

Content Creator Strategy as Tourism Journalism for PostCovid-19 Pandemic Recovery

¹Wiki Angga Wiksana, ^{2✉}Firmansyah, ³Dian Widya Putri, ⁴Doddy Iskandar

Fakultas Ilmu Komunikasi, Universitas Islam Bandung, Bandung, Indonesia

E-mail: ¹wiki@unisba.ac.id, ²firmansyah.ivan@unisba.ac.id, ³dian@unisba.ac.id, ⁴doddy@unisba.ac.id

Abstract. *Pikiran Rakyat Media Networks (PRMN) has evolved its business model by establishing a media ecosystem encompassing various portals. The PRMN subdomain news portal managed and curated by content creators as partners, offers a valuable avenue for disseminating information about tourism destinations across Indonesia. The rise of content creators on news portals presents opportunities for implementing strategies to revitalize the tourism sector. This research adopts a constructivist approach, gathering qualitative data for analysis and categorization to unveil patterns of tourism communication through digital media journalism. The documented data is cross-verified and observed by informants from the mass media editorial team. Data analysis was carried out using marketing communications theory and mass media theory. The research findings emphasize the pivotal role of mass media and social media in post-pandemic tourism recovery. PRMN's collaborative business strategy, aligned with the Google algorithm, facilitates the creation of positive tourism content to effectively market destinations in line with tourism targets.*

Keywords: *content creator, journalism, tourism, post-pandemic, COVID-19*

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INTRODUCTION

The Covid-19 pandemic has emerged as a significant challenge in Indonesia since early 2020 (Fegert et al., 2020). From April to June 2021, Indonesia witnessed the peak of the pandemic, causing disruptions across various sectors of society (Kurniasih, 2020); (Aeni, 2021), particularly impacting the tourism sector. Tourism is among the fields most severely affected (Prayoga, 2020). Several provinces in Indonesia contribute less than 10% to the gross regional domestic product (Karnowahadi et al., 2022). Despite the reopening of tourism in Indonesia, the sector still requires support for recovery (Pham & Nugroho, 2022). The pandemic's impact on the tourism sector has resulted in the loss of millions of jobs (Rini, 2020). Therefore, the tourism industry requires innovative strategies to

navigate the new post-pandemic normal. The approach to restoring tourism to the new normal involves instilling confidence that the government and tourism industry stakeholders are implementing adequate health and safety standards while providing secure travel alternatives (Ni et al., 2020).

The emergence of content creators as a novel phenomenon in information and communication technology has become an intriguing research focus within public and mass communication. One industry revitalizing content creators through a collaborative economic business strategy is PRMN, boasting hundreds of media subdomains managed by content creators scattered throughout Indonesia. Pikiran Rakyat Media Network (PRMN) is a media network dedicated to constructing a digital media ecosystem

dedicated to independent information for the community, particularly in text and video-based content creation (PRMN, n.d.). Good journalistic products, in the context of PRMN, are not only those that perform well in the market but also carry societal value, such as the restoration of tourism attractiveness by disseminating information and news about various tourist destinations. Consequently, content creators can serve as a strategic tool for rekindling tourist attraction in society. This research seeks to explore the potential of strategies employing content creators within the PRMN sub-domain news portal to aid in increasing tourist attraction after the COVID-19 pandemic. Through this research, we aim to uncover the potential of content creators as contributors to tourism journalism, considering categorizations such as travel journalism, culinary journalism, and cultural journalism. This form of tourism journalism has emerged as a model within the tourism recovery strategy in Indonesia, particularly in the face of challenges posed by the COVID-19 pandemic.

