
ANALYSIS OF WEB-BASED PROMOTION MEDIA DEVELOPMENT IN TOBA FILM COMMISSION

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ABSTRACT

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Nowadays where technology has grown rapidly, the Internet also enlivens the biggest revolution in technological advancement where the internet can facilitate in accessing various information. The Internet is widely used by creative workers to provide information so that it can be known by everyone who uses the internet. The problem in the current research is that the Toba Film Commission is deadlocked in informing the data owned to the public because the Toba film commission does not yet have a container or place to spread the information accurately. The data collection techniques used in this study are Library Studies, Observations, Interviews, And methods used to analyze this problem there are qualitative methods. with the analysis of the development of media promotion of web-based Toba film commission, this can help promote tourism and scouting locations with the help of google maps to get the desired information and facilitate film actors in finding the necessary equipment such as cameras, lighting, tripods, etc. in North Sumatera, especially in the Lake Toba area. With the creation of this website, the public can easily dig up information related to tourism and scouting in the North Sumatera area.

Keywords: *Analysis System, promotion, Public Services,*

1. Introduction

Nowadays where technology has developed rapidly, information technology is very useful for people who need it. The Internet also enlivened the biggest revolution in technological advancements where the internet can facilitate the public at large in seeking various information. The Internet is widely used by creative workers to provide information about their skills so that they can be known by everyone who uses the internet. The problem in this study is the difficulty of obtaining information about tourism and scouting in the Lake Toba area. Some research has been done before related to tourism promotion and also website-based information media located in Tarangire tourism village (Supriyanta & Khoirun Nisa, 2015) by the waterfall method. Creation of the website as a means of tourism promotion (Sandra J Kuryanti & Novita Indriani, 2018).

The Toba Film Commission is a community of film activists based in north Sumatra, focusing on tourism development, tourism promotion and also providing information to directors both overseas and domestically about scouting locations in North Sumatra. However, the Toba Film Commission was deadlocked in informing the public, because the Toba film commission did not yet have a container or place to spread the information accurately. Therefore, it needs a website-based container that will be used to disseminate information owned by the community.

The system that is built if widespread will certainly attract the attention of international and local directors who will also indirectly increase the attraction of tourists to visit the North Sumatera area through films directed by the directors.

Website as a media promotion information is still widely used until now as it is contained in the creation of the website as a means of tourism promotion (Sandra J Kuryanti & Novita Indriani, 2018)



where using observation techniques and interviews to other parties and then created an informative website and also there is previous research that raises the same theme of analysis and design of the website as a means of information at the institution of entrepreneurial language and Akmi Baturaja computers using Php And Mysql (Yunita Trimarsiah & Muhajir Arafat, 2017) that use PHP And Mysql that solve the problem in the absence of a promotional platform for entrepreneurship language institutions and computers Akmi Baturaja.

The use of the website as a promotional medium has been very often used in the wider community that the website as a promotional medium is not abandoned. This research is also contained in the research of website design as a means of promotion on Mts Ma' Arif Nu 1 Ajibarang (Lina Rahmawati, 2012) using waterfall method that produces websites related to Mts Ma' Arif Nu 1 Ajibarang that can provide information online without being tied to space and time, Website design as a promotional and information media (Penda Sudarto Hasugian, 2018) which offers ease in presenting information for the public using methods of observation techniques and interview facilities, tourism promotion and also information media based on websites located in the tourist village Tarangire (Supriyanta & Khoirun Nisa, 2015) with waterfall method that produces the website as a media promotion of tourism and facilitates the public in seeking information related to the tourism village Tarangire.

UML modeling is used for the analysis and development of this research system aims to integrate information services from other parties who work together to support tourism activities, especially cooperation at the provincial level. A prototype of information integration is generated, which can be used to integrate information between tourism offices, hotels, Travel & Tourism Agents and tourism destinations (S. Heripracoyo and S. Adi, 2017). This paper proposes kwan phayao tourism recommendation system. The app easily connects travelers to hotels, restaurants, attractions, and storekeepers via mobile and web apps. When users browse attractions, the system recommends similar attractions using the k-NN algorithm based on the following characteristics: nature, adventure, activity, and culture. Entrepreneurs are available to easily update, edit, and delete their information online (J. Chaiwongsai, B. Srisungsittisanti and P. Rojanavas, 2018).

The Web has become a major source of information in almost every area that we can think of ethically considering tourism, the Web being a major source of information for travelers. This is especially true recently with the advent of Covid-19 and the uncertainty and transformative power it brings to travel It brings Web search techniques and recommendation systems into play (Tsvi Kuflik, 2021) Thailand's local floating market is one of thailand's most iconic tourism symbols. With technological changes and shifting the shape of media from newspapers, magazines, brochures that can be folded to websites and social media, there is also the need to apply some form of modernization to tourism media also Use game applications to help people obtain information in a more interesting way is recommended and will get a lot of positive feedback Therefore , this study proposes the idea of a game app developed to promote cultural tourism at bangnoi floating market in Samutsakorn, Thailand (Pongsakorn Kingsuwankul, 2019)

2. Research Methods

2.1 Stages of Research

This research uses the waterfall method which is a research method to produce a more targeted system and achieve the desired goals. The work stages of the system are carried out sequentially. The research stage serves to implement the information system of the Website-Based Toba Film Commission and this research stage can help the process of designing the system. In general, the research can be seen in figure 2.1.

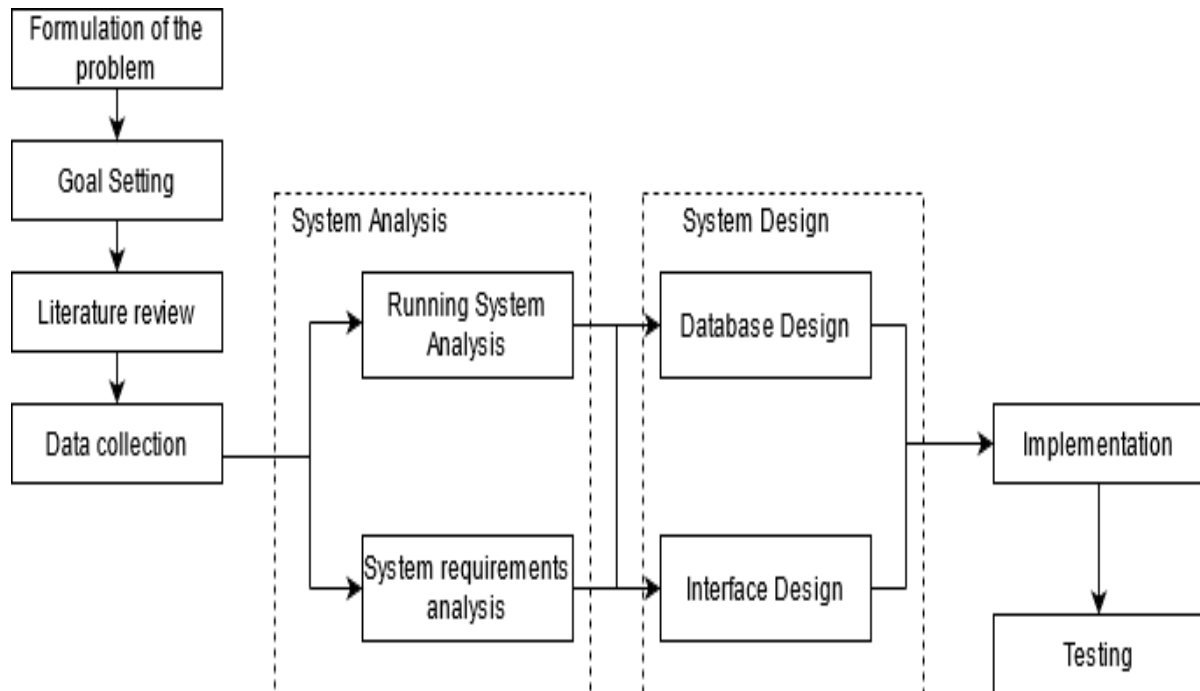


Figure 2.1. Flow Chart of Research Stages.

Before entering the information system section the required stage at the beginning of the research is problem formulation so that the system to be created can be a solution. After that, determine the purpose of the system to fit the scope of the problem that occurred. Then the Library Study Stage serves to get a reference about the design of the system to be built. And after it goes into the Data Collection stage, this stage aims to provide information from the data obtained to be analyzed for the system creation process. Once analyzed, the system *interface* can be designed according to the data needs of the system. The final stage is the implementation and testing where the system that has been created is implemented and tested the feasibility of the system to be able to value the performance of the system.

2.2 Problem Analysis

In the analysis stage of this problem there are several things needed, namely related descriptive methods and experimental research methods in the implementation of the system as follows:

1. Qualitative methods Methods that focus on in-depth observations of the use of qualitative methods can result in a study of a complementary phenomenon.
2. Quantitative methods of measuring quantitative data and object statistics through scientific calculations come from samples to answer several questions about surveys determining frequency and percentage.

2.3 Database Design

The design of the database contains ERD (*Entity Relationship Diagram*) relationships between objects and related relationships in the Information System Of The Website-Based Toba Film Commission. Here's the design of the system database created. Viewable In Drawn 3.2

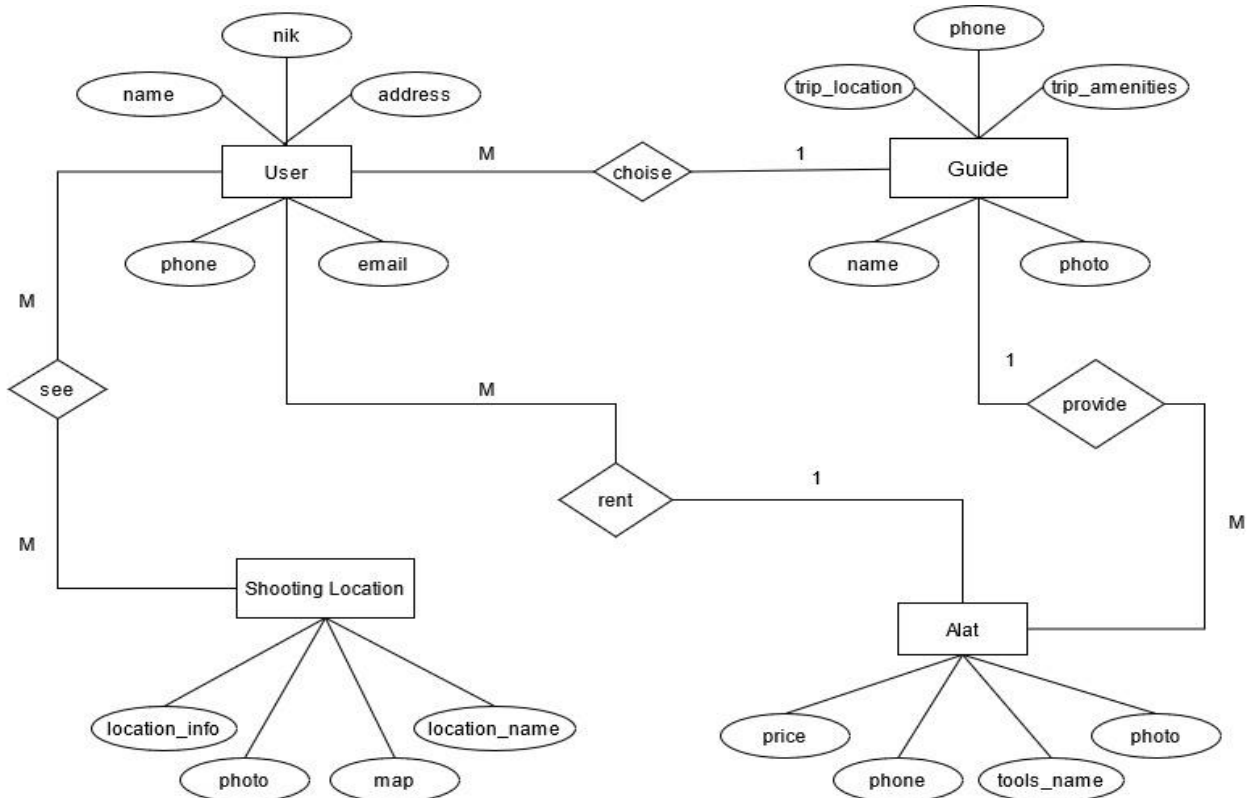


Figure 2. System ERD Design

2.3 Designing Use Case Diagrams

Describing the interaction between the user and the system, the following is the design of the Use Case Diagram Of The Website-Based Commission Film Information System Toba. Figure 3

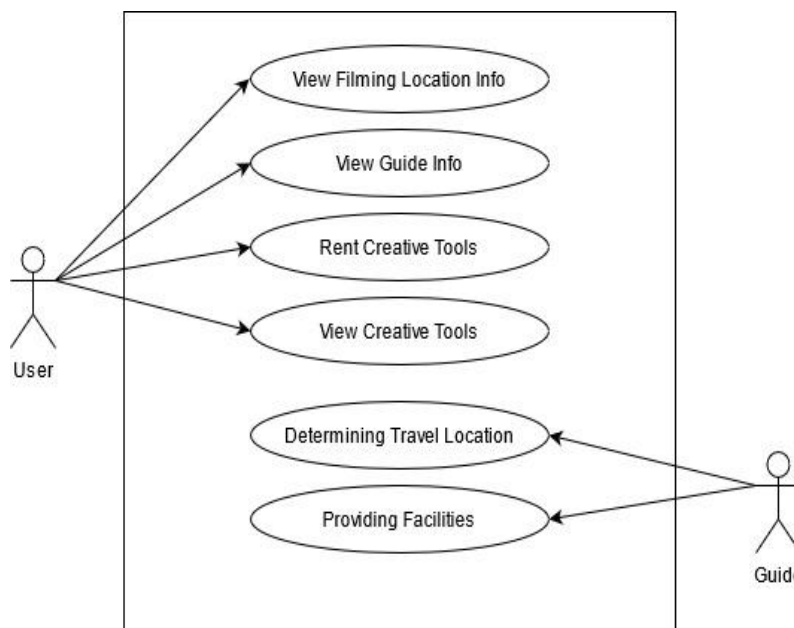


Figure 3. Design use case diagrams.

Toba Film Commission Information System has 2 actors, the first actor there is a user who can see and rent creative tools that are on the website. Users can also see the location info where the

filming location info has been directed directly to the google map if the user wants to know the location with details. Actor second guide, which determines the location of the trip to be traveled. The guide also provides the facilities needed on the way, can be seen in table 3.1

3. RESULT/ DISCUSSIONS

Tabel 1. Film Lokasi Syuting

No	Lokasi Syuting	Info Film	Picture
1.	Kabupaten Karo	<p>“Jandi La Surong” tentang percintaan muda-mudi Karo di era 1970-an.</p> <p>“Uis Nipes” tentang kain tradisional dan budaya Karo dari Sumatra Utara</p>	
2.	Kabupaten Toba	<p>“Romansa Danau Toba” tentang problematika remaja dan sekaligus untuk mempromosikan keindahan panorama danau Toba.</p>	
3.	Kabupaten Dairi	<p>“Pariban” tentang kisah asmara dan keindahan alam seputar Danau Toba.</p>	

4.	Kabupaten Samosir	“Bonapasogit” tentang kegalauan Niko yang ingin merantau ke kota.	
5	Kabupaten Humbang Hasundutan	“Pemutaran Film Dokumenter Drama Sisingamangaraja XII” tentang sejarah kepahlawanan Sisingamangaraja XII. “Naga bonar” tentang perjuangan rakyat Sumatera Utara dalam melawan pasukan Belanda pasca kemerdekaan Indonesia.	

3.3.1 Login Display

Login view for performing a asks entry to the website to see the location of a location suitable for filming, guide, and rental tool tools for filming can be seen in figure 4

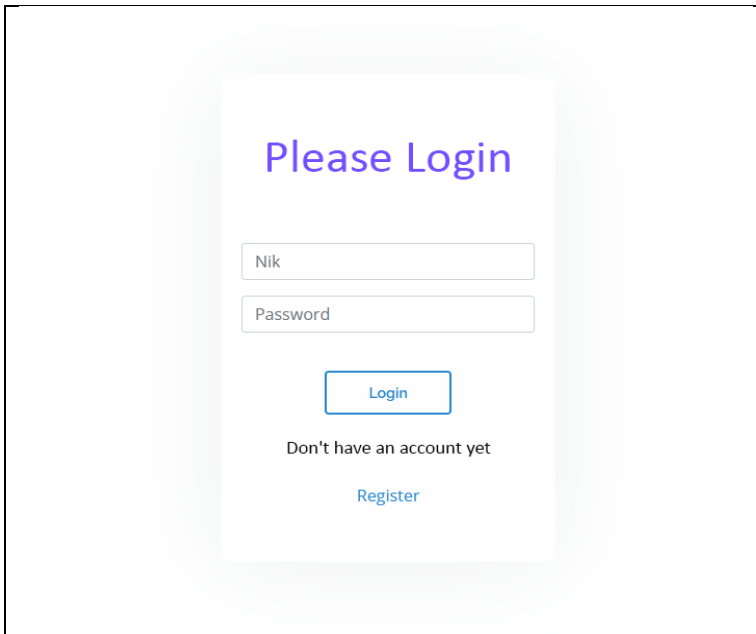


Figure 4 Login

3.4.2 Homepage

Homepage view on the Toba Film Commission Website that has been created. On the homepage, there are a banner, info at a glance about *the guide*, menu info filming locations from the relevant districts, menu info rental tools. can be seen in figure 5



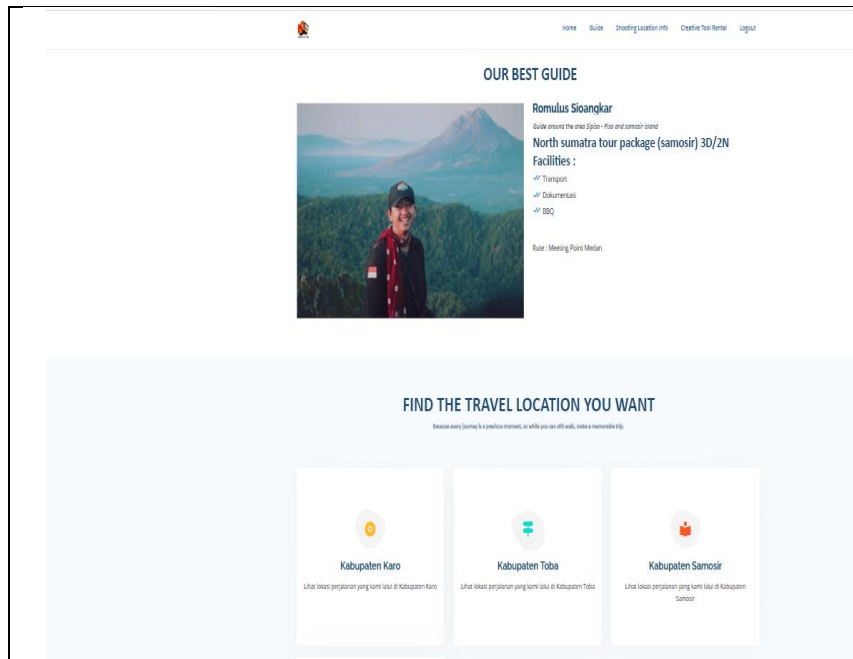


Figure 5 Porch

3.4.3 Guide Page

On the *guide* page, there is a photo and the name of the *guide* that will take and determine the trip. In figure 3.6. this can also be seen in some of the facilities provided by the committee of the Toba Film Commission following the trip, there is also information about the route of the trip to be traveled. The system is connected to *Google Maps* for more detailed location information. Can be seen in figure 3.6

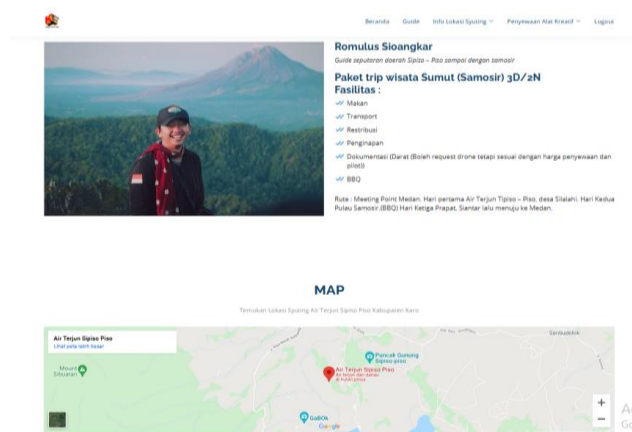


Figure 6. Guide

3.4.4 Location Of Filming page

Figure 7 is a tourist attraction or part of the filming location of the Toba Film Commission in North Sumatra. The location of this filming includes several districts, such as Jangga Dolok Area which will then be detailed in the form of documentation in the form of photos and culture in the village. To further introduce the tourist attractions, there are details of the location on the map in figure 7

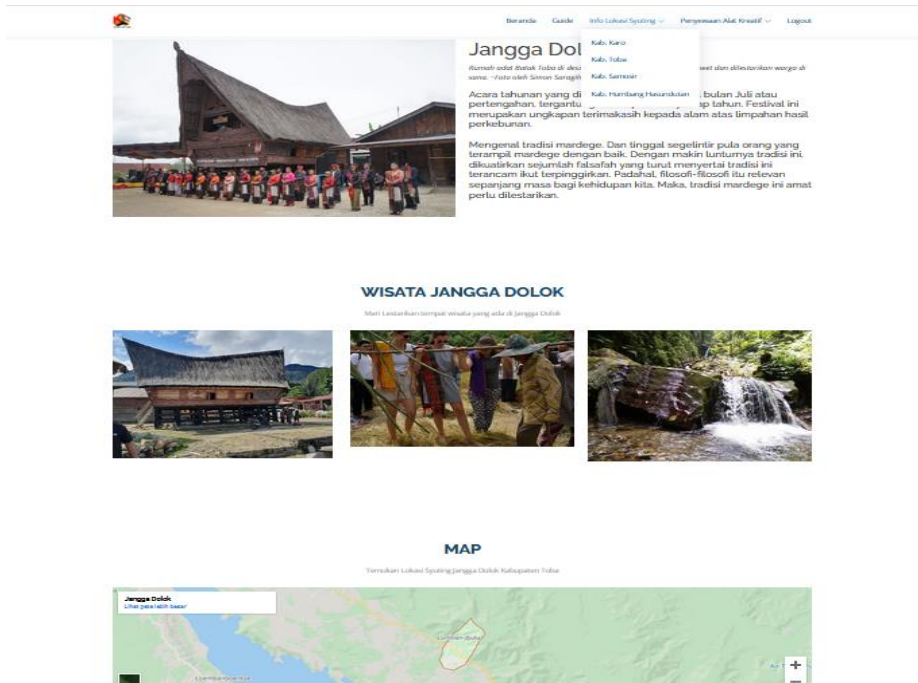


Figure 7 Filming Location Info - Kab. Toba.

3.4.5 Rental Page

Rental of creative tools in figure 8. provide information about the equipment in the rental. This page provides details to visitors who want to hire a committee of the Toba Film Commission provides details of the tool name, tool drawings, and also the price of the tool. To reduce price manipulation and if visitors want to rent can directly contact the equipment committee Film Commission Toba. can be seen in figure 8

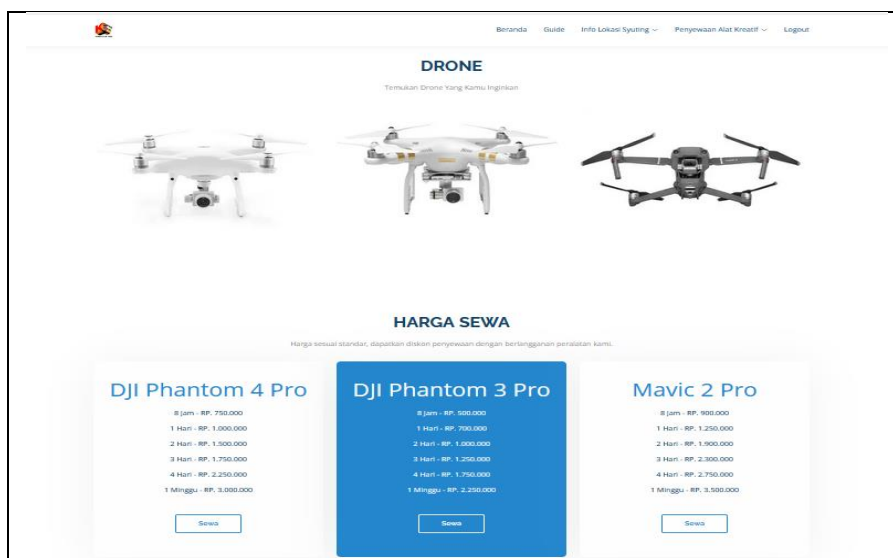


Figure 8 Creative Equipment Rental – Drones

4. Conclusions

With the analysis of the development of media promotion of web-based Toba film commission, this can help promote tourism in North Sumatera, especially in the Lake Toba area to provide more attraction to visitors/tourists and so that the surrounding community can also participate

in developing tourist attractions and scouting locations with the help of google maps to obtain the desired information and facilitate film actors in finding the necessary equipment such as cameras, lighting, tripods, etc. in North Sumatera, especially in the Lake Toba area. With the creation of this website, the public can easily dig up information related to tourism and scouting in the North Sumatera area

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