ALAM CIPTA

International Journal on Sustainable Tropical Design Research and Practice

CONSUMER PERCEPTION OF TOURIST ATTRACTION IN KAMPONG BATIK SEMARANG BASED ON ONLINE REVIEW

Rina Kurniati[1*], Wakhidah Kurniawati[1], Novia Sari Ristianti[1], and Salsabilla Fikha Savitri[1]

[1]Department of Urban and Regional Planning, Faculty of Engineering, Diponegoro University, Semarang, Indonesia;

ARTICLE INFO

ABSTRACT

Online recommendations, comments and ratings are today an important source of information for tourists who need to be informed and demanding. The bold review itself is very influential in the tourism industry, especially in the branding of a tour, because the bold review gives a clear idea to the service provider. This research is located in Kampong Batik, which has the potential for batik education tourism, and requires branding so that tourism can still exist, especially after being affected by the COVID-19 pandemic. Firstly, this study uses observation to identify the existing conditions of the research site, after that the conditions will be compared with tourist attraction criteria. Secondly, this research uses content analysis techniques to determine visitor perceptions of reviews on websites such as Google Review. After that, the result from primary observation will be compared with the result in content analysis. The observation uses tourist attraction criteria to determine whether or not Kampong Batik already meet the tourist attraction criteria. The results showed that many of the visitors felt that Kampong Batik already fit in tourist attraction criteria. Still, there's one criterion that has not been fulfilled which is supporting transportation criteria. The results of this research are expected to be an input for the City Government of Semarang and related stakeholders.

1. INTRODUCTION

Tourism in Indonesia alone contributed 4.1% of Indonesia's Gross Domestic Product in 2019 (Lokadata, 2021). The number of tourists visiting Indonesia also increased by 231% from 2006 to 2019. Although there's a setback because of the COVID-19 pandemic, in year 2021 and year 2022 period, tourism sector contributed 2.4% and 3.6% of Indonesia's Gross Domestic Product (Kemenparekraf, 2023). With tourism as a growing sector, efforts must be made to keep tourism growing.

Today, the internet has had a major impact on everyday life. This is no exception in the tourism sector, where the internet is very important in providing a clear picture of service providers (Lopes et al., 2015). According to Singh and Singh (2022), impact of online tourism on tourism industry is major, both for providers and customers. The credibility and importance of providing online reviews provide a new dynamic in tourism (Lopes et al., 2015). Social media plays an important role in seeking online travel information because, online travel reviews and comments that written by users have a positive impact on tourist decision-making (Ayeh, Au & Law, 2013).

Online reviews as a new form of word of mouth are becoming an increasing important position in the decision-making process at the time of purchase (Abubakar & Ilkan, 2016; Assaker and O'Connor, 2020; Kim et al., 2011; Lemon and Verhoef, 2016; Mauri and Minazzi, 2013; Usui et al., 2018). Some tourism service consumers rely heavily on reviews from other consumers to assess or evaluate products as a way to reduce risk in making travel decisions (Abubakar & Ilkan, 2016; Bigne et al., 2019; Lou & Yuan, 2018; Zheng et al. ., 2021). Online reviews themselves are considered to provide important insights into how tourists evaluate their experiences with destinations and services (Abubakar & Ilkan, 2016; Bigne et al., 2019; Chen et al., 2018). According to Munar (2012), online travel reviews are usually not controlled by tourist destination marketers and are considered more honest. As travellers read online

*Corresponding author: rina.kurniati@pwk.undip.ac.id

travel reviews and obtain information, the picture of destinations and businesses changes (Nowacki & Niezgoda, 2020). Thus, it is very important to know why online travel reviews are very strong in influencing the image of tourist destinations (Guo & Pesonen, 2022).

Most online travel review platforms (TripAdvisor, Google Reviews, and Yelp) and online tourism agency websites provide destination information to tourists through travel reviews (Guo & Pesonen, 2022). Tourists can access these platforms and websites for free and get more information from tourist destinations by reading reviews (González-Rodríguez et al., 2016). According to Ukpabi and Karjaluoto (2018), online reviews have several attributes such as sources of credibility, concrete reviews, review valence, review length, and others that make travel reviews a complex research topic. For tourism destination managers, positive online reviews are an important way to build a good digital destination image and develop and maintain long-term relationships with tourists (Bigne et al., 2019; Ladhari & Michaud, 2015). This research is using Google Reviews as the main source for collecting data. The reason behind this, Google has over 86% of the search engine market share (searchenginejournal.com, 2021). With such a number, the researcher believes that many people would like to leave many reviews on the site.