The research titled “Nusantara Tourism: Opportunities, Challenges, and Development Strategies” delves into the opportunities, challenges, and strategies for tourism development, particularly in the aftermath of the Covid-19 pandemic (Sutaguna et al., 2021). The avenues for promoting tourist destinations span both conventional media and social media. PRMN, operating in the digital media realm, leverages online platforms and social media, thereby fostering a media industry business model that integrates content creators into its news portal information. Another study explores the evolution of travel journalism into tourism-friendly journalism, emphasizing the promotion of tourist destinations, flora and fauna, natural potential, and cultural aspects (Wardaningsih, 2021). Therefore,

within the realm of strategic thinking, content creators are seen as having significant potential in contributing to tourism journalism with the aim of revitalizing tourism after the challenges posed by the COVID-19 pandemic.

Content creators on social media who share information about tourist destinations are considered effective in promoting tourism. Instagram content creators, through images and videos, provide captivating glimpses of tourist attractions, disseminating their allure on social media platforms (Handayani & Adelvia, 2020). On YouTube, content creators and influencers are deemed influential in boosting tourist attraction in specific areas, and their engaging content is viewed as a potential solution for tourism recovery post the COVID-19 pandemic. Several studies highlight the use of tourism awareness groups or “kelompok sadar wisata” (pokdarwis) as content creators to market tourism in their regions (Chloridiany, 2021); (Sari et al., 2023); (Japarrudin et al., n.d.). The innovative message delivery by content creators proves effective in conveying positive messages. A study underscores the role of content creators in problem-solving innovation, emphasizing their potential as an effective strategy (Juliantari et al., 2022). Therefore, strategies employed by content creators in tourism journalism emerge as promising solutions and innovations for revitalizing tourism after the COVID-19 pandemic.

When crafting content, content creators must be attentive to the characteristics and quality that they convey to the public. High-quality content refers to content that is excellent and of the utmost quality, determined based on specific characteristics. Normal content, while not the highest quality, can still be of good quality and more optimal in determining its content. On the other hand, low-quality content is content

created without due consideration for quality. The choice among these three levels ultimately rests with the content creator, but for content to be considered good, it must maintain a high standard of quality (Maeskina & Hidayat, n.d.). This research holds significance as it offers insights into enhancing tourism attractiveness through content creators. Previous research indicates that content produced by content creators has had a positive impact on attracting tourists to visit various destinations (Agung et al., 2021); (Santoso et al., 2022).

To enhance the attractiveness of tourism, it is imperative to employ strategies in marketing communications that align with the latest theories and concepts (Vladimír & Jiří, 2016). Integrated marketing communications entail a mix of activities and conceptually embody a comprehensive approach to company-customer communications. It is evident that promotional messages must be mutually consistent and resonate with customer attitudes and needs (Kostelić & Ahmad, 2016). In the promotion of tourist destinations, it is crucial to employ various tools for integrated marketing involving all tourism stakeholders. Collaborative efforts between the media and regional government can play a pivotal role in increasing tourist attraction. Marketing communications on social media demand careful consideration in tailoring promotional messages based on the intended target segmentation (Susanti & Koswara, 2020). Contemporary studies explore diverse perspectives on marketing in digital media, encompassing technological aspects such as artificial intelligence, augmented reality marketing, digital content management, mobile marketing, and advertising (Dwivedi et al., 2021). Promotional messages on social media platforms provide a platform for introducing new products, allowing individuals to try them and share their

experiences with others online (Baum et al., 2019).

In Indonesia, the Ministry of Tourism has identified primary stakeholders as key drivers of the tourism sector within the pentahelix model, comprising the private sector (business), government, community, academics, and mass media (Thaib, 2019). The suboptimal fulfillment of roles by stakeholders in development or sustainable development has been identified as a factor hindering the effective progress of tourism (Hernanda et al., 2018). In this context, mass media assumes a critical role as a stakeholder in the tourism sector, primarily focused on educating the public, especially tourists. During disasters, mass media plays a crucial role in implementing tourism communication strategies to facilitate recovery from the impact of such events. This involves restoring people's interest in tourism through the information they report (Atmadi & Sepang, 2018). In tourism communication, mass media takes on a highly active role in generating and promoting tourist attractions (Rusdi, 2017).

