barometer (2020), COVID-19 hit a pandemic. It decreased the number of international tourist arrivals (overnight visitors) by 70% in January-August 2020 compared to the same period in 2019. The export revenues from tourism could fall by \$910 billion to \$1.2 trillion in 2020. This impact leads to the global GDP drop from 1.5% to 2.8%. (UNWTO, 2020). Since the borders closed, the tourism industry has suffered a recession. Many companies try to adapt to the situation by using technology.

Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without special treatment. However, older people with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illnesses. To reduce the spreading of covid-19, some local or national governments had to implement some restrictions such as physical distancing and quarantine. Large-scale physical distancing measures and movement restrictions, often called 'lockdowns', can slow COVID-19 transmission by limiting contact between people. Some countries closed their borders to other countries, while others preferred to implement total border closing (WHO, 2020).

The impacts of this measure changed the tourism sector globally. In the first and second quarters of 2020, UNWTO (2020) noted that 93% of European destinations had closed their borders to international tourism. This proportion reaches 82% in America, Asia and the Pacific, 77%, the Middle East, 70%, and Africa, 60%. This pandemic restriction decreased the number of international tourist arrivals (overnight visitors) by 70% in January-August 2020 compared to the same period in 2019. The export revenues from tourism could also fall by \$910 billion to \$1.2 trillion in 2020. This impact leads to the global GDP drop from 1.5% to 2.8%. (UNWTO, 2020).

However, while producing the vaccine against covid-19, most of the companies in the world faced the problem and tried to adapt to the situation. They pushed the digital transformation to a different level in a short period. Touchless technologies and teleconference software have increased. The implementation of online working is getting familiar and stabilized eventhough the implementation had a lot of obstacles. (Akbari, 2022). School learning is conducted online, and the students are getting used to. In the tourism sector, some tourism stakeholders have adopted innovative approaches such as virtual tours to maintain their business in difficult situations while promoting the destination to potential visitors. Some museums, tourist attractions, travel agencies, and tour guides have conducted virtual tours and guided virtual tours.

During the covid-19 pandemic, digital transformation developed quicker than it has expected. Therefore, most of industries tried to adapt and implement digitalization, including the tourism sector. One of the implementations is the guided virtual tour. **The guided virtual tour** combines guided and virtual tourism, using several applications and teleconference software. The tour offers visitors to see and hear directly from the destination. Virtual tour has an essential role in preventing the total suspension of many tourism activities during crisis periods by creating new business models and providing various opportunities for different entities in the tourism ecosystem. (El-Said, O 2021). Koutsoudis et al. (2007) defined *a virtual tour* as a thing that can be experienced through the internet browser using a computer, where the visitors can see and interact with a simulated environment using a monitor and a mouse. The difference between the guided virtual tour and the conventional virtual tour is that the tour is conducted by a tourist guide who can interpret, guide, and have specific questions with the participants. The guide is a professional guide that is certified by a professional organization. According to the

World Tourist Guide Association (2003), A tourist guide is a person who guides visitors and interprets the cultural and natural heritage of the destination by using a chosen language. The tour can also be conducted in a particular language, depending on the participants' language.

The tourist guide, tour operator, and Destination Marketing Organization (DMO) can adopt this digital transformation to maintain and develop their business, especially during this covid-19 pandemic. In Indonesia, they started to promote the destination through some guided virtual tours. One of the virtual tour providers, Jakarta Good Guide, was one of the pioneers of virtual tour operators. They have operated guided virtual tours regularly since April 2020 and became the most consistent operator for the whole 2021 and half year 2021. The idea of conducting the virtual tour was to replace the walking tour and create a local one since the borders were closed and people were afraid to travel. This movement was followed by the others operator, DMO and the tourism ministry.



Figure 1 Virtual Tour Schedule

Source: Instagram (2021)

The previous research about the virtual tour in Indonesia as a digital media promotion tool was already published before and during the covid pandemic. Those studies covered the importance of virtual tours as promotional tools, the motivation and the role of virtual tours as a remedy during the pandemic. In the customer's opinion, the motivation for virtual tours varies from entertainment and education. According to Kurniasari, K. K et al (2022) most tourists do the virtual tour for enjoyment and relaxation. In addition, some participants joined a virtual tour for education purposes. Even so, not many studies examine the effect of virtual tours in terms of communication, especially in the field of guided virtual tours.

