Gen-Z Labuan Bajo for Tourism Destination Promotion? We develop their skills related to Online Journalism

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Abstract

Purpose: The aim of this activity is to support generation Z's interest in becoming an online journalist for marketing tourist destinations in Labuan Bajo. The community service team will start this training for St. Igantius Loyola Labuan Bajo. Analysis of the situation revealed that the students of St. Ignatius Loyola high school himself has used social media a lot and is active in cyberspace. From the results of interviews conducted by researchers with St. Ignatius Loyola high school, found that almost the majority of female students know and use social media, such as Instagram, Facebook, Twitter and WhatsApp, therefore, it is also important for them to take advantage of the use of social media as a means of online tourism promotion

Method: The stages of implementing the activities are 1) Partnership Development, by expanding the partner collaboration network which includes online journalism training in tourist destination marketing, writing practice and writing science and technology transfer, 2) Training, by providing materials related to online journalism to activity participants according to the participants' needs and the materials provided prepared

Practical Applications: Activities are carried out in several stages, namely 1) preparation in the form of coordinating with participants and determining materials related to online journalism, 2) implementation of activities in the form of training and mentoring and 3) evaluation and monitoring of understanding and results of training

Conclusion: Based on the results of the community service program in the form of online journalist training at St. Ignatius Loyola, it can be concluded that this training is very beneficial for students belonging to Generation Z. The participants gained new knowledge and understanding regarding how to promote tourist destinations in Labuan Bajo by utilizing the internet and social media as a form of support for aspects of sustainable tourism which is in Labuan Bajo. This service program in the form of training will continue with assistance with writings in the form of news and opinions discussing tourist destinations in Labuan Bajo and assistance in the editing process until they are published on social media and other online media.

Keywords: Gen-Z, Tourism destination promotion, Online tourism, Labuan bajo

1. INTRODUCTION

Indonesia consists of many groups of islands, seas, diverse ethnicities, races, cultures and religions from Sabang to Merauke. This variety of diversity and natural richness is what makes Indonesia a destination country for foreign tourists who want to enjoy nature and cultural diversity in Indonesia. Not only that, local tourists are starting to compete to visit every tourist destination in Indonesia. Based on data from the Ministry of Home Affairs published by the Central Statistics Agency (BPS 2019)**,** Indonesia has a total of 16,056 islands, with the most islands belonging to West Papua (4108 islands), Riau Islands (1994 islands), Central Sulawesi (1632 islands) and Maluku (1286) island.

Based on data from National Geographic Indonesia (Adinaya 2018)**,** Indonesia has received various international awards in the field of tourism with the best reputation, including UNWTO (United Nation World Tourism Organization), ITB (International Tourisms Borse), TripAdvisor Choice Awards, and Destin Asian Magazine Reader's Choice (in the category The Best Island in Asia Pacific). Tourism is a promising sector for every country in generating income and bringing in tourists from various parts of the world to be able to enjoy natural, cultural and various other riches. The growth of tourist destinations in the city of Labuan Bajo and other icons has encouraged the development of online publications and journalism. The backpacker tourism trend has encouraged the growth of tourism information media in the form of tourism websites,

guidebooks and other IT-based tourism publication media. On the other hand, the diversity of interesting tourist attractions and attractions without publicity will feel bland.

Managers of attractions or tourist attractions certainly have tips or strategies so that the attractions or tourist attractions offered are busy or visited by tourists. On the other hand, the online journalist profession is increasingly popular and is starting to gain an important position in tourism promotion activities. One way to introduce potential attractions or tourist attractions is through mass media. It requires the ability to understand journalism so that the writing or promotion offered can attract readers. This ability is not only possessed by actors or managers but Generation Z who generally have a native tendency to use the internet and social media (Nurina, Lenggogeni, and Verinita 2023)

