

## **Web Series “Tiba-Tiba NgeGUIDE” As a Media Promotion for Tourist Destination in Jakarta**

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### **Abstract**

Film-induced tourism refers to the phenomenon of people visiting places because they were featured in popular movies or TV shows. The power of cinema to inspire travel has been recognized by the tourism industry for many years, and it has become a significant source of income for many destinations around the world. The concept of film-induced tourism has gained momentum with the rise of social media and the internet, which have made it easier for travelers to research and plan their trips based on the locations they have seen on screen. The impact of film-induced tourism can be significant for both the destinations and the film industry. For destinations, it can create jobs, boost local businesses, and promote the local culture and heritage. For the film industry, it can generate additional revenue and increase exposure for their productions. The concept of film-induced tourism has gained momentum with the rise of social media and the internet, which makes it easier for travelers to research and plan their trips based on the locations they have seen on screens. This is what the Tourism and Creative Economy Service is trying to take advantage of by launching the web series 'Tiba-Tiba NgeGUIDE'. There are two main factors that are discussed in depth, namely the process of making films including pre- production, production and post-production and also the web series itself which is a medium for promoting Jakarta tourism. Literature study, observation, and documentation try to be optimized to collect the required data. In conclusion, the web series Tiba-Tiba NgeGUIDE has succeeded in becoming a media/tool that promotes Jakarta tourism and increases audience awareness of Jakarta's tourist destinations.

**Keywords:** Web series; Film-induced tourism; media promotion; Tiba-Tiba NgeGUIDE

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### **A. INTRODUCTION**

The tourism sector is an important sector for the country's foreign exchange. Indonesia recorded as much as USD 4.26 billion in the country's foreign exchange from the tourism sector. This is one of the reasons for the state to support and boost the tourism sector. The recent rise of the tourism industry and creative economy has been marked by various borders that have been opened, indoor and outdoor artistic activities or activities that have begun to vary, people's purchasing power is recovering, and also the level of tourist visits is growing. Various marketing techniques and tools are used to promote tourism to attract tourists in the intense global competition. Social media, outdoor advertising, digital media content and other tools are widely used to promote tourism, including films.

Film is an audiovisual medium that is used to inform and promote something in detail by presenting meaningful storytelling, packaged for the audience with beautiful and attractive cinematography. (Desrianti & Herdiana, 2020). The use of film as one of the media for promotional strategies has been carried out by various sectors, including the tourism sector which is currently being carried out a lot. Including one of the 17 sub-sectors of the creative economy, many films depict the beauty of tourist spots or local culture that can captivate the audience. The aim is that with film production that raises many tourist spots, the phase will increase the 'Dreaming' phase

which is the initial phase in the customer journey where the potential tourist will imagine that they are in the tourist location.

Film-induced tourism, or hereinafter referred to as FIT, is a growing phenomenon worldwide, driven by the growth of the entertainment industry and increased international travel. (Hudson & Ritchie, 2006). Film-Induced Tourism refers to tourist destinations featured in television dramas, films, videos, or cinema screens where certain scenes or elements are filmed (Beeton, 2016). The phenomenon of film-induced tourism that has been happening lately has made the place that serves as the backdrop for a film busy with tourists, for example, Korean dramas or Hollywood films. (Juškelytė, 2016) shows that although films have the power to attract tourists, they should not be considered only as a promotional tool, and films can play an important role in shaping the image of a tourist destination.

Drama series or films can significantly increase the attractiveness of a tourist destination, especially if the drama represents an authentic aspect that entices the audience to visit (Karpovich, 2010). As can be seen in the drama series "Winter Sonata" which is part of the Korean Wave managed to attract many tourists. Set on Nami Island, South Korea, the drama series "Winter Sonata" presents the beauty of Nami Island which ultimately significantly increases the attractiveness of Nami Island as a tourism destination. The success of the drama series has contributed to an increase in foreign tourists coming to South Korea, especially Nami Island from 707,000 tourists in 2016 to 1.3 million tourists in 2017 (Saad et al, 2022).

The trilogy "The Lord of the Rings" is also a good example because the film has succeeded in introducing New Zealand as a tourism destination. It was noted that the number of foreign tourists increased by an average of 5.6% per year after the release of The Lord of the Rings, where 9% of tourists visited because of this film (Market Intelligence Report, 2003, Bae et al., 2017). In the case of Lord of the Rings, which boosted New Zealand's tourism image, films appear to play an important role in tourists' travel decisions (Macionis, 2004). Other sources note that foreign tourists visiting New Zealand have increased by up to 40% (Hudson & Ritchie, 2006).