Tabel 1. Previous Studies about Virtual Tour in Indonesia

Researcher	Topic
Thomas & Sompie (2018)	Virtual tour as promotional tool
Prasetya, Didik. (2011).	Virtual tour application as a tourism media promotion
Yuliana, A., & Lisdianto, E. (2017).	Virtual tour application as a tourism media promotion
Kurniasari, K. K., Ayu, J. P. ., & Octavanny , V. . (2022)	Tourists' motivation in virtual tour
Irwan, Irwan & Novianti, Evi. (2021)	Virtual tour as tourism communication media during covid pandemic

Note.

For this reason, researchers are interested in measuring the implementation of the four aspects commonly used to measure communication commonly used on social media to virtual guided. To measure the influence caused by social media communication, Chris Heuer revealed in a book by Solis (2010) that there are four items, namely, Context, Communication, Collaboration, and Connection, commonly known as 4C.

- (1) Context is how someone frames a story using language and message content. It can be in the form of attractive graphics, colors and designs;
- (2) Communication is the way how to convey and share (share) that makes someone hear, respond, and feel comfortable to share messages with the public.
- (3) Collaboration is a cooperation between the sender and recipient of the message, between accounts and followers, so messages can be conveyed effectively and efficiently.
- (4) Connection is a way of how establishing a sustainable relationship.

Several tour operators, professionals, and tourism businesspeople in Indonesia provide guided virtual tours. The idea of running the guided virtual tour is to entertain the audience and promote the tourist destination in Indonesia during the covid-19 pandemic. Even the Ministry of Tourism of Indonesia encouraged tourism workers to do the virtual tour by inviting them and organizing the workshop. The ministry also provided the certification and conducted free workshops and virtual tours. However, limited research in Indonesia evaluates the effectiveness of the guided virtual tour implementation as a digital media communication in tourism. This research aims to measure the 4 Cs implementation in a Guided Virtual Tour (GVT) that Jakarta Good Guide conducted according to their customers.

METHOD

This study use mix method. First, observational research is research that does not manipulate or intervene in research subjects. Then, this research also involved observation and interviews where the researcher observed the virtual tour for five times in 2021. This observation was done to get the same feeling and sensation as the customer. The interview was conducted with 2 tour guides from Jakarta Good Guide who conducted the guided virtual tour. The secondary data is obtained from the

journal and the research object's social media during pandemic.

Then quantitative method research is used to see a description of the phenomenon. Descriptions of activities are carried out systematically and emphasize factual data rather than conclusions (Nursalam, 2013). The descriptive quantitative research method is a method that aims to make a picture or description of a situation objectively using numbers, starting from data collection, interpretation of the data and appearance and results (Arikunto, 2006). Population The target

population in this study are the participants who have participated in a guided virtual tour by Jakarta Good Guide, at least once. Since the tour is conducted online, the participants come from different locations in Indonesia. The instrument that the writer uses to obtain information from the consulted organizations is a questionnaire. Jakarta Good Guide helped the author to spread the questionnaire by WhatsApp blast to the past participant. This questionnaire consists of questions on the Likert scale questions. The Likert scale is used to measure the level of agreement or disagreement on each statement, from 1 as strongly disagree to 5 as strongly agree.

RESULTS AND DISCUSSION

The first set of questions aimed to see an overview of the demographic profile of virtual tour participants. Regarding the sexual identity of the respondents, the majority are female, with 52 (70,27%) respondents and 21 (28,38%) male respondents. Additionally, the majority of the respondents are 36 years old and older (47.3%), and only 5 (6,76) respondents are 17-25 years old. They are 55 (74,32%) respondents had a bachelor's degree, and 16 (21,62%) had a postgraduate degree or higher. Most respondents also had virtual tours more than twice, 39 (52,7%) respondents. Only 16 respondents were new to the virtual tour experience. Furthermore, 48 (64%) respondents reported they did the virtual tours through laptop, 42 (56%) did through a smartphone; two-fifths (40.9%), while the rest used a tablet (6,7%), desktop computer (1,3%), TV (1.3%), and others (1.3%), (See **Table 2**).

