

Review Of Celosia Flower Park : Tourist Perspective

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Abstract. While the motivation for this study is the importance of the number of tourist visits to tourist attractions, tourism managers must understand and be able to explain well how they respond to consumer complaints based on the types of positive or negative tourist complaints on social media. The purpose of this study is to determine the strategic model to be used in developing artificial tourist attractions that have an important role in the tourism business. Intense business competition requires business people to be observant and astute in identifying existing opportunities and the behavior of their target market, the consumers. Since marketing managers, the spearhead of marketing in business, need to understand consumer behavior in purchasing decisions, which is key to increasing the success of marketing products, the study results suggest that a small review of consumer behavior in decision making, paying attention to and understanding consumer behavior on social media, is a good place to start. the importance of paying attention to, understanding, and providing a review of consumer behavior on social media in making decisions about purchase of services and products. This review will serve as a benchmark for tourism destination development strategies.

Keywords: Marketing, Social Media, Consumer Complaints, Tourism Business.

INTRODUCTION

The development of technology and information is increasingly advanced, in fact the rapid development of technology that occurs on the internet has become a daily human need. The era of technology 4.0 is considered by many parties, including companies, as a potential business prospect. This development opportunity for the company's business, including the tourism industry, utilizes in marketing its tourism products online. The use of internet needs can be seen from the development through the data below:

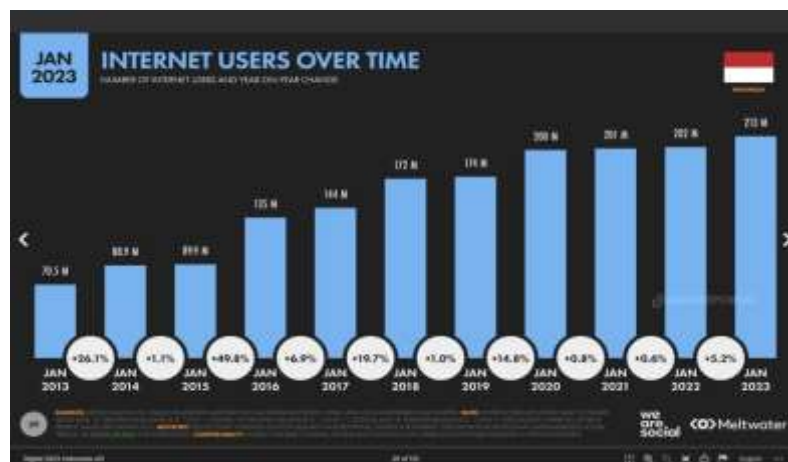


Figure 1. Number of Indonesian Internet Users to Exceed 212.9 Million in Early 2023

(Haryanto 2023)

The number of Indonesian internet users in early 2023 will reach 212.9 million. The figure is growing. Based on data released by We Are Social, Indonesia's total population is 276.4 million, of which 49.7 percent are women and 50.3% are men in January 2023. When viewed from internet users, there are 212.9 million Indonesian users who surf in cyberspace, which is an increase of 5.2% or 10 million from 2022.

The development of the internet as it is today, of course, is a great opportunity for tourism businesses as a marketing medium and marketing their products through the internet. E-commerce service owners become new opportunities in doing business to become a new phenomenon for the community, product purchases will be decided by consumers by searching for initial product information via the internet. People will take the time to search the internet instead of having to come directly to the store or other service products needed by consumers. In fact, the internet is more trusted by consumers.

The tourism industry is one of the sectors that has an important role in the economic growth of a country. Tourist attraction is a key factor that attracts tourists to visit a destination. In today's digital era, the use of online platforms such as travel websites and social media has had a major influence on the selection of tourist destinations by users. Reviews left by users on these platforms provide valuable information about their experiences during a visit to a tourist destination.