Another amazing example beside the 2 successful movies above according to (Tzanelli, 2021), a movie that has also succeeded in turning a place into a famous tourist attraction through the film industry is the movie "Avatar". The shooting location of the film, Zhangjiajie National Forest Park in Hunan Province, south China, has become very popular and is attracting more and more visitors. When people search for tourist destinations seen on the screen, it indicates that we are dealing with film-induced tourism (Busby & Klug, 2011, Tuclea & Puiu Nistoreanu, 2011). Likewise with several Indonesian hit films such as Laskar Pelangi and What's Up with Love (AADC), each of which took locations in the tourist areas of Belitung and Yogyakarta. The two films were considered successful in introducing several tourist destinations, namely Tanjung Tinggi Belitung Beach, Chicken Church, Punthuk Setumbu, and others (Kristiyono, 2017).

Jakarta has a myriad of tourist attractions wrapped in urban tourism and its various uniqueness, can take advantage of this phenomenon as a step in promoting tourism. In other words, film media can be used as an effort to promote DKI Jakarta tourism. Not only to introduce locations or tourist attraction objects, but also play a role in shaping the image of a tourist destination. Film has an economic impact, but its value to tourism must also be recognized. Given the potential tourism destinations exist through FITs and the economic potential of key tourism chains, it is important to understand FITs and exert influence (Olsberg, 2007).

In order to capture these opportunities and phenomena, the DKI Jakarta Province Tourism and Creative Economy Office is intensively publishing information on Jakarta tourism, one of which is by creating and broadcasting a Web Series. This is also one of the concrete steps in introducing and promoting tourism in DKI Jakarta in the post-pandemic period. Apart from that, it is also proof of full support for the #DiIndonesiaAja program initiated by the Ministry of Tourism and Creative Economy to invite domestic tourists to vacation within the country, similarly to Jakarta which invites domestic tourists to travel in Jakarta through the broadcast of the 'Tiba-Tiba NgeGUIDE' Web Series.

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Combining the data above and the perspective on the relationship between film and tourism destination recognition, the writer is interested in understanding more deeply about the relationship between tourism destination development in Jakarta and film. So far, many researchers have studied Indonesian films, but few have studied the growth of film-related tourist destinations in Indonesia. This research will look at how Jakarta as a tourist destination can be induced by the web series film 'Tiba-Tiba NgeGUIDE'.

#### **LITERATURE REVIEW**

Technological developments and globalization, post-pandemic tourism trends, and various other conditions that have developed are among the factors influencing tourism. This was conveyed by UNWTO the use of digital and technology has revolutionized tourist travel (UNWTO, 2017), as well as how to market it. The World Trade Organization (WTO) in its 2017 annual report stated that new ways must be found to promote tourism in attracting tourists to visit. The habits of tourists who have started shifting after the pandemic, as well as the increasingly rapid development of information technology, require managers to adapt, using everything digital, one of them.

E-marketing communication is the result of integration of the promotion mix with communication technology which has developed into an online communication medium which is divided into three, namely paid media, owned media, and earned media (Strauss & Frost, 2014).