In the context of advancing generation Z's interest in becoming an online journalist for marketing tourist destinations in Labuan Bajo, the community service team has a desire to support this interest, of course by holding incentive training for a generation Z group in Labuan Bajo. The community service team will start this training for St. Ignatius Loyola Labuan Bajo. Analysis of the situation revealed that the students of St. Ignatius Loyola himself has used social media a lot and is active in cyberspace. From the results of interviews conducted by researchers with St. Ignatius Loyola, it was found that almost the majority of female students know and use social media, such as Instagram, Facebook, Twitter and WhatsApp (Juru and Hastuti 2023). Social media has a positive impact on how to build social relationships between SMAK St. Ignatius Loyola. Through social media, it is possible for SMAK St. Ignatius Loyola builds broader social relations with people in all parts of the world without any boundaries of ethnicity, religion, culture, race, class, social or economic status. Meanwhile, the negative impact of using Instagram social media according to (Ahmad, Amir, and Hapipi 2024) is that it will result in a strong dependence on Instagram social media. This dependence can result in reduced study time or opportunities to interact directly with other people.

The high level of social media usage proves that students have the potential to become online journalists who work not only on social media. But also on online media which can now be accessed easily. Based on the analysis and needs of these partners, the service team will carry out service in the form of Online Journalism Training in Tourism Destination Marketing for Generation Z at St. Mary's High School. Ignatius Loyola, Labuan Bajo City, West Manggarai Regency, East Nusa Tenggara Province.

Fig. 1. Training Partner Location Map
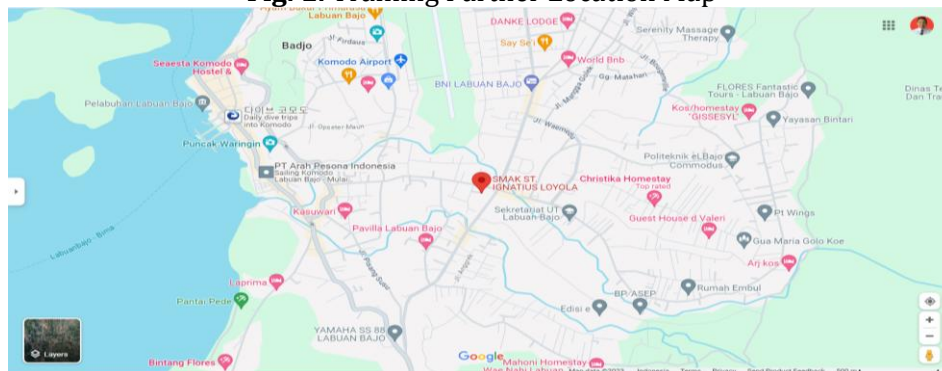
Source: (Googleearth 2023)

The solution to the problem offered to partners is intensive online journalism training for St. Mary's High School students. Ingnatius Loyola Labuan Bajo, who incidentally is a student from the Z generation group. Therefore, a 1-day online Journalism Training (Tourism Marketing Journalism Candidate) will be arranged which emphasizes knowledge and skills in journalistic writing techniques, especially in the tourism sector. The scope of the training material is as follows: Introduction: Mass Media Communication; Journalistic Basics and Ethics; Fun and Promotional Journalism; Creating Advertorials in Newspapers; Interview Strategy to Maximize News; Tips for Writing in the Media and Penetrating Mass Media Editorial; Techniques for creating Essays and Photo News, and Feature Writing Techniques.

The outputs of this service activity are 1) Increasing partners' knowledge about online journalism in tourism marketing, 2) Availability of training products published on certain websites, 3) Publication in national journals. Careful planning with scientific data, online journalism training and an understanding of how to become a journalist periodically as well as knowledge transfer from the implementation team will provide support for partners in stages in the form of 1) Increasing knowledge about online journalism, 2) Increasing the number of students carrying out activities writing (Journalist) in online and print mass media.

2. METHOD

The stages of implementing the activities are 1) Partnership Development, by expanding the partner collaboration network which includes online journalism training in tourist destination marketing, writing practice and writing science and technology transfer, 2) Training, by providing materials related to online journalism to activity participants according to the participants' needs and the materials provided prepared.