However, despite the large number of reviews available, with the aim of attracting the attention of marketing targets, maintaining consumer retention and also improving and managing sustainable relationships with consumers, so as to create loyal consumers (Ananda 2018), customers generally expect products in the form of goods or services they consume to be accepted and enjoyed with good and satisfactory service (Jonathan 2013). Positively increasing sales can maintain the existence of a business and provide profits. (Supriyanto et al. 2023). Information regarding product quality will affect consumer purchase intention (He, Zhang, and Zhu 2021). Such as quality information, platform design, security and privacy, delivery services and product range available on the e-commerce platform, affect consumer complaint intention. (Badghish and Shagagi 2023). Thus, there have not been many studies that specifically analyze tourist attractions from the perspective of users based on reviews left by them. Therefore, this study aims to fill this knowledge gap by analyzing reviews left by users to gain a deeper understanding of tourist attractions.

By analyzing user reviews, this study is expected to identify common themes that appear in reviews, as well as evaluate the sentiment contained in each review. The results of this analysis can provide insight into what factors make a travel destination attractive to users, as

well as the problems that travelers may face. This information can be useful for tour managers in improving the quality and attractiveness of destinations, as well as providing a better experience for tourists.

With a better understanding of tourist attraction from the user's perspective, this research is expected to make a positive contribution to the development of the tourism industry and help tour managers in making better decisions in improving the attractiveness of their tourist destinations.

METHOD

This study used qualitative research methods. Content analysis by using text analysis techniques to analyze reviews left by users about tourist attractions. Here are the steps performed in this research method (a) Data Collection: The data used in this study are reviews left by users on online platforms such as travel websites and social media. Data collection is carried out by accessing these platforms and collecting reviews that are relevant to the research objectives. (b) Identification of Common Themes: Once the review data has been collected, the next step is to identify the common themes that appear in the review. This is done by reading and analyzing the review content in depth. Common themes that can emerge include natural beauty, cultural attractions, quality of service, price, accessibility, and so on. (c) Sentiment Evaluation: Once common themes have been identified, the next step is to evaluate the sentiment contained in each review. Sentiment can be positive, negative, or neutral. To evaluate sentiment, you can use text analysis methods such as sentiment analysis using algorithms or using a manual approach by interpreting sentiment based on context and the use of words in the review. (d) Data Analysis: Once the common themes and sentiments are evaluated, the final step is to perform data analysis. Thematic and sentiment data were analyzed quantitatively and/or qualitatively, depending on the number of reviews and the purpose of the study. Analysis can involve the use of descriptive statistics, theme grouping, graphing, and exposure of relevant findings. (e) Interpretation and Discussion: The results of the data analysis are then interpreted and discussed to understand the implications of the findings on tourist attraction. The findings can be used to provide insight into the factors that make a destination attractive to users, problems faced by tourists, and recommendations for tour managers. This research method is designed to unearth the information contained in user reviews and provide a deeper understanding of tourist attractions from the user's perspective.

RESULTS AND DISCUSSION

Celosia Flower Park is a tourist destination on the slopes of Mount Ungaran, Bandungan, Semarang Regency. The surrounding scenery is typical of the mountains, presented with a cool climate makes tourists visit Celosia Flower Park. This park was founded by a young man in 2017, the concept of contemporary tourism development is a flower garden, photo spots, game rides and café garden (culinary). This tour is suitable for all ages ranging from children, teenagers, adults, and the elderly. There are hundreds of types of decorative flowers. Serving the sale of decorative flowers in the form of pots located side by side with park tours. Open at 08.00 -17.00.



Figure 2. Celosia Flower Park Tourism (Tamanbungacelosia.com 2022)

Facilities in Celosia Flower Park are parking lots with an area of 15,000 m². It can accommodate 200 buses, 400 private cars and 2000 motorcycles. Simply pay HTM weekday IDR 20,000, weekend IDR 25,000 per person at the main counter. This tour with an area of 8.6 hectares has photo spots such as Little Italia, Little Korea, White Pier, Flower Garden, White Marine Park, and many other spots. Inside the Celosia Flower Garden there is also Cafe Garden Celosia with a relaxed nuance enjoying the Cafe Garden Celosia menu and views of various mountains. More Info : <https://www.tamanbungacelosia.com/>