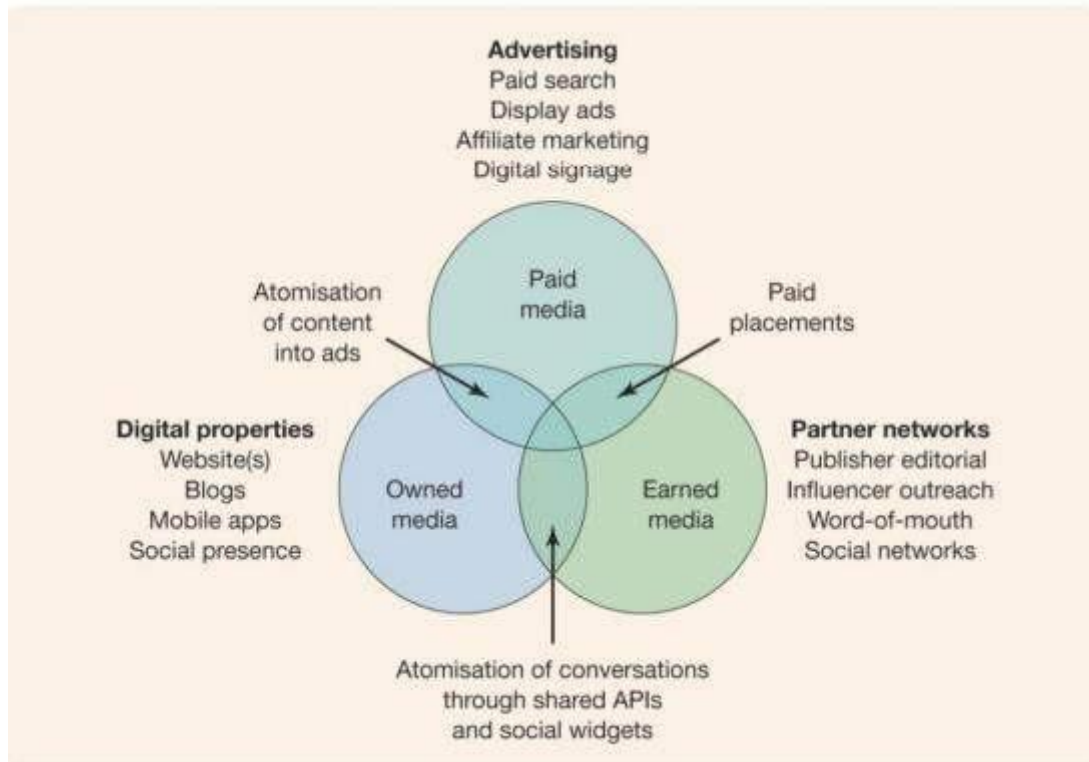


Figure 1. E-marketing communication source: smartinsights

Paid Media is a form of promotion to influence potential consumers in media that the company doesn't have so the company has to pay for it (Lovett & Staelin, 2016). Earned Media or media obtained is defined as media obtained from third parties such as Word-of-Mouth to gain publicity, for example providing information, recommendations, and reposts shared by other people or influencers (Chaffey & Smith, 2017), whereas Owned Media is a platform owned by a company for the purpose of providing information that can increase the awareness of other people (Elberse, 2007), some examples of owned media are social media or websites owned by institutions.

One of the media that is effective in influencing the audience is film, this is because film is an audiovisual media that can involve many senses, especially sight and hearing, and can be interesting, educational, and entertaining (Saleh et al., 2016). There are 3 important things in filmmaking, namely: pre-production, production and post-production. In making a film titled tourism, the description is: pre-production of the film: starting from (1) designing the film concept, (2) determining the location of the film, (3) determining the travel activities, (4) determining the recording equipment and film editing equipment, (6) preparing travel film scenarios, (7) preparing mise-end-scenes and (8) preparing travel film distribution. After pre-production, film production and post-production are carried out.

Today people read less, everything that appears in movies and TV is more socially acceptable (Vagionis & Loumioti, 2011). This also applies in the tourism sector. According to Morgan (Morgan & Pritchard, 1998) and Pritchard (1998), the placement of a destination in a film is a phenomenon that has begun to appear frequently as one of the tourism product placements. Product placement or product placement in a film is a marketing method in which a product is prepared to be included in a film or television show with the aim of influencing the views, beliefs or behavior of viewers (Vagionis & Loumioti, 2011).

Film-Induced Tourism (FIT) refers to tourist destinations featured in television dramas, films, videos, or cinema screens where certain scenes or elements are filmed (Beeton, 2016) Movies and TV shows that provide interesting information about tourist destinations can trigger

a desire and interest to visit these places, and visits to these places become a dream that viewers want to achieve (Ahmed & Unuvar, 2022). The core idea of film-induced tourism is to make the audience familiar with tourist destinations as a product, FIT encourages potential markets to visit tourist destinations that are shown in a film. FIT has the ability to promote a positive view of the country and can also promote new destinations very effectively to potential tourists (O'Connor, 2011). This can help create the branding of a tourist destination (Saltik, et al. 2011).

According to Hasan (2015), the content of tourism promotion using film as a promotional tool must consider important aspects, namely: (1) The color or image projected from the film is intended to attract attention. Passenger; (2) presenting features that can strengthen the uniqueness of the image of a tourist destination; (3) shows the multidimensional nature of the destination (what various activities can be carried out at the tourist attraction); (4) using a display ratio of 54% image and 46% information.

From the perspective of the relationship between films and the promotion of tourist destinations, the placement of tourist destinations in films provides many positive things that may not be obtained with traditional marketing methods. As a result, this way of marketing destinations with the help of films builds a positive image of the destination and leads to a marked increase in the number of visitors (Beeton, 2001, Loumioti, 2011, Saltik, et al, 2011). Hasan (2014) argues, "the battle is not in the product, but in the mind of prospect" (translation: the battle is not (located) in the product, but in the minds of potential consumers).

## **B. RESEARCH METHOD**

This study uses a qualitative approach and is presented descriptively. This research does not draw specific conclusions based on statistical calculations obtained, but only explains or draws general conclusions. (Sugiyono, 2018) states that the qualitative research method is post-positivistic research used by researchers to study objects under natural conditions (actual, unregulated, or experimental conditions) where the researcher is the key instrument. The purpose of qualitative research is to understand individual views, find and explain processes, and dig up detailed information about limited research topics or backgrounds (Putra, 2013). Qualitative research is descriptive in nature and tends to use inductive analysis, with qualitative research placing more emphasis on process and meaning based on the perspective of what is being studied (Fadil, 2020).