Tourism journalism presents unique demands, particularly in covering tourism-related topics such as the unveiling of new tourist areas, innovations in attractions, or special cases within the industry (Haroni & Sukirno, 2018). The 5W + 1H model in tourism news is continually evolving, incorporating elements from travel journalism, culinary journalism, and cultural journalism. The utilization of content creators as tourism journalists, with the goal of expediting tourism recovery, is a crucial area of research. This research is significant as it represents a solution to enhance the role of content creators in fostering positive journalism, ultimately aiming to increase tourist attraction (Kwabi et al., 2023). Research exploring opportunities for utilizing content creators is vital

in comprehending how these creators operate within mass media under a collaborative economic system. This research can shed light on the economic potential inherent in the symbiotic, mutualistic relationship between tourism stakeholders and content creators. By delving into this relationship, the research aims to enable tourism actors to recognize the collaborative opportunities with content creators, ensuring mutually beneficial outcomes through the creation of appropriate content.

METHOD

This research endeavors to formulate a tourism journalism model employing content creators to facilitate the restoration of tourism in the aftermath of the COVID-19 pandemic. The chosen research method is a case study, as it offers a versatile qualitative approach that is particularly suitable for comprehensive, holistic, and in-depth investigations of complex issues characterized by numerous variables (Harrison et al., 2017). The data analysis in this research entails coding raw data into conceptual categories, organizing them into themes or concepts that can address the research questions (Djamba & Neuman, 2002). In this research, a single-case study approach is adopted, focusing on identifying particularly robust cases capable of generating rich data (Leavy, 2017). According to Yin, the data collection techniques employed encompass qualitative methods such as observation, interviews, and documentation studies (Yin., 2014). The researchers gathered observational data by closely observing the content creation process, extending from content creators to the editorial staff, with a specific focus on content containing elements of tourism. Additionally, data collection involved interviews with key individuals, including Jiwa Perdamaian, the VP Operation at PRMN, Muhammad

Bayu Pratama, the PRMN Partner Manager, and representatives of content creators specializing in tourism content. The data analysis technique encompasses the process of systematically reducing, analyzing, and constructing the data into a comprehensive representation of content creator practices within the collaborative media system at PRMN. This effort aims to unveil practices that could contribute to the increase in tourism after the COVID-19 pandemic.

RESULT AND DISCUSSION

Based on the outcomes of this research, data was gathered through firsthand observation at PRMN and interviews with key figures including VP Operation PRMN Jiwa Perdamaian, PRMN Partner Manager Muhammad Bayu Pratama, and representatives of content creators specializing in tourism content. The findings revealed various categorizations in the utilization of content creators as contributors to tourism journalism, particularly in the context of recovering tourism post-COVID-19. It underscores the reliability of journalism as a potent tool in enhancing the attractiveness of tourism.

Media Collaboration System and Content Creator Partners

Vice President of Operation, Jiwa Perdamaian, emphasized the necessity for mass media to establish a mutually beneficial system in the digital era. PRMN mass media has responded to this need by innovating and implementing a collaborative economic system. Muhammad Bayu Pratama, PRMN Partner Manager, explained that each partner in this collaborative system has a collaboration fee. This fee is deducted from the partner's overall income rather than the content creator's. The partner's income serves as a bonus for those who demonstrate productivity and adherence

to the partner's guidelines. Occasionally, partners may offer bonuses to content creators, particularly when there is a thematic focus on certain content for the month, such as tourism.

"Typically, some individuals receive a bonus collaboration fee from the partner. At PRMN, our expression of appreciation takes the form of certificates. We award certificates during the trial period as a token of recognition for those content creators whose productivity and adherence merit a content creator certificate. It's important to note that these certificates are not granted upon the completion of training but after the successful completion of the trial period."