To overcome partner problems, there are several things that the implementation team will do as follows:

1. Coordinate with St. SMAK School. Ignatius Loyola Labuan Bajo
2. Initial outreach about the importance of online journalism in tourism destination marketing
3. Online Journalist Training which contains material for training on Mass Media Communication; Journalistic Basics and Ethics; Fun and Promotional Journalism; Creating Advertorials in Newspapers; Interview Strategy to Maximize News; Tips for Writing in the Media and Penetrating Mass Media Editorial; Techniques for creating Essays and Photo News, and Feature Writing Techniques.

Work progress in the field will always be monitored and paid attention to. Monitoring will be carried out in conjunction with training guidance and assistance activities and monitoring and evaluation will be scheduled periodically. Furthermore, monitoring activities are carried out to monitor the development and progress of service activities. Meanwhile, this activity aims to follow up on monitoring results which can later be used as input for further coaching or guidance. This activity will be carried out starting from the preparation and implementation of socialization, guidance and training activities. Schematically, the activity plan in the training program that has been agreed with partners is as follows:

Fig 2. Activity Procedure Scheme
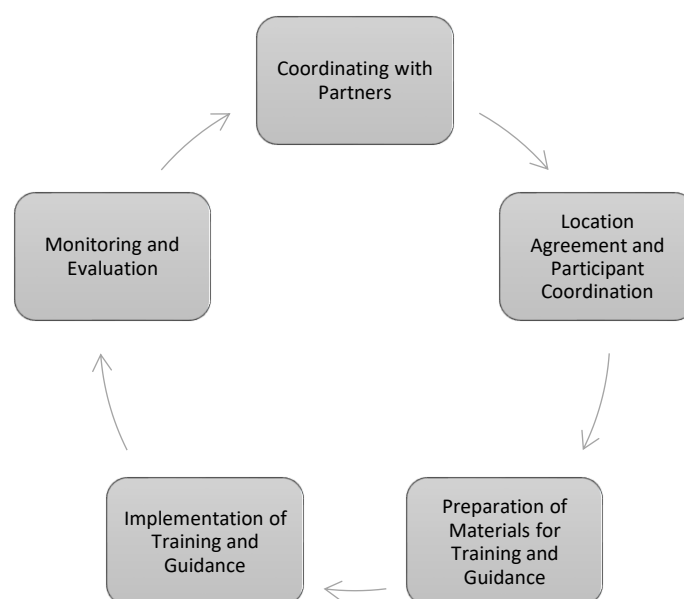
Source: processed by the team (2024)

After this training program is completed, the Team will monitor online how the results of this activity affect the students' ability to write advertisements and news as a form of tourism promotion and marketing. If according to the assessment, the student team still needs further training, then the team will plan a workshop or further research related to online tourism marketing journalism.

3. RESULT AND DISCUSSION
Gen-Z Students

A generation is a group of people who were born within a close period of time under the same environmental conditions so that they develop distinctive characteristics and are different from previous generations. According to Kupperschmidt, generational groupings are based on similarities in year of birth, age, location, as well as events or occurrences that significantly influence their respective growth phases. This means that a generation is a group of individuals who have experienced the same events in the same period of time.

Generation Z or the internet generation is growing and developing in the digital world in various aspects. Generation Z are experts in operating various technological media (digital natives) and have a multitasking character that differentiates them from previous generations. The research results according to Bencsik and Machova In (Amelia 2024) show that the development of Generation Z coincides with digitalization so that Generation Z has a fast ability to access information and they also grow smart, skilled in using technology and creative. Apart from that, the main factor that is different from other generations is mastery in the fields of information and technology. Digitalization and the existence of this internet generation provide challenges in various fields, such as mass media where they must try to develop themselves by having digital platforms so they can adapt to internet developments and adapt the character of Generation Z as mass media consumers. Apart from mass media, other industrial worlds also have to change their marketing strategies to attract the interest of Generation Z. This is in accordance with Generation Z's communication patterns, where they no longer use conventional styles but prefer digital communication styles.

Along with advances in technology and the development of the times, Generation Z is one of the generations that must prepare itself for changing times and developments in the era of technology use. According to Prensky in (Humardhiana et al. 2021) Generation Z is a generation of digital natives who are very attached to the use of technology, it seems like this has been ingrained in them since birth. Generation Z also has the characteristic of wanting to always be connected to the internet at all times to create and share content with other people which makes them very active in using social media. Generation Z also spends a lot of time with technology in every activity and has become a true digital citizen. The activity participants were SMAK St. Ignatius Loyola was selected by the facilitator based on age category, so that all participants were ensured to be from the Z generation group so that this training program could be precisely targeted according to the plans made by the activity facilitator.