Tabel 2. Result from the questionnaire (first set questions)

Item	n	%
Gender		
Male	21	28,38
Female	52	70,27
		0,00
Age		
17-25	5	6,76
26-35	34	45,95
36 ++	35	47,30
		0,00
Education		
Secondary or lower	3	4,05
Undergraduate Degree	55	74,32
Postgraduate degree or higher	16	21,62
		0,00
How many times		
Once	16	21,62
Twice	17	22,97
More than twice	39	52,70
Device		
PC	1	
Laptop	48	

Ponsel	42
Tablet	5
TV	1
Others	1

Note. Result from Questionnaire

Validity test

Table X shows that the r-count of the items tested in this study resulted in a positive value and was more significant than the value of the r-table. So it can be said that the statement items in the questionnaire are declared valid.

Tabel 3. Validity test

Item	R	R Table	Definition
C1_1	0,72	0,23	Valid
C1_2	0,80	0,23	Valid
C1_3	0,79	0,23	Valid
C1_4	0,81	0,23	Valid
C2_1	0,83	0,23	Valid
C2_2	0,81	0,23	Valid
C2_3	0,84	0,23	Valid
C2_4	0,72	0,23	Valid
C2_5	0,75	0,23	Valid
C3_1	0,76	0,23	Valid
C3_2	0,75	0,23	Valid
C3_3	0,49	0,23	Valid
C4_1	0,74	0,23	Valid
C4_2	0,64	0,23	Valid
C4_3	0,80	0,23	Valid
C4_4	0,85	0,23	Valid

Note. Author analysis by SPSS

Reliability test

Based on table 6 below in this study, Cronbach' alpha value shows a coefficient greater than 0.60, so it can be concluded that all items are reliable.

Table 4. Reliability Test

Item	Cronbach's Alpha	Alpha	Definition
C1_1	0,938	0,60	Reliable
C1_2	0,936	0,60	Reliable
C1_3	0,936	0,60	Reliable
C1_4	0,936	0,60	Reliable
C2_1	0,935	0,60	Reliable
C2_2	0,936	0,60	Reliable
C2_3	0,935	0,60	Reliable
C2_4	0,938	0,60	Reliable
C2_5	0,937	0,60	Reliable
C3_1	0,937	0,60	Reliable
C3_2	0,937	0,60	Reliable
C3_3	0,952	0,60	Reliable
C4_1	0,937	0,60	Reliable
C4_2	0,941	0,60	Reliable
C4_3	0,936	0,60	Reliable
C4_4	0,934	0,60	Reliable

Note. Author analysis by SPSS

Respondents were given questions in the second set of questions to determine their opinion about implementing 4 C as a Dimension. From the question. In this question, respondents need to indicate the importance of their opinion regarding implementing the four sub variables during the execution of the virtual tour. The distribution of answers and Standard Deviation are presented in Table 5

Table 5. Questionnaire result (second set questions)

Dimension	Item	Code	Mean	SD	Definition
Context	The use of visual materials (pictures/photos/videos) in the guided virtual tour Jakarta Good Guide attracted the attention of tour participants.	C1_1	4,32	0,70	Excellent
	The virtual tour guide (Jakarta Good Guide) provided information by explaining and describing pictures/videos.	C1_2	4,46	0,65	Excellent
	The Jakarta Good Guide spoke the clear and easy-to-understand language.	C1_3	4,65	0,56	Excellent
	Jakarta Good Guide provided information that suited the needs of tour participants.	C1_4	4,53	0,65	Excellent
Communication	Jakarta Good Guide responded and answered the questions the tour participants asked nicely.	C2_1	4,58	0,57	Excellent
	Jakarta Good Guide's response to every question given by tour participants is given quickly.	C2_2	4,50	0,65	Excellent