Bayu explained that every content creator partner registering with PRMN must have a presence on various social media platforms, including Instagram, YouTube, Twitter, Facebook, and TikTok. Ideally, PRMN's editorial staff conducts training sessions related to social media. Bayu emphasizes that PRMN not only concentrates on content production but also on the welfare of partners. Given the limitations of a three-person partner media team, in collaboration with the content creator, focusing on website writing becomes challenging if they have to also handle social media. According to Bayu, the primary income from the website could decline if there is not a dedicated focus on developing social media first, resulting in a decrease in the portal's income. Ideally, a stable partner should implement this social media team, allowing them to establish their own social media team with an appropriate salary.

"In 2021, I don't recall the specific details, but one of our partners earned almost 2 billion, indicating a high level of stability and effective management. Looking ahead, we plan to persist in providing social media training. Moreover, we are keen on

incorporating management training to enable partners with exceptional management skills to impart their knowledge to other partners. Their management skills are immensely valuable."

In terms of income for content creators, travel, culinary, and tips content are among the most popular with readers. With a content creator strategy supported by collaborative mass media such as PRMN, its management can disseminate information not only on a national scale but also on a regional and local scale in various regions. Collaborative mass media takes on a unique form when it expands its reach. The impact of media activities in enhancing interactions with potential customers has the potential to influence marketers to create more compelling advertisements which can be achieved by crafting interesting and useful content, including tourism news featuring culinary information, entertainment, or other tourism potential (Jaakonmäki et al., 2017). Clever content creators have the ability to craft news content that captures interest in the subject, such as news about tourism. This has the potential to be profitable for both tourism actors and content creators who leverage their content for advertising purposes.

Application of Tourism Journalism by Content Creator

Content creators must adhere to ethics, similar to the ethics observed in journalism, as a guiding principle in content creation. Digital ethics plays a crucial role in the activities of content creators across various social media platforms. It serves as the foundation for interactions in cyberspace, where real interactions take place with groups of people, both known and unknown. A profound understanding of digital ethics is essential for creators to produce high-quality content (Pramesti, 2023).

Even during the COVID-19 pandemic, journalists are required to report events in accordance with ethical standards and reporting objectives. Local media outlets, for instance, must also be mindful of ethics when reporting on topics such as disabilities (Andarini, 2023).

Vice President of Operations, Jiwa Perdamaian, outlined the initial steps for content creators in the digital media ecosystem. The first step involves an introduction to search engine optimization. The second step focuses on crafting effective titles. The third step emphasizes content development, particularly tailored for social media. The fourth step introduces the importance of a white paper and adherence to journalistic code of ethics. The final step involves practical field coverage. Content creators are instructed in the importance of checking and rechecking events as well as how to use data.

“...we emphasize the importance of confirming and validating content circulating on social media, especially if it has not been verified by sources who are supposed to convey it to content creators. Usually, if the theme is not related to fact-checking, there must first be an explanation of the rumor that is reportedly circulating.”

Creators must understand the criteria for quality information, such as news, to produce high-quality content. The principles of good journalism must be ingrained in content creators, aligning with the brand image of *Pikiran Rakyat* as a conveyor of people's aspirations. Civic journalism, for example, encourages individuals to be confident and instills the need to share consistently (Tobroni, 2018). Therefore, civil journalism strengthens the dissemination of quality information to the public through trusted content creators. The frame rate must be clear when creating content.

“We focus is directly on the content,

assessing whether it is problematic or not. If the content is problematic, the editor will examine who created it, who edited it, and whether it is the same person or different individuals. If it is the same person, it indicates that the editor has been given trust, undergone training and supervision, and understands the rules outlined in the white paper—an essential requirement for PRMN editors.”

In cases where a content creator violates journalistic ethics, access for the editor can be temporarily halted. Before publication, content creators are required to submit their content to other editors for mutual cross-checking. If the violation originates from the content creator's editor, appropriate measures, including dismissal, may be taken to prevent the generation of traffic for the specified duration, especially if such violations become a recurrent issue with the partner. *“...we issue a warning letter if such incidents persist during the one-month monitoring period. If problematic content continues to be an issue or if the team faces ongoing problems, termination of cooperation will be the next step in the form of a warning letter.”* According to PRMN content creators, the content selection process is rigorous. After the creator submits the content, it is sent to the editor, who then forwards it to the chief editor for review. Subsequently, the editor-in-chief sends it to the area manager for follow-up. Various stages involve content selection by editors and managers with the authority to remove inappropriate content. The head office holds ultimate authority to delete news deemed non-educational.