(Moleong, 2018) shows that the descriptive research method is a method that examines the status of a group of people, objects, spaces, systems of thought, or classes of events at the present time to make descriptions. description or description of facts, characteristics, and interrelationships of phenomena that are examined systematically, objectively, and precisely. So that in this study the meaning is to want to know more deeply about the research object of the Tiba-Tiba NgeGuide Web Series as one of DKI Jakarta's tourism promotion media without any influence or relationship to other variables.

Literature study used as a data collection technique, which can be interpreted as activities related to library data collection methods, reading and storing research materials, and their processing (Mestika, 2003). Library research can also include studying various reference works and the results of similar preliminary studies, useful for obtaining a theoretical basis for the problem under study (Miles & Huberman, 1992). In general, this technique is used to obtain arguments and opinions of writers by searching, reading and researching various literature including research results, previous studies, notes and other related sources.

Next is observation, this data collection technique is also used to get a comprehensive view of things that happen directly in the field. This study also uses documentary techniques or documentary research for data collection, namely data collection techniques that collect and analyze written, graphical and electronic documents (Nana, 2012). Other experts add that documentary data collection techniques seek and collect information about problems through notes, quotes, books, newspapers, magazines, treatises, reports, agendas, etc. (Arikunto, 2006). The research data analysis technique uses the Miles and Huberman model from Yusuf (2016), namely: data reduction, data display, inference/verification.

### C. RESULT AND ANALYSIS

There are several things that need to be considered in making a tourism web series as a tourism promotion tool in Jakarta, namely 1) the process of making a web series and 2) validation which shows that the tourism film being made is indeed the intended tourism film. as an advertising medium. The process of making a travel film includes: pre-production, from production to post-production; Although validating tourism films as advertising media involves: Color images or films, features that enhance the uniqueness of the image of a tourist destination, multi-dimensional destinations and whose image display ratio is 54% information 46%. The full description is written as follows:

#### **Production Process**

The DKI Jakarta Provincial Tourism and Creative Economy Agency, in its efforts to promote Jakarta as a tourism destination, is taking advantage of the momentum from the film-induced tourism phenomenon by working on a web series with the theme of tourism in Jakarta with the title "Tiba-Tiba Nge-Guide". In the process of making it, there are 3 main things that must be done as usual, namely pre-production, production, and post-production.

#### **Pre- Production**

In this initial process there are several things that need to be considered and elaborated carefully, namely (1) concept design, (2) location determination, (3) determining tourism activities, (4) determining recording equipment and editing tools, (5) scenario preparation, (6) mise-en-scene preparation, (7) distribution preparation.

#### **Concept Design**

This earliest stage begins with designing a film concept with the title tourism which is used to attract tourists to travel in Jakarta. At this stage the whole concept is discussed starting from the topic of the story, storyline, travel elements, number of episodes, where will it be aired, and so on. The design of this concept was carried out through many discussion meetings, hearings, revisions, as well as comparison studies with existing best practices, and it was decided that this web series would have the theme of a guide around Jakarta. This web series tells the story of a man named Ujal whose hobby is exploring Jakarta. Ujal's character is presented as a young male character who is confused about determining the direction of his life. Ujal has the ability to create stories and convey information in a very interesting way about the corner of Jakarta that he loves so much.