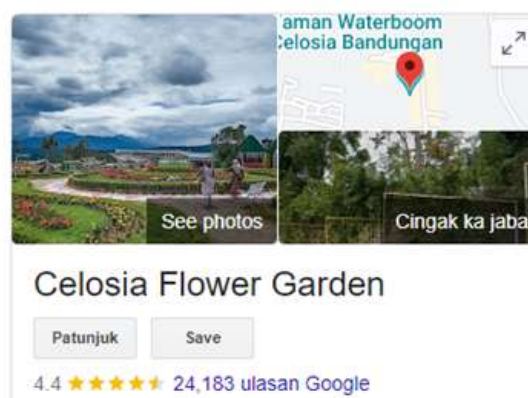


Figure 3. Celosia Tourism Park's 4.4-Star Rating on traveller satisfaction on Google Riview

Figure 3 explains that Celosia Flower Park has a 4.4 to 5 Star rating with 24,163 google reviews. This success, of course, there are several strategies carried out, so that the level of tourist visits continues to increase and has an impact on the development of Celosia Flower Park in sustainability. The importance of this view as a motivation for other tourists in increasing interest in tourist visits.

Tourist attraction reviews are a valuable source of information for evaluating tourist destinations. In the context of Celosia Bandungan tourism in Semarang Regency, user reviews can provide insight into the tourist attractions that exist in the place. Business success is determined by positive views from tourists who have visited the destination and increase tourist revisits easily and can even attract as many tourists to come to the destination.

The form of Riview carried out is analysis on Tripadvisor and Google Reviews. Google review is one of the features of Google maps. This simple feature that can make a big impact is used to rate numbers and reviews in the form of text and photos in a place. In this era of big data, users easily provide value according to visitor satisfaction factors. (Haq 2020). This helps to maintain service levels and improve customer portfolio management. (Gandolfo Dominici 2009)

TripAdvisor site, people who want to share their experience are required to be regular users and have a TripAdvisor account first. In the profile will be listed such as username / author, domicile, age, level, how many reviews have been written, how many destinations have been reviewed, how many cities have been visited and reviewed, then how many reviews that have been written help readers (*helpful votes*) which can also be seen all the content by readers who may not even have a permanent TripAdvisor account.(Angkiriwang, Susanto, and Thio 2018). The growing importance of online consumer reviews, and what motivates consumers to post their reviews are opinions that have been visited. This marketing strategically stimulates consumer posts, paying special attention to products, services that have been perceived by consumers. (Chen, Fay, and Wang 2011).

1. Natural Beauty

Natural Beauty Tourists will evaluate the natural beauty offered by Celosia Bandungan. Tourists can discuss stunning natural scenery, such as beautiful flower plantations, green expanses of hills, and charming natural panoramas. The results of Riview are:



Figure 4. Reviews The natural beauty of flower gardens in Celosia

2. Cultural Attractions

In addition to natural beauty, tourists can also discuss cultural attractions in Celosia Bandungan. They may highlight cultural activities, such as traditional dances, festivals, or local crafts that can enrich the tourist experience



Figure 5. Korean culture can be learned through photo spots in Celosia

3. Facilities and Services

User reviews may also include opinions about the facilities and services provided at Celosia Bandungan. Travelers may discuss accommodations, restaurants, recreational facilities, and ease of accessibility in the destination



Figure 6. Facility information traveler reviews in Celosia

4. Travel Experience

Reviews may include personal experiences of travelers while visiting Celosia Bandungan. They can share stories about the activities they did, the impressions they felt, or memorable moments they experienced while in the destination.