PRMN Partner Manager Muhammad Bayu Pratama disclosed that not all partners have a journalistic background. Consequently, there is a necessity for journalistic training. Meanwhile, as the editor-in-chief of

partner media, the requirements include being registered as the main journalist.

“..as long as these partners do not have independence in the press sector, the editorial staff at the center must be responsible for content and management under the company. If each of them already has their own company, they will have their own body so they can truly. That’s right, they become an entity that is independent of us, and from an economic concept point of view, I think this is more ideal...”

In other research, it is highlighted that travel journalism presents a significant opportunity for the media industry. People worldwide have a keen interest in travel, seeking to explore exotic locations and learn about different places. The emergence of online media providing comprehensive tourism news can serve as a valuable reference for tourists during their holidays (Sneha & Samuel, 2020). This presents an opportunity for PRMN to enhance its business by positioning tourism news as a flagship product capable of generating profits for the company.

Useful Content as a Guide to Writing Tourism Articles

Content serves as one of the products generated by content creators. In the realm of tourism, valuable content plays a crucial role in providing potential tourists with essential information about the destinations they plan to visit. Ultimately, a content creator’s proficiency lies in understanding how to craft useful content that addresses tourism-related needs. This encompasses details such as transportation routes to tourist destinations, culinary offerings, facilities, and even information about disaster mitigation. Content creators should leverage this understanding to tailor their content according to the Google algorithm, ensuring that they can

derive benefits from producing relevant and valuable information.

Jiwa Perdamaian, Vice President of Operations, highlighted the importance of content creators possessing knowledge to discern content that holds profit-generating potential, including that which has the capacity to generate advertising or AdSense revenue. He noted,

“In determining AdSense, Google often changes its algorithm. During the 2021 pandemic, for example, PRMN, when other companies faced declines, all online media flourished; at that time, we even secured the first place. What we gleaned from Google is that they prioritize the production of helpful content.”

However, Jiwa pointed out areas for improvement in the collaborative business system, particularly in the context of tourism content. He emphasized that due to the nature of the partnership working relationship, there cannot be an element of coercion on the content creator to write according to specific desires.

In Indonesia, the role of content creators is gaining recognition among the public, influenced by their involvement in promoting goods or services (Larasati, et.al, 2021). The strategy for enhancing tourist attraction revolves around publicizing potentials that can capture tourist interest. Content creators play a pivotal role in this strategy by generating useful content about tourist destinations through both written and video formats. Jiwa emphasized that PRMN content creators must be able to discern high-quality content that benefits society. Quality content takes precedence in the eyes of the Google algorithm, ensuring that tourism-related content appears prominently in search results for every region. Jiwa stated,

“...we encourage content creators to produce helpful content that can generate income. Google values

quality content and can distinguish between trash or low-quality content. For instance, if someone searches for tonight's football match results, the site that appears will contain relevant, factual, and current content about that football match. The same principle applies to tourism information; if you're looking for tourism in Bandung, it will be on this site, and for tourism in Jakarta, it'll be on that site. Google has started to recognize these patterns, so it's crucial to create useful, high-quality content, including tourism content, and steer clear of low-quality content..."

Content creators wield significant influence in building brand awareness and shaping purchase intent. Brands place a premium on selecting content creators who consistently produce highly trustworthy content. The evaluation of a creator's trustworthiness, attractiveness, and charisma, as perceived by their followers, becomes a crucial determinant for brands. Instead of relying solely on a creator's follower count, assessing engagement metrics provides a more insightful approach for brands aiming to execute potentially more effective creator marketing campaigns. Moreover, brands seeking to expand their brand awareness to a broader audience can benefit from collaborating with social media content creators who excel in delivering engaging presentations and possess explicit skill sets that align with the brand's business offerings (Silvia & Irwansyah, 2023).