	The Jakarta Good Guide's response to each tour participant's questions was conveyed clearly.	C2_3	4,62	0,57	Excellent
	The Jakarta Good Guide allowed tour participants to ask questions comfortably.	C2_4	4,68	0,58	Excellent
	The Jakarta Good Guide responded to the tour participants' questions in friendly language.	C2_5	4,68	0,58	Excellent
Collaboration	Tour participants always responded positively to the Jakarta Good Guide virtual tour.	C3_1	4,47	0,60	Excellent
	There was good cooperation between JGG and the tour participants during the guided virtual tour.	C3_2	4,49	0,65	Excellent
	JGG managed the flow of the tour well	C3_3	4,47	1,07	
Connection	Jakarta Good Guide always provided new information and/or promotions consistently.	C4_1	4,23	0,71	Good
	Jakarta Good Guide always tried to get to know the participants of the guided virtual tour.	C4_2	4,08	0,81	Excellent
	Jakarta Good Guide always responded to comments from tour participants.	C4_3	4,43	0,60	Good
	A good relationship was established between JGG and its participants during the virtual tour.	C4_4	4,43	0,70	Excellent
	Tour participants have participated in the Jakarta Good Guide virtual tour more than one time.	C3_5	4,19	0,70	Excellent

Note. Author analysis by SPSS

Discussion

In this section, the author will discuss sequentially based on the dimensions of each C, which is based on questionnaire data, observations, and interviews with virtual tour guides.

Context

Based on the data obtained in the second set of questions, that of the context dimension. The participants' perceptions of the guided virtual tour implementation Context when the guided virtual tour took place, on average, stated very well. The highest score was obtained in the indicator regarding "Jakarta Good Guide using clear and easy to understand language". This was stated by the respondents both quantitatively and the results

of interviews which stated that the guide used the Indonesian language well and was easy to understand. This result was also confirmed based on the virtual tour's observations. All virtual tour guides can convey messages clearly.

Based on the results of interviews through guides, each guide who will conduct interviews must do research first, make the story pace and even have to have visited the area. Experience through oral will be more readily accepted if a guide has had that experience. If you have ever lived in the city it would be a plus. In addition, all virtual tour guides at JGG were certified tourist guides and have toured in Indonesian and other languages for many years.

Based on the results of observations, many participants wanted to get entertaining but informative information through guided virtual tours. This response can be seen from the active participation of participants in asking questions during the guided virtual tour session. In virtual tour sessions, tour guides

usually explained about many things, such as what transportation to use to get to the destination and when at the destination, where to stay, and what to visit and why. Then proceed with tips and tricks and the range of travel costs. During the session, participants are allowed to ask questions.

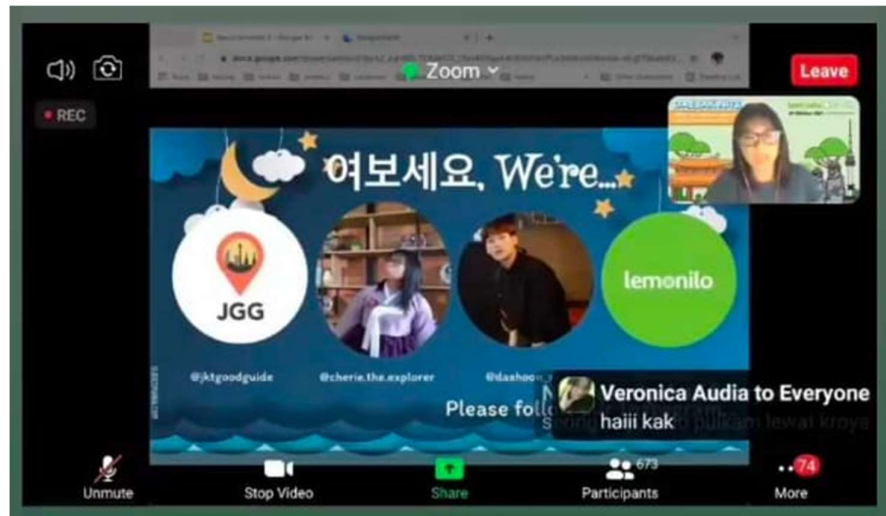


Figure 2 Guided Virtual Tour
Source: Jakarta Good Guide (2021)

Generally, virtual tour participants want to know the most exciting thing in a destination, for example, a tourist attraction or social and cultural aspects, through the tour guide's opinion. From this opinion, participants can get perspectives from fellow Indonesians. In addition, some participants asked about tips and tricks, for example, how to save money during the trip or find a halal restaurant at a destination. In this aspect, JGG gets an excellent rating and is the second largest in the context.