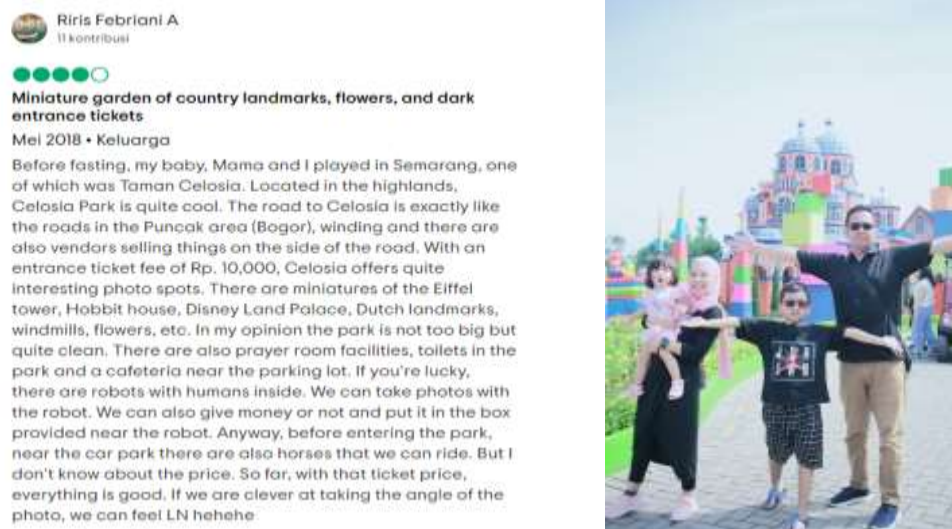


Figure 7. Traveller Experience Reviews in Celosia

5. Recommendations and Suggestions

Some reviews may also contain recommendations and advice for potential travelers. Travelers who have visited Celosia Bandungan can provide advice on the best time to visit, recommended activities, or practical tips for exploring the destination.

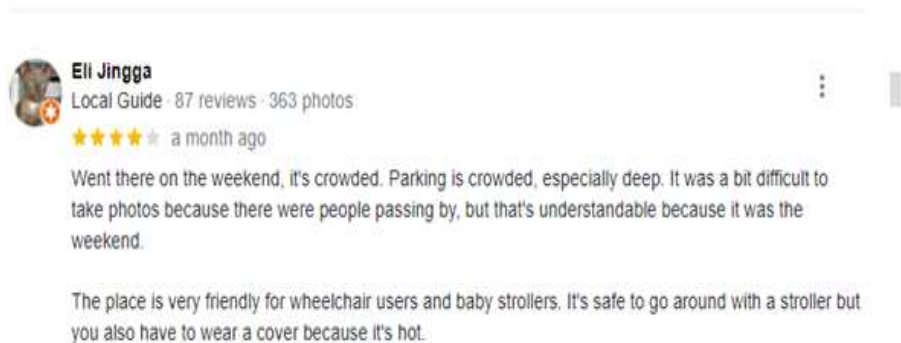


Figure 8. Traveller Experience Advice Reviews in Celosia

Based on the results of reviews from users, the factors that make tourist destinations attractive to users of natural beauty are photo spots, lots of rides available, the place is instagrammable, friendly for wheelchair and baby stroller riders, ticket prices are affordable, clothing rentals are available to support photo spots. , there is a café/restaurant available, the place is spacious, there is a large parking area, there are directions, child-friendly, elderly-friendly tourism, educational facilities, the location is easy to find on the Waze or Google Map application, and there are photography services.

Problems faced by tourists that must be considered by tourism managers as recommendations are:

- a. The weather is hot, so umbrella rentals, hat sales and more are provided
- b. The condition of damaged facilities is listed and followed up, of course secured in the equipment section and not in the tourist area

The discussion of the review of tourist attractions of Celosia Bandungan Semarang Regency can provide valuable information for prospective tourists who are planning their visit. However, it is important to note that such discussions are subjective and may vary between users. Therefore, it is advisable to read several different reviews to get a more comprehensive picture of the tourist attractions of Celosia Bandungan.

CONCLUSION

User review is very important to promote products and of course it is very useful and does not require very large costs, so improving the quality of services and facilities needed by tourists deserves to be maintained and developed, so that positive views can increase tourist visits. Google reviews and Tripadvisor are a means of media marketing one feature with google maps that can be used as an initial evaluation of a destination from the perspective of tourism. Tourism businesses are no longer considered manually, but online that is present can be used for free and tools to build the image of the destination sustainably. The role of the Manager and related aspects are important in maintaining both positive and negative views.

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