Jiwa emphasized a critical weakness that demands correction, expressing concern that content creators, in their pursuit of AdSense targets, might prioritize producing content favored by the internet community. This focus on financial targets could potentially compromise content quality, as creators might prioritize achieving virality over maintaining the substantive quality of the content. Jiwa noted, "...the weakness

is that the quality of human resources greatly influences the news produced. The news produced will impact journalism as a whole. We don't want our content to be considered trash. But the point is that Pikiran Rakyat Media Networks (PRMN) is currently transitioning towards prioritizing quality content." According to Jiwa, Pikiran Rakyat has a longstanding history of gaining public trust through its actual and factual reporting. Therefore, even without solely adhering to the Google algorithm, PRMN remains committed to maintaining content quality to uphold readers' trust in content that is both high-quality and valuable, including regional tourism content.

Collaboration between Content Creators and Regional Governments in Tourism Promotion

The government utilizes social media and official websites as channels to disseminate news and information. Conversely, social media and websites serve as the primary sources of official and government information for citizens (Ernungtyas & Boer, 2023). The role of government, whether at the local or central level, holds significant importance in enhancing tourism attractiveness, thereby contributing to income for local governments through taxes. Additionally, the government plays a crucial role in ensuring that tourism activities do not harm local resources. Regenerative tourism is oriented towards safeguarding global tourism by generating positive benefits for the public, tourist destinations, and the environment, and support the regeneration and prosperity of societal systems. Recognizing that tourism is a contributing factor to environmental degradation in various destinations, promoting regenerative tourism becomes crucial. This approach holds global implications as it underscores the importance of travel methods that can be

sustained without causing harm to local resources (Hui et al., 2023).

In its role within the media industry, PRMN must consider potential income generated from news produced by content creators. Jiwa Perdamaian, Vice President of Operations, has elucidated that PRMN media can generate income through various channels, not solely reliant on AdSense, including direct advertising income. Direct income involves revenues routed through agencies via collaborative advertising agreements, with the flow regulated through the head office in the collaboration agreement between PRMN and regional agencies. This meticulous monitoring is essential for all potential income streams, including those agreed upon for profit-sharing. Regarding tourism content, Perdamaian acknowledged the substantial profit potential from various income sources tied to a single piece of content. "Our main sales are like that (advertising collaboration with regional governments), for example, with the Banyuwangi Regency government. Usually, tourism advertising and promotion will be interrelated with the surrounding area." In Indonesia, tourism holds a prominent status as the leading sector and core contributor to the economy. Tourism significantly contributes to employment opportunities and foreign exchange and supports regional development by generating income for the locals (Novita & Firmansyah, 2021). Based on this, local governments and the media will benefit each other in revenue.

Muhammad Bayu Pratama, PRMN's Partner Manager, highlighted that the creation of profitable content involves the deployment of a community manager in designated regions. This manager is entrusted with the task of curating top-tier content, with a particular focus on subjects related to tourism.

"Concerning algorithms, once again, we are continually speculating; the

only aspect we have speculated on thus far is the significance of quality content with helpful information, as that is what we are currently assessing."

According to him, tourism content is among the favored content enjoyed by readers in PRMN partner media in the regions. He provided an example concerning culinary content, which is typically accessed by many tourists visiting the area. Therefore, in his perspective, a significant number of site visitors from regional media are individuals from other regions.

"...for example, when we are in Malang looking for food, what is displayed is a website that Google considers useful. So, when people visit Malang, Google will show content specific to that city..."