A good image of tourism can be obtained in various ways, one of which is by looking at the perception of visitors to tourist attractions. According to Solomon (2017), the consumer's perception of the senses includes sight, smell, hearing, touch, and taste. According to Oliveira (2019) on tourism, when tourists explore a place, their senses of sight, hearing, smell, taste and touch are activated and articulated with their reasoning abilities and experiences. Thus, attraction to the senses of tourists with experience is expected to occur in various contexts and environments.

Semarang City is one of the cities that has urban tourism activities. Judging from its development, the economic and tourism sectors are experiencing development, seen from the existence of lodging facilities ranging from guest houses to star hotels (Sumanstuti et al., 2021). City tourism in the city of Semarang itself can be seen from the existence of thematic villages. The city of Semarang itself has 165 thematic villages or tourist villages until 2018 (Tribunjateng, 2018).

Thematic villages are one of the efforts to support sustainable development number 1, namely reducing poverty. The city of Semarang has a very important role in helping to eradicate poverty. Apart from that, thematic villages are also a place to maximise the potential of a village (Daryono, 2022).

Kampong Batik is one of the thematic villages in Semarang City, which develops the potential of batik business and local culture as the development of the community's economic sector. In 2021, Kampong Batik Semarang was affected by the COVID-19 pandemic, which caused traders in Kampong Batik to experience a decline in opinion of up to 80% (Tribunjateng, 2021). This is due to the decline in public interest in visiting Batik Village due to the PPKM regulations (Haniah, 2022). So, special attention needs to be paid to increasing people's interest in visiting Batik Village so the community's economy can survive. One of the ways is to pay attention to consumer perceptions from online reviews, so that both the Kampong Batik and the Semarang City Governments can evaluate and make Kampong Batik more desirable so that it could increase the visits to Kampong Batik Semarang City. Besides, as a historic village protected by the city of Semarang, this village has a high-value heritage. Villages with high value heritages need to be preserved, visitors' perceptions are needed so that Kampong Batik could attract more visitors to visit them.

2. METHODS

1.1 Research Location

The research location is in Kampong Batik Semarang in Rejomulyo Village, East Semarang District, Semarang City. The research location has an area of about 8.43 ha. Kampong Batik Semarang has 9 blocks consisting of: Kampong Batik Gedong, Djadoel, Batik Malang, Batik Gayam, Batik Kubur Sari, Batik Krajan Baru, Batik Sari I, Batik Sari II, and Krajan (See Figure I). Activities at Kampong Batik Semarang include: education on batik making, taking pictures with existing murals, and buying batik.

Figure 1: Research Location (Authors, 2022)

1.2 Methods

This study uses a qualitative descriptive method and content analysis. The descriptive qualitative method is the content analysis method according to the qualitative descriptive method used to describe the tourism conditions in Kampong Batik. Meanwhile, content analysis was used to see the perception of online visitors in Kampong Batik Semarang.

This study uses content analysis to see how consumers perceive tourism attractions in Kampong Batik Semarang. Several studies on consumer perceptions using the content analysis method have also

been discussed before. According to Lasswell (1946) in Ramaswami and Varghese (2003), the main benefit of content analysis is that it helps to clarify "who is speaking what in what place to whom and with what effect". In addition, Helgeson et al. (1984) in Vepestad and Clancy (2021), use content analysis to identify topics from consumer behavior research.

The steps to be taken in this study are primary and secondary data collection. After that, the results of the research will be recapitulated using content analysis and then compared with the identification indicators of tourist attraction components, as seen in Table 1.

Table 1: *Indicators of Identification of Tourist Attraction Components (Sri-kalimah et al., 2020); (Wibowo & Ronggowulan, 2021); (Maharani et al., 2020); (Seliari & Wiyatiningsih, 2018)*

Tourism Attraction Components	Indicators
Attraction	· Tourism Activity · The uniqueness of tourism products · Physical appearance of the village
Amenities	· Tourist facilities (showroom/gallery, outlets/shops, meeting halls, public toilets, food stalls, places of worship, and green open space) · Infrastructure (water network, electricity, telecommunications, waste, and solid waste) · Markers (signboards, tourist route pointers, and craftsmen's plans)
Accessibility	· Location affordability · Road conditions · Public transportation · Supporting transportation facilities (parking lots, terminals, etc.) · Street lighting facilities
Ancilliary	· Tourism promotion · Regulation · Community involvement · Destination manager · Cooperation with stakeholders