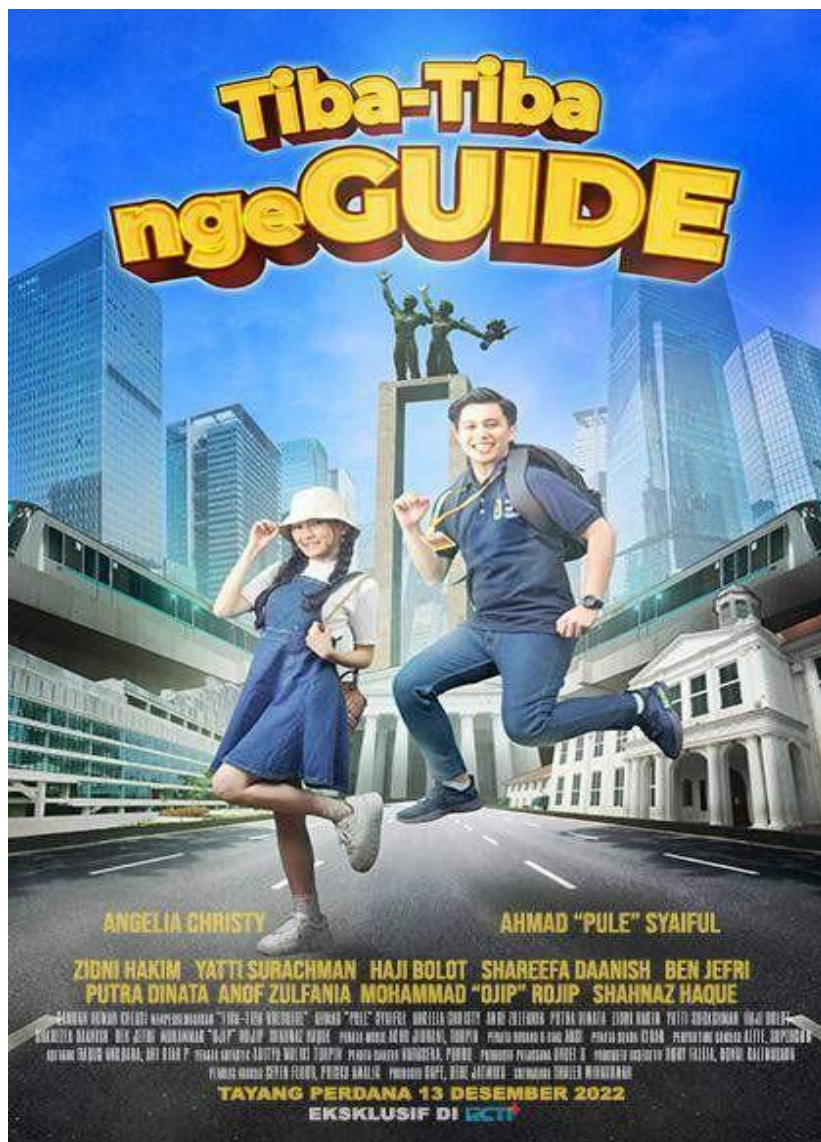


Figure 2. Main poster Web Series  
Source: Disparekraf DKI, 2022

Through the development of social media, he finally met a travel agency who realized that Ujal's talent could make travel more interesting. Episode after episode shows another corner of Jakarta with an interesting story packaging that Ujal conveys to each of his guests.



Figure 3. Poster Feed Episode 1  
Source: Disparekraf DKI, 2022

In this web series, the audience is invited to explore various corners of the city of Jakarta and all its stories, cultural diversity including culinary delights, magnificent buildings and the beauty of Jakarta's main tourist spots. Eight episodes will be packaged to complete the tour around Jakarta on this web series, with a duration of approximately 15 minutes for each episode.

#### **Film Location Selection**

After the concept of the main story idea has been carefully designed, the next step is to determine the location of the entire setting in this web series. Various iconic destinations for Jakarta are also included, more deeply this web series also wants to explore tourist destinations that have so far been rarely visited or have just been legalized and so on. The image of Jakarta in the minds of the public, which is only synonymous with Monas, Dufan, Ancol, malls and others, wants to be 'updated' a bit in this web series. Various tourist destination spots in Jakarta have also been added and packaged to become the backdrop for this web series, some of which are the Pantai Indah Kapuk area, Taman Ismail Marzuki, Jakarta International Stadium, Setu Babakan, Toa Se Bio, Sarinah, Blok M, Kepulauan Seribu, Old Town area and many more. This tourist destination spot was introduced so that more and more tourists see that Jakarta has a myriad of tourist destinations that are quite complete.

The choice of tourist destinations as the backdrop for this web series is also not arbitrary, but represents various elements of types of tourism that can be done in Jakarta. For example historical tourism is appointed by using Monas and several museums such as the History Museum as the background of the place, shopping tourism is represented by Sarinah, nature tourism by highlighting the Thousand Islands, culinary tours through M-Bloc, Chinatown Glodok, creative space at Pos-bloc, tours Toa Se Bio religion, just for sightseeing, Tebet Eco Park, PIK area, Ismail Marzuki Park which was also introduced with its new face, also introduced culture at Setu Babakan, and many more.





Figure 4. Scene Vihara Toa Se Bio  
Source: Disparekraf DKI, 2022

### Tourism Activity Selection

Seeing the many variations of tourist destinations that can be done in Jakarta, the tourist activities also vary. Spectators are invited to explore a variety of interesting activities starting from what to see or things that can be enjoyed by the senses such as enjoying the natural beauty of the Thousand Islands, seeing the unique architecture of the Long Building at Taman Ismail Marzuki, seeing the beauty of the city of Jakarta at the Phinisi Bridge., and so forth. Apart from just being seen, various interesting activities that can be done in Jakarta, namely what to do, include cycling in the Old Town area or on the coast of the Seribu Islands, reading various interesting collections of books at the Cikini Library, or exploring the mangrove forest by boat.