The potential for successful collaboration between the central and regional government and content creators who produce quality content is on the rise. Bayu mentioned that not all content creators can be trusted; however, PRMN consistently upholds the quality of its content to build trust among the audience of PRMN partner media. Regional governments should utilize media as part of a Penta helix strategy to boost tourist attraction in the region (Thaib, 2019). The potential for collaboration between the government and content creators in increasing tourism, especially after the pandemic, is depicted in Figure 1. The Penta helix collaboration concept for tourism development includes content creator collaboration in the media industry based on collaborative economics. This collaboration can serve as one strategy to restore tourist attraction, fostering partnerships either between the government (tourism ministry) and the media industry or among media partners in the region, sharing profits in a relationship of mutualistic symbiosis

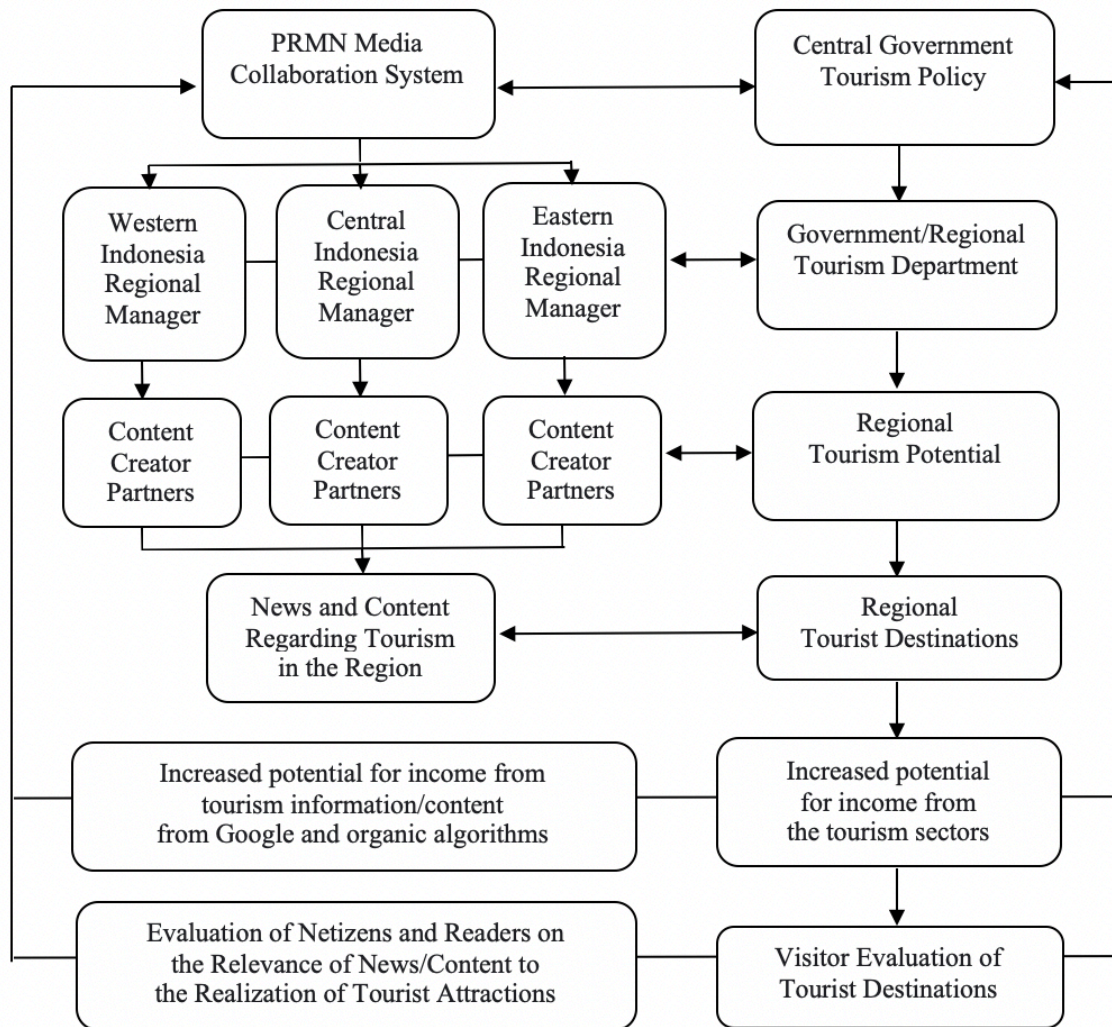


Figure 1. Potential for Collaboration between the Government and Content Creators in Increasing Tourism Post the Covid 19 Pandemic