Based on the birth year data collection chart above, the facilitator obtained data that the average birth year of participants in this activity was 2007 and 2008. So based on this birth year, the participants who attended were generally 15-16 years old. In accordance with the Generation Z age group, which is the generation born in 1997-2012 and they are currently aged 8-23 years (Prasetyo, Asbari, and Putri 2024).

Preparation

This activity was initially planned by the community service team facilitator of the Communication Science Study Program which consisted of three lecturers, namely Felisianus Efrem Jelahut, S.Fil., M.I.Kom, Monika Wutun, S.Sos., M.I.Kom and Fitria Titi Meilawati M.I.K. Coordination was carried out by a team of online facilitators with the principal of St. Ignatius Loyola, due to the fact that it is quite far from the city of Kupang, East Nusa Tenggara. After the school principal agreed to carry out the activity, the facilitator team together with the school

principal asked the students for their willingness to take part in the activity. As a result, there were eighteen students who were interested in taking part in this activity.

This community service activity was carried out at SMAK St. Ignatius Loyola, Labuan Bajo City, West Manggarai Regency, East Nusa Tenggara. The training program was carried out jointly in the SMAK St. Ignatius Loyola. The total number of participants present was 20 participants. The training program will be held on June 21 2024 from 09.00 to 13.00 WITA. The implementation of this training program involves the service team as the main facilitator, assisted by two students as co-facilitators. These students are sixth semester students who already have the skills to guide ongoing activities.

Implementation of Activities

Community Service Activities in the form of online journalism training in tourist destination marketing at St. Mary's High School. Ignatius Loyola Labuan Bajo began with a prayer led by officers. After the prayer, the participants were directed to watch video footage in the form of a company profile from the Communication Science Study Program at Nusa Cendana University as an introduction to the agency from the facilitators, as well as to capture the interest of the participants so that later when they finish high school, they can create a communication science study program. Nusa Cendana University is one of the options for studying. The participants enthusiastically watched documentary film footage screened by the facilitator.

Fig. 4. Opening of Activities


Source: Team Documentation (2024)

Fig. 5.
Screening of documentary film Company Profile Communication Science
Study Program, Nusa Cendana University

Source: Team Documentation (2024)

After watching the company profile footage of the Nusa Cendana University communication science study program, as preparation before the participants received the core material, the participants were 'refreshed' early with an icebreaker brought by the facilitator. Icebreaking is played in the form of a self-introduction game which is said in turn by the participants. The rules of this game are, participants must introduce themselves, and the next participant, before introducing themselves, must first repeat the self-introduction given by the previous participant and for participants who mispronounce the previous participant's self-introduction, they will be subject to sanctions in the form of dancing to music and style. certain dances. The participants really enjoyed this icebreaking.

Fig. 6. Icebreaking Model
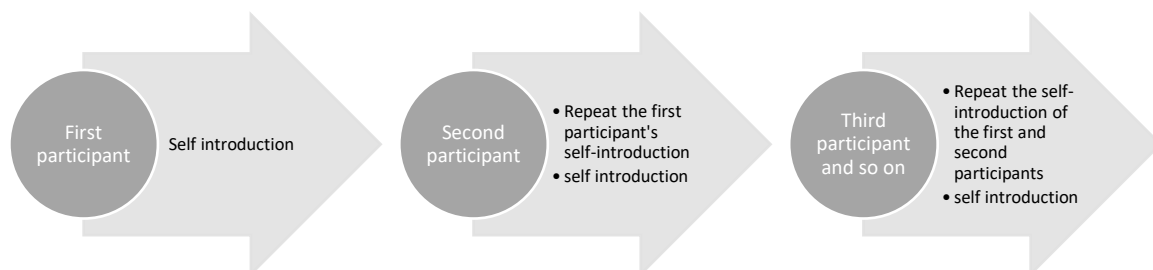
Source: Processed by team (2024)