In addition, the aspect of using a material to attract the attention to participants got the

lowest score in this aspect even though the results were still excellent. In its adaptation during the virtual tour, the guide used YouTube videos to show or explain the discussed topic. Meanwhile, the guide used material from Google Earth to describe the location. The problem is that not all cities that use Google earth will be in 3d. Google earth only shows 3d shapes of famous cities, generally European destinations. In comparison, the destinations of some Asian countries will look flat and flat. Through observation, it is clear that the guide relies on videos available on youtube and not all cities have interesting videos available.

Table 6. Context Scoring

Item	Mean	Definition
The use of visual materials (pictures/photos/videos) in the guided virtual tour Jakarta Good Guide attracted the attention of tour participants.	4,32	Excellent
The virtual tour guide (Jakarta Good Guide) provided information by explaining and describing pictures/videos.	4,46	Excellent
The Jakarta Good Guide spoke the clear and easy-to-understand language.	4,65	Excellent
Jakarta Good Guide provided information that suited the needs of tour participants.	4,53	Excellent
Mean	4,49	Excellent

Note. Author analysis by SPSS

Communication

In terms of Communication, based on the data obtained in the second set of questions, the perception of the guided virtual tour participants that the implementation of Communication during the guided virtual tour took place on average stated very well. The highest score was obtained in the indicator regarding "The Jakarta Good Guide allows tour participants to ask comfortably, the Jakarta Good Guide responds to the tour participants' questions in a friendly language.

The JGG Virtual Tour Guide can bring a relaxed and fun tour based on virtual tour observations. They can bring a comfortable and friendly atmosphere so that participants actively ask questions. Even though the tour was promised to be finished within 1 hour at first, the tour would be late due to the many questions. The Tour Guide remained active and relaxed answering questions. There was no visible anger at the guide about the late tour due to questions. Sometimes the guide also allowed participants to give their opinion or tell a story about a destination. This attitude also made participants feel connected and want to repeat the virtual tour more than one time.

Meanwhile, "Jakarta Good Guide's response to every question given by tour participants is given quickly" gets the lowest score. These responses were understandable because the number of participants was generally very

large during the tour. In general, participants can ask questions in two different ways. The first was they can write through the chatbox, while the second is through the microphone. In the first way, what often happens was when participants wrote their questions through the chatbox, not all guides replied to them directly because the guide focused on talking about the topic in the tour, so when a message came in. According to the interview, the guide sometimes waited until a topic finished or paused before answering participants' questions.

While in the second method, several guides always allowed participants to turn on the microphone if they wanted to ask directly. On the other hand, some virtual tour guides recommended turning off the microphone during the tour to prevent voices from leaking from participants. Usually, the guide would ask participants, "are there any questions about this topic or place?" after finishing explaining a topic or place.

Communication on guided virtual tours can be carried out very well. It can be seen that the JGG guides have competence as guides. Based on interviews, all JGG virtual tour guides have been offline guides for a long time. Most of the guides have more than 2 to 8 years of experience. Before joining JGG, each guide must receive training from Disparekraf and HPI. In addition, of all the 4C components, Communication got the highest average score, with a score of 4.61.

Table 7. Communication Scoring

Item	Mean	Definition
Jakarta Good Guide responded and answered the questions the tour participants asked nicely.	4,58	Excellent
Jakarta Good Guide's response to every question given by tour participants is given quickly.	4,50	Excellent
The Jakarta Good Guide's response to each tour participant's questions was conveyed clearly.	4,62	Excellent
The Jakarta Good Guide allowed tour participants to ask questions comfortably.	4,68	Excellent
The Jakarta Good Guide responded to the tour participants' questions in friendly language.	4,68	Excellent
Mean	4,61	Excellent

Note. Author analysis by SPSS

Collaboration

The perception of the participants of the guided virtual tour implementation of collaboration when the guided virtual tour took place on average stated that it was excellent. According to respondents, the highest score in this component is good cooperation between JGG and tour participants when the guided virtual tour takes place. The next statement "Good cooperation between JGG and tour participants when the guided virtual tour took place" was rated very well. Then, JGG's statement can manage the tour flow well and get an excellent score.