Source: Researcher Data Processing (2023)

Based on Figure 1, it is evident that both media and government play pivotal roles as stakeholders in tourism, presenting an opportunity for collaborative efforts to enhance tourism attractiveness post the COVID-19 pandemic. In a collaborative system between mass media and content creators, tourism content becomes a significant part of the audience's consumption. The increased dissemination of information by content creators contributes to heightened interest in traveling to tourist destinations. Local governments are crucial contributors to enhancing tourist attractions, particularly in the development of tourist villages,

where their policymaking role proves invaluable (Firmansyah et al., 2021). The collaboration between local governments and mass media partners in a joint media initiative can effectively boost tourist attractions in their respective regions. In this collaborative system that involves content creators, the exchange of information and even content sharing across different areas becomes feasible. As illustrated in Chart 1, content creators can gauge people's interest as potential tourists through comments on social media or reposts of tourism content, facilitating ongoing evaluations of tourism development. Simultaneously,

local governments can gather precise information on tourist satisfaction through media monitoring.

The research findings indicate that central and regional governments can leverage content creators within a collaborative cooperation system to rejuvenate tourist attractions in destinations. According to the political economic theory of mass media, the revenue generated by mass media primarily stems from advertising (Sobbrio, 2013). In the realm of marketing communications for tourist destinations, media, as a significant stakeholder, plays a crucial role in creating and promoting tourist attractions (Amin & Priansah, 2016); (Tshania, 2022). On the side of content creators, the Google algorithm proves advantageous when they produce valuable content in the tourism sector. As illustrated in Figure 1, collaborative cooperation can be established at various stages, fostering partnerships between the primary media entities at the center and content creators or partner managers in their respective regions. This symbiotic, mutualistic relationship aims to enhance regional tourism for the collective benefit of all involved parties. Through the adoption of a collaborative economic system, media gain advantages by incorporating advertisements from Google AdSense, while local governments can generate income from the tourism

The research results revealed that within a collaborative economic framework in the media industry, the government, private sector, or tourist community can effectively engage with content creators. Recognizing the profit potential facilitated by the Google algorithm, tourism stakeholders need not be concerned about requiring a substantial budget. Through a profit-sharing system, tourism entities and content creators can mutually collaborate to pursue their respective interests and financial gains.

CONCLUSION

Based on the observations and interviews conducted, the results indicate that the concept of a collaborative economy in the media, creating content beneficial for tourism, can serve as a strategy for the resurgence of tourism after the COVID-19 pandemic. The concept of a collaborative economic media industry is expected to lead to more integrated marketing communications, ultimately enhancing the attractiveness of tourist destinations. By implementing the concept of tourism journalism, emphasizing the dissemination of positive information, there is potential for increased appeal and interest in tourist destinations among both domestic and international tourists. Within a collaborative system, content creators play a crucial role in generating useful content. Content that proves valuable to readers can attract attention from Google's algorithm, potentially leading to income generation through AdSense. Media outlets stand to benefit financially by offering informative content related to tourism, encompassing areas like cultural tourism, historical tourism, and culinary tourism. The data indicates that internet users have a strong preference for content containing tourism elements. Concurrently, local governments have the opportunity to engage in collaborations with collaborative media entities like PRMN to acquaint content creators with the tourism potential in their regions. Content creators, acting as media partners, can then disseminate information about these tourist attractions, both within their city and across other regions. Implementing a collaborative strategy between content creators and the government to widely broadcast information about tourist destinations is a viable approach to revitalizing the tourism sector, particularly in the aftermath of the COVID-19 pandemic.

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