After participating in the icebreaking, the participants were invited to sit down again, to prepare themselves to follow the material that would be presented by the presenter. The material presented by the speaker was entitled Online Journalism in Tourism Communication. The material opened with a guiding question, namely 'what do you understand about online journalism?' Afterwards, the speaker continued his conversation, continuing the material he had prepared. According to Richard Craig in the book Broadcast News Production (White 2012), online journalism is the process of disseminating messages (news) through online media (the internet) by combining writing, audio and video and allowing viewers to re-read past news. The definition of online journalism gives an idea that in the era of information technology development. communication, media organizations do not only depend on one type of media to convey information. Mass media organizations also need the internet to convey information to the public.

The characteristics of online journalism are 1) Reliability (reliability) from the perspective of journalistic techniques, the element of reliability is very necessary. Without reliability, everything is useless. 2.) The internet is now widely used by television and newspaper media and

at that time the internet became something new. 3.) News content in online journalism is something that is taken into account. If the news has no weight, the audience will abandon it. 4.) Dynamic news content. In online news, staff must be on standby to update news that occurs anywhere in the world. 5.) News content must also prioritize depth. 6.) Speed. Nowadays people prefer things that are instant and fast (Haroni and Sukirno 2019)**.**

Fig. 7. The presenter is providing training

Source: Team Documentation (2024)

Online Journalism has its own characteristics, as written in the book Online Journalism. Principles and Practices of News for The Web (Foust 2017) are 1.) Audience Control, Online journalism allows news to be stored with greater freedom in choosing the news they want to get. 2.) Storage and retrieval, online journalism allows news to be stored and accessed easily by the audience. 3.) Unlimited Space, online journalism allows the amount of news delivered to the audience to be much more complete. 4.) Immediacy. Online journalism allows information to reach the audience quickly and directly, so that it can be accessed immediately. 5.) Multimedia Capability, Online journalism makes it possible for the editorial team to include text, sound, images, video and other components in the news that the audience will receive. 6.) Interactivity, online journalism allows for increased audience participation in every story. Regarding   news and tourism according to (Wulandari et al. 2023)**,** broadly speaking, news is divided into two types; hard news and soft news. Hard News (hot news) has important meaning for many readers, listeners and viewers because it usually contains "current" events that have just happened or will happen in government, politics, foreign relations, education, employment, religion, courts, markets. financial and so on. Meanwhile, soft news (light news) is usually less important because the content is entertaining, although sometimes it provides important information. This type of news is often not the latest news. It contains human interest news or feature sections. This type of news appeals more to emotions than reason. News about tourism is in the realm of soft news, except in the context of releases by government agencies related to the tourism industry, or because in certain cases, for example, tourism is the object of soft news: light, but not losing its informative aspect.

Tourism itself is an industry that involves components of transportation, accommodation, recreation and food service activities (Chaerunissa and Yuniningsih 2020)**.** Studies and industries that discuss human habits that leave their daily habitat, which have social, economic and physical environmental impacts on the host places they visit. It is difficult to imagine that a tourist destination without news coverage will become a popular destination. In this case, popularity is the key to success that allows a destination to receive visits and then have an impact on the economic life of the surrounding community. However, this simple relationship will not occur without the willingness of the parties to work together.

In supporting online journalism, participants are encouraged to understand the types of content that should be used to channel news that will be sent to social media. The types of content

that need to be known are 1) Text, text content prioritizes substance and important points to be conveyed., 2) Photos, attractive photos with good quality are mandatory because they will be displayed on the front page, 3. Graphics, Attractive graphic design support will really support the quality of content for certain issues, 4) Video, Video is important as a means of delivering content for Gen Z who can be said to be "Visual Creatures", 5) Audio, Audio is not only an option alternative but also important considering that currently audio content is starting to come back to life.