Figure 5. Scene di Kep. Seribu  
Source: Disparekraf DKI, 2022

Jakarta as a city full of history is also filled with what to know activities or things that can be learned, such as exploring more about the history of Jakarta at the Jakarta History Museum in the Kota Tua area or knowing the origins and history of Taman Ismail Marzuki. Apart from that, Jakarta also has many what to buy options, namely facilities for shopping such as enjoying a variety of culinary delights and typical Chinese goods in the Glodok Chinatown area, or shopping for Indonesian souvenirs at Sarinah for souvenirs when returning to their hometown.



Figure 6. Scene shopping di Sarinah  
Source: Disparekraf DKI, 2022

### **Recording and Editing Tools Selection**

Observed from the data provided by Disparekraf DKI Jakarta, the recording equipment used is the equipment used for film shooting by production houses in general. Selection of recording equipment and editing tools determine the quality of the film produced. Planning needs to be considered, because with this tool the filmmaker will later know the limitations of shooting on location. Moving on from the strength of the position, the required equipment must be able to describe the situation on the ground and in the air, also several other supporting tools such as a static stabilizer need to be adjusted because it adapts to the conditions of the shooting location. Likewise with editing tools, starting from the program used, the stages of processing, where to edit, and others are exactly the same as making films in general. Such high standards, not only in the concept but also in the recording and editing tools used.

### **Scenario Preparation**

After discussing the topic and storyline as a whole and per episode, the discussion is also carried out on detailed scenarios. The scenarios prepared are packaged in such a way as to be well received by all layers, not rigidly boring and given a 'modern' touch but also not frontal, still in accordance with norms and ethics. Not only word for word prepared in such a way as to keep the audience from getting bored, but also the information provided can be conveyed properly. So far, information on tours seems boring, but with Ujal's personality as a guide-storyteller, it seems as if he can enchant everyone who listens to his explanation. As an example, the information in the scenario of one episode explains that the mascot from Jakarta is not Monas, but a brown bondol eagle with a white head perched on a branch clutching a condet snake fruit, Benyamin Sueb as the Indonesian Rapper Father, and many other examples. Such discussions were carried out in order to prepare the best scenario.

### **Mise-en-scene preparation**

Mise-en-scene played an important role in the creation of this travel web series, which includes setting, lighting, costumes, acting and composition. In the background, shooting does not only focus on the naturalness of tourist destinations, but also on the cast, considering that this web series has strengths in terms of story, also some of the players are played by senior actresses/actors which further adds to the selling point. In other words, to make a travel film or web series with tourism activities, it is necessary to emphasize the authenticity of the locations and activities that can be carried out, tourist attractions and their experiences and wrapped in good storytelling will definitely produce extraordinary works. This also applies to lighting arrangements, actors' costumes and acting players.

### **Distribution Preparation**

The web series 'Tiba-Tiba NgeGUIDE' will be aired on several platforms including YouTube and OTT (RCTI+) which are expected to reach a wider audience and have a positive impact. This is done because YouTube has begun to replace the role of conventional television as current viewing,

as well as OTT such as RCTI+ which has its own market share and various access media options such as OTT applications and the website.

### **Tourism Web Series Production**

The relevant production of a tourist film or web series is the implementation of all the initial plans for the production of a film decided during pre-production. Regarding the production of tourist films in places, such as: Examination of the suitability of shooting with the concept of tourist films, shooting of predetermined tourist locations, shooting with a focus on tourism activities, use of recording devices at tourist destinations, application of scenarios at tourist sites and mis-en - scene. Travel film production performance indicators can be seen from the continuity between pre-production and production, namely. the whole shooting processes.

Starting from the shot, the type of shooting in the production of this web series is adjusted to the needs of each scene. Each episode has parts that you want to highlight to be conveyed or also known as the highlighted point. In general, the purpose of this web series is indeed to introduce tourist destinations in Jakarta, specifically wanting to inform and remind what can be done in these tourist destinations. Therefore the 4 main points of what to see, what to do, what to know, what to buy are always the highlighted points of this web series, apart from the background of the tourist destination itself.

Based on the concept planning, objectives, and shooting production in the field, the shots taken already reflect the wishes to be conveyed to the audience. Starting from long shots to show tourist destinations as a whole combined with close up shots to record details of these tourist destinations, because there may be many stories behind every detail in tourist destinations that you want to convey to the audience, for example, the independence room which has a big wall and in the middle is a ballot box, then also the kind of dodol that was talked about in the first episode.