According to Leask (2016), the description regarding the components of tourist attractions in the attraction components is an important thing for a tourist destination in terms of destination appeal and things that lead people to visit a tourist attraction. Second is accessibility, which is one of the important components used to attract more tourists (Jamaludin & Kadir, 2014). Especially in terms of transportation infrastructure, which will influence frequent moves from one place to another (Ismail & Rohman, 2019). According to Ismail and Rohman (2019) good infrastructure will also support perceptions regarding transportation services from a regional destination. Furthermore, amenities have an important role in shaping tourists' overall satisfaction regarding food and sleep. Ancillaries play an important role in understanding and communicating successful management practices in predicting and contributing to effective business practices (Connell et al., 2014; Leask, 2016). So, if a tourist destination wants to attract more visitors, it needs to fulfill and pay attention to these four components.

3. RESULTS

1.1 Tourism Condition in Kampong Batik Semarang

The condition of tourism in Kampong Batik Semarang is reviewed using an indicator of the identification of components of tourist attraction, where tourist attraction is a component that can attract visitors to a tourist destination. An area can become a tourism destination when conditions in the area support it to be developed into a tourist attraction (Safitri & Kurniansyah, 2014). According to Isdarmanto (2017), tourist attractions are divided into 2 types, namely: a) natural tourist attractions: all forms of attraction that come from nature, for example: beaches, mountains, lakes, seas, hills, waterfalls, forests, canyons, and rivers, and b) artificial tourist attraction: In the form of cultural tourist attraction and the attraction of human creations. Examples of cultural tourism attractions include *wayang*, dances, songs, traditional ceremonies, ritual ceremonies, and wayang. Examples of tourist attractions created by copyrighted works include art buildings, carvings, sculptures, and paintings.

As one of the leading destinations in Semarang City, Kampong Batik is expected to fulfill tourism components. The following is a discussion of the tourism components in Kampong Batik seen from the aspects of amenities, accessibility, attractions, and institutions. The results of the observation of the tourism component of Kampong Batik can be seen in Table II.

Table 2: *Analysis of Indicators of Identification of Tourist Attraction Components (Authors, 2022)*

Components	Indicators	Descriptions	Photos
Attraction	Tourism Activity	• Making batik • Batik shopping	
	The uniqueness of tourism products	Tiritan tradition	
	Physical appearance of the village	The physical appearance of Kampong Batik is full of murals on the walls	
Amenities	Tourist facilities (showroom/ gallery, outlets/ shops, meeting halls, public toilets, food stalls, places of worship, and green open space)	Various greenery on the side of the road decorated by residents	

Components	Indicators	Descriptions	Photos
	Infrastructure (water network, electricity, telecommunications, waste, and solid waste)	There is a sewer and garbage disposal	
	Markers (signboards, tourist route pointers, and craftsmen's plans)	There are road signs, as well as a tourist plan for Kampong Batik	
Accessibility	Location affordability	The location of Kampong Batik is in the middle of Semarang City	
	Road conditions	Road conditions in general have paved pavement, with a road width of 2-6 meters with a road length of 132-240 meters	
	Public transportation	There is a BRT Bus stop on Citarum Street and a gas station not far from Kampong Batik	
	Supporting transportation facilities (parking lots, terminals, etc.)	Because Kampong Batik does not yet have a parking area, parking is at the Kampong Batik Gate (Jl. Batik Gedong) which is also used as street parking.	
	Street lighting facilities	Street lighting is already available in Kampong Batik, although the size is not large, because the streets in Kampong Batik are not too wide	

Components	Indicators	Descriptions	Photos
Ancilliary	Tourism promotion	Tourism promotion is carried out on Instagram and Facebook social media	
	Regulation	Kampong Batik was appointed as the location for the implementation of the Thematic Village program. Kampong Batik is established through the Decree of the Mayor of Semarang Number 050/799 concerning Determination of Locations and Themes for Thematic Villages of Semarang City in 2016	
	Community involvement	Residents act as the main actors in the development of Kampong Batik. The residents of Kampong Batik are actively involved in the planning, implementation, and monitoring stages of village development.	
	Destination Manager	There is a Kampong Batik community that plays a role in empowering, preserving, and developing Semarangan batik as a potential city of Semarang	

Components	Indicators	Descriptions	Photos
	Cooperation with stakeholders	Cooperation with the Semarang City Government, CSR, and universities. Semarang City Government as a provider of moral and material assistance. CSR as a provider of assistance such as: lighting facilities, batik equipment, canopies, and projectors. Universities play a role in conducting assessments as an effort to solve problems or obstacles in the development of Kampong Batik	

Based on