Regarding the characteristics of the content to be uploaded, the presenters provided several characteristics of content that are in line with Gen-Z's way of thinking, namely 1) Light and entertaining; Gen Z prefers light content, even small change, because it is entertaining and close to their daily lives, 2) Visual content support; Visual content such as graphics, photos, memes and videos or anything that is shareable will attract more interest from Gen Z. 3) Fresh. As a generation that is known to get bored quickly, fresh or new content is preferred by Gen Z. Consistently presenting different content from time to time, 4) Digital is life. For Gen Z, 'Digital is Life' means supporting content distribution on all digital platforms is very important. With the materials presented, the participants were challenged to be active in posting all content related to the Labuan Bajo tourist destination so that online promotions continue to be carried out by Gen-Z (Nabila et al. 2023).

Impact of Activities

This online journalism training was well received by the participants. They are very enthusiastic about learning and improving their writing skills. This training is considered a good opportunity to broaden their horizons and knowledge. Apart from that, the participants were also taught about good and correct news writing techniques, as well as how to convey information effectively. The participants were also invited to practice the news writing techniques that had been taught. They were given the opportunity to write and submit news articles which would be reviewed by one of the facilitator teams as material for evaluating their community service. This aims to provide feedback and help participants improve their writing skills. It is hoped that this online journalism training activity will pave the way for participants who are interested in pursuing the world of journalism. Apart from that, this activity is also expected to introduce the world of journalism as an interesting profession and have a positive impact on society. As the end of this community service activity, participants were asked to write down their impressions and messages from this activity. The participants were given tools in the form of ballpoint pens and pieces of paper to write down their impressions and messages regarding this activity.

Fig.8. Impressions and Messages of the Participants
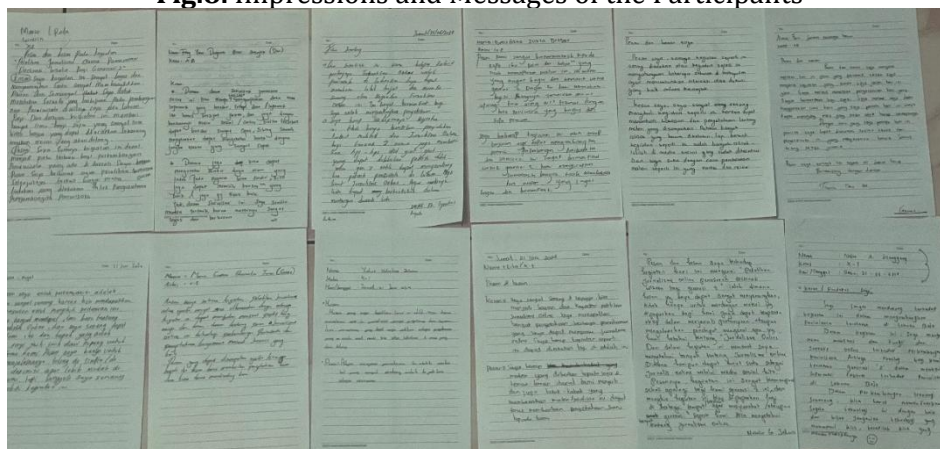
Source: Team Documentation (2024)

Fig 9. Facilitator Team with participants and Principal of St. Ignatius Loyola Labuan Bajo High School

Source: Team Documentation (2024)

The impressions and messages given by several participants were: 'We are very grateful to the lecturers and seniors who have presented this material. This material is very useful, good and interesting for us gen-Z. With this, we understand the importance of online journalism, especially as our place, Labuan Bajo, is known as a super premium tourism city', 'I hope this activity will continue to be carried out in order to develop tourism potential, and this socialization is very useful for us generation Z. Once again, we thank you. Thank you very much for bringing very good and useful material. (Benedikta Julita Demose (XE)).

CONCLUSION

Based on the results of the community service program in the form of online journalist training at St. Ignatius Loyola, it can be concluded that this training is very beneficial for students belonging to Generation Z. The participants gained new knowledge and understanding regarding how to promote tourist destinations in Labuan Bajo by utilizing the internet and social media as a form of support for aspects of sustainable tourism which is in Labuan Bajo. This service program in the form of training will continue with assistance with writings in the form of news and opinions discussing tourist destinations in Labuan Bajo and assistance in the editing process until they are published on social media and other online media.

ACKNOWLEDGEMENTS

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