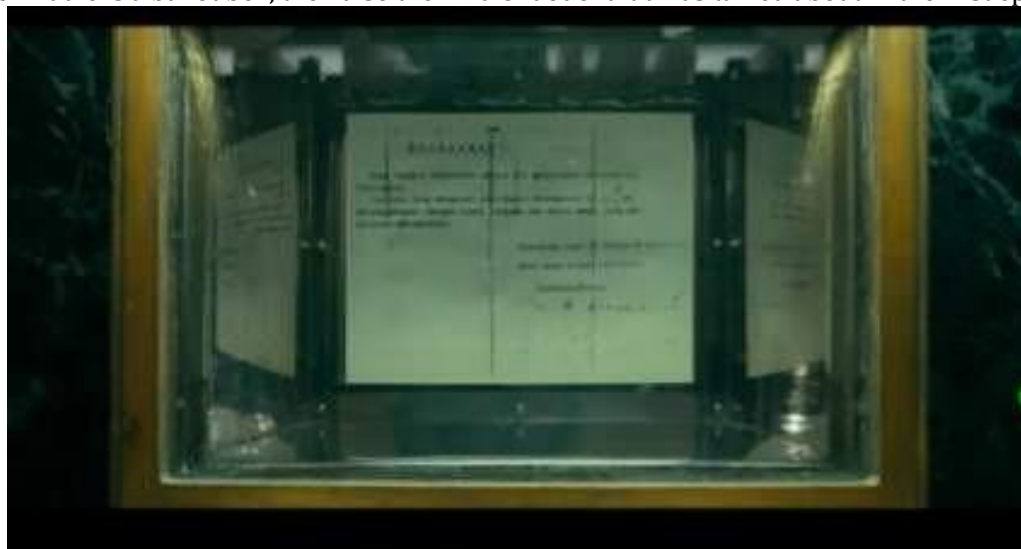


Figure 8. Scene at Ruangan Kemerdekaan  
Source: Disparekraf DKI, 2022

Even some of the monologue scenes performed by the actors were also taken with close up shots to give a certain emphasis, as in episode 3 on the scene of Mrs. Melati who showed little of her acting skills when she used to play in theatre, this was to elevate the creative economy sector because performing arts is one of one of 17 creative economy sub-sectors.



Figure 9. Scene Bu Melati Perform  
Source: Disparekraf DKI, 2022

Medium shot to get players to be in-frame while communicating or sharing stories from the destination, like what Ujal and Bang Ben did at JIS, Ujal and Bu Betsy at Sarinah and many more. Looking at the results of the pictures taken for scenes like this, it seems as if you want to show many things at one time, this can be from the nuances of the destination, the dialogue that the actor is telling, the name of the destination, the destination's tourism theme and so on. This medium shot is done by considering many values besides the aesthetic value visually.



Figure10. Scene Strolling at Pecinan Petak 6  
Source: Disparekraf DKI, 2022



Figure 11. Scene with Bu Betsy



Source: Disparekraf DKI, 2022

Medium long shot is also widely used especially to describe dialogue that occurs between players in locations that do have a good view behind them. This type of shot is used to describe the closeness of humans to their destinations.



Figure 12. Scene di Kep. Seribu  
Source: Disparekraf DKI, 2022



Figure 13. Scene at JIS  
Source: Disparekraf DKI, 2022

Long shots or aerial shots are also used several times in shooting, as happened in the Thousand Islands. This type wants to show the destination as a whole or from the air side, giving the impression of something broad and also beautiful, which sometimes we can only see when looking at it from a certain distance. Many of these long shots were taken in destinations that do have broad landscapes such as destinations in the Thousand Islands, Jakarta city light, aerial view of major roads in Jakarta, Tebet Eco Park, and so on.



Figure 14. Aerial post Kota Tua  
Source: Disparekraf DKI, 2022



Figure 15. Aerial Kep. Seribu  
Source: Disparekraf DKI, 2022

The composition of each shot can be said to be divided equally according to the value to be conveyed (see, do, buy, know). Thoroughly analyzing from concept to production, each episode in the web series, Tiba-Tiba NgeGUIDE has a suitable and effective shooting composition. This is important for all tourist filmmakers so that the message they want to convey to the audience is truly conveyed and does not create bias, because it is important to remember that films with the theme of tourism do not always show only the tourist objects.

With the various types of photography available in this web series, it is clear to the audience that by visiting these places or destinations visitors can feel happy and indirectly become a reference for visitors to take pictures. Based on observations and statements from the DKI Jakarta Disparekraf and production house team, this male variety has a very big influence on tourists when they decide to visit and have two opinions, which is:

- 1) want to experience the feeling you get in a tourist movie;
- 2) want to get the same image as in the film, so that it can be published on tourism social networks.

### **Post Production**

After the entire production process (shooting) is completed, it enters the final stage, namely post-production which is the editing process. There are many editing processes that need to be carried out such as selecting footage, color grading, adding animation, adding text/logo, mixing, audio processing, and so on. Of course, in this process all stakeholders involved are present to monitor and decide because this is the final stage before a film is published.