The assessment of each component above indicates that the guide always responds positively during the tour so that the impression that arises from the guided virtual tour is pleasant. Based on observations, positive responses came from two directions: the guide and the participants. From the guide's side, this component can be seen in the punctuality of the guides on each tour. Meanwhile, most of the participants came to attend the tour on time, and then the participants actively listened and participated. The guides were also chilled with late participants and understood if participants were disconnected in the middle of the tour. There is also a guide who invites participants

to fill in the pooling before starting the tour, whether it's to find out the participants' perspectives or just for icebreaking. Another way to collaborate is when the guide invites participants to write something related to a topic, for example, the name of a character, place, or name of food. This method is helpful for attracting participants' attention when the guide wants to explain a narrative or trivia. So that two-way communication during the virtual tour goes well.

During virtual tour activities, the guide also shows exemplary leadership. Clear instructions were shown during the tour and tour directions from one attraction to another. At the beginning of the tour, the guide also informed how long it is likely that the tour will be finished along with the possibility of extending the duration due to various reasons, for example, the many questions that might arise. On the other hand, the guide also dares to limit questions if he feels the time is long enough.

Good time management implementation is also carried out in this process. The guide made a good estimate of the time spent at each destination. So that the tour can still be carried out according to the specified time, not too fast and not too late.



Figure 3 Photo session during Guided Virtual Tour

Source: Instagram (2021)

At the end of the tour, several guides gave quizzes with prizes. The prizes could be in the form of electronic prizes such as vouchers to prizes in physical form, which were finally sent to the participant's address. Afterwards, participants were asked to provide testimonials about guided virtual tours and

tour guides. Furthermore, the session ended with a photo session where all participants were encouraged to activate their cameras. In the photo session, almost all participants actively activated their cameras and participated. Participants would get the photos via email sent by the JGG admin.

Table 8. Collaboration Scoring

Item	Mean	Definition
Tour participants always responded positively to the Jakarta Good Guide virtual tour.	4,47	Excellent
There was good cooperation between JGG and the tour participants during the guided virtual tour.	4,49	Excellent
JGG managed the flow of the tour well	4,47	Excellent
Mean	4,48	Excellent

Note. Author analysis by SPSS

Connection

On average, the perception of the guided virtual tour participants' implementation of the connection when the guided virtual tour took place stated that it was excellent. Even so, when compared to other dimensions, the connection dimension gets the lowest value.

Among all items, two items get a high score equally. The first is that the Jakarta Good Guide always responds to comments from tour participants. The respondent's statement indicates that the virtual tour guide always

responds to comments from tour participants during the tour. During the observation, it was clear that all the guides on duty were patient and always responded to comments. These comments can be verbal or through comments in the chat box. In some moments, the guide said sorry if he accidentally missed comments from participants. There is a constant good effort from the guides.

Based on the interviews, the guides always try to respond to responses even though sometimes the comments are not relevant to the topic. If this is not well implemented, the

tour would be boring, and the guide looked like he is talking to himself. This is the most to avoid when carrying out a guided virtual tour. The second indicates a good relationship between JGG and its participants during the virtual tour. This was well confirmed during observation. All participants followed the existing rules, and there was a respectful relationship and communication between the guide and participants. Both parties spoke politely. Participants obey the rules orderly, for example, turning off the microphone during the tour.

The Jakarta Good Guide statement always provides new information and/or promotions by consistently getting excellent marks. This shows that there are variations in each virtual tour that is run. This is reflected in the virtual tour observations, where each guide has their unique information. Each guide has different characteristics and points of view in giving tours. Some guides focused more on trivia, and others focused more on culinary. The goal is to get a strong feeling so that the guide can explain with a specific perspective. Based on the interviews, each guide did make their material. The material is made based on the guide's experience in a destination. So in the SOP, JGG forbids guides from making virtual tours of a destination they have never visited.

Meanwhile, the Jakarta Good Guide statement always tries to get to know the guided virtual tour participants who get good grades and become the lowest score in this component. This is very reasonable because it is the most challenging thing to implement. In contrast to

regular tours in general, virtual tours did not have introduction sessions. So, the guide only knew the participants' names from the zoom application list. In the observation, two virtual tours had more than 50 participants. Even so, this does not become an obstacle in implementing tour activities.

The statement "Jakarta Good Guide statement always responds to comments from tour participants" gets excellent marks. This response is reflected in all guide's attitudes on duty patiently and always responding to all tour participants' comments verbally and in writing through the chatbox. Even based on observations, most guides apologized if they accidentally missed comments from participants. A guide not infrequently asked back to the comments given, and two-way communication occurs. At this point, participants can provide additional information about a topic.

The third statement is that there is a good relationship between JGG and its participants during the virtual tour, getting an excellent score. This statement shows the dynamics that occur in virtual tour activities. All participants followed the existing rules, and mutually respectful communication occurred between the guide and participants. Participants are encouraged to turn off the microphone, turn on the camera when needed, write opinions and fill out polls. The relationship of mutual respect is well implemented. There was never any conflict that occurred during the observation.



Figure 4 Virtual Tour Schedule in July 2020

Source: Instagram (2020)

Meanwhile, the statement that gets the lowest score in this dimension is that the tour participant has participated in the Jakarta Good Guide virtual tour more than once, which is in good condition. This indicates a relatively strong connection between JGG virtual tour participants and their participants. This connection is indicated by previous statistics where only 21.6% of people have ever taken a virtual tour once. This group is

the minority group. The number of first-time participants looks much lower compared to the majority group, where 52.7% of the total respondents have participated more than 2 times. It means that JGG can adapt to collaboration well. The use of social media, as shown in the picture X, are also well utilized by JGG, where they use the Instagram platform to promote their guided virtual tour schedule regularly.

Table 9. Connection Scoring

Item	Mean	Definition
Jakarta Good Guide always provided new information and/or promotions consistently.	4,23	Excellent
Jakarta Good Guide always tried to get to know the participants of the guided virtual tour.	4,08	Good
Jakarta Good Guide always responded to comments from tour participants.	4,43	Excellent
A good relationship was established between JGG and its participants during the virtual tour.	4,43	Excellent
Tour participants have participated in the Jakarta Good Guide virtual tour more than one time.	4,19	Good
Mean	4,27	Excellent

CONCLUSION

The result of the demographic profile showed that the virtual tour attendees were most of respondents were female, between 30 and 40, and well educated. More than 70 % of the respondents have joined the guided virtual tour more than once. Most of them accessed the guided virtual tour through a laptop than a smartphone. It means the bigger screen attracted tourists more than the smaller screen.

From the discussion above, it can be concluded that the 4 C's can be implemented by virtual tours. Almost all aspects usually used by social media can be appropriately applied. In its implementation, tourist guides have a crucial role. Tourist guides must do a lot of research, find guiding materials and package stories as enjoyable as possible. Technology that has never been used before when working as a tourist guide in the real life must also be mastered, such as using conference applications, making presentation slides, and preparing exciting pictures and videos. Plus, the guide must also prepare a strong internet connection in order to maintain quality. The proper use of sound, images and video also dramatically supports the implementation of 4C, especially context and communication.

Tourist Guides could become credible Virtual Tour Guides because their competencies are similar to real-life tours. Meanwhile, collaboration and connection require the shrewdness of the tourist guide in reading the situation and creating pleasant conditions. Hospitality and experience as a guide help the virtual tour guide run well. A good level of public speaking skills is also applied during the virtual tour activities. The online application features are also well utilized for collaboration and connection, such as polls, online quizzes, and the mention of names.

Even so, the results can be very different if a virtual tour were not conducted by a professional tour guide. The hospitality and the tourism sense were needed during the guided virtual tour. During the COVID-19

pandemic, professional tour guides carried out many guided virtual tours. Besides being entertainment for participants, virtual tours also play an essential role as a new means of livelihood while the pandemic continues to spread. Although virtual tours are predicted to decrease after the pandemic, virtual tours can still be used for various functions. Both as a tool for education and entertainment. The guided virtual tour allows the participant to understand more and have a realistic expectation of real-life tourism experience in the destination. Furthermore, its use in the tourism sector will continue to increase in number and importance, possibly in different forms. It resonates with the finding of Guttentag (2010).

As Sussman and Vanhegan (2009) finding said, the use of this virtual tour may shift and remain dynamic even though the level of enthusiasm is not as great as during the covid pandemic. Some tour operators can use this feature as a pre-visit session to attract potential visitors. DMOs and hotels can be utilized the virtual tour for tourism marketing and destination promotion. The virtual tour help stimulate the travel intention once the restriction has been lifted.

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