Figure 16 Editing Process pasca production  
Source: Disparekraf DKI, 2022

### **Web Series as Media Promotion**

The marketing process is no less important than the production process itself. Promotion of the web series Tiba-Tiba NgeGUIDE has started since the production process was still being carried out by providing several video clips and photos as teasers. The premiere of the web series Tiba-Tiba NgeGUIDE will be held on December 13, 2022 which is marked by a Press Conference in conjunction with a joint viewing event for several episodes of the web series Tiba-Tiba NgeGUIDE at CGV Grand Indonesia. The cast, film crew, influencers, media, and various parties who have helped smooth the production of the web series have come to witness and celebrate this premiere together.

The Tiba-Tiba NgeGUIDE web series is marketed through several media channels, namely digital media consisting of social media and websites and news portals. This webseries is marketed through digital media belonging to the DKI Jakarta Tourism and Creative Economy Agency, namely through the website [jakarta-tourism.go.id](http://jakarta-tourism.go.id) and the Instagram, TikTok and Facebook platforms, namely by posting the web series trailer for each episode on all platforms.

In addition to utilizing Disparekraf's own digital media, public awareness about this webseries is also increased through digital media owned by webseries players and several influencers such as Ricky Harun, Muhadkly Acho, Danella Ilene, and several other influencers who also promote this webseries on their respective social media.



Figure 17. IG Story Ricky Harun (influencer)  
Source: Instagram @rickyharun, 2022

Various media portals also reported on this webseries and received many positive responses from the public as an effort to promote Jakarta tourism more broadly. In fact, after the premiere, many influencers, viewers, and even the players themselves said that they had just realized that the uniforms were in fact a tourist destination in Jakarta. During the shooting process, not a few ended up perpetuating themselves by taking pictures at the location of the tourist destination. Several comments also came to the social media account @jakarta\_tourism which expressed expressions of surprise because they had just learned about various destinations and also culinary delights in Jakarta. Interestingly, there is one netizen, let's call him Bayu (a pseudonym) who expressed his desire to become a tour guide after watching the webseries Tiba-Tiba NgeGUIDE.

The direct impact in the form of increasing audience awareness was felt after the broadcast of this webseries, the challenge being how to convert or change this aware audience into real tourists who travel to destinations in Tiba-Tiba NgeGUIDE. Process is certainly needed, a variety of efforts, time is also worth sacrificing for this, but looking at it from the point of view of the AIDA concept, the Webseries Tiba-Tiba NgeGUIDE has succeeded in carrying out its role as a medium or tool that increases awareness and interest from the audience.

In addition, the same wish with Laskar Pelangi, AADC, Filosofi Kopi and other popular Indonesian films is that the image of tourists at the screening locations for these films will also experience an increase after the visit. This is also one of the strategies and concrete steps to advance Jakarta tourism in the post-pandemic era. We hope that by watching this web series, more and more people will be interested in tourism in Jakarta, and not only that, another big hope is that more cities/regencies/provinces will be inspired by Jakarta to think more out of the box to be more creative and more innovative in marketing. and promote tourism in their place in a way that is more entertaining as well as more effective.



Figure 18. Review form the portal news  
Source: Fimela.com, 2022

#### D. CONCLUSION

In making a web series as a media for tourism promotion, there are several things that need to be considered, namely 1) the process of making the tourist film itself and 2) validation to show that the tourist film being made is indeed a tourist film intended as a means of promotion. The process of making a travel film includes: Pre-production, production to post-production. All of these stages are very important, however, special attention needs to be given to the pre-production stage, because it includes all planning from the idea to the technical aspects in the field.

The pre-production of the web series Tiba-Tiba NgeGUIDE starts from (1) designing the web series concept, (2) determining the location, (3) determining activities, (4) determining film recording and editing equipment, (5) preparing scenarios, (6) preparing mise-en-scenes, and (7) preparing for distribution. These seven things are the main tasks that must be carried out during pre-production in order to provide tourism values that are right on target.

Likewise, during film production, technical matters in the field need to be considered considering this is the stage of implementation of every plan that has been made during pre-production. The entire team is required to remain on the same vision and mission so that the production process can run well and be able to translate plans into appropriate actions to convey the desired message to the audience. As with post-production which includes the editing process and so on, it is hoped that this web series will be able to help entice the audience to be more interested in traveling to destinations in the Tiba-Tiba NgeGUIDE web series.

From the results of the various data collected and the discussion, it can be concluded that web series as a promotional medium have been quite successful, especially in the aspect of increasing audience awareness. This is the first step in promoting post-pandemic Jakarta tourism, starting with increasing awareness and recalling tourist destinations in Jakarta, so that viewers are interested and want to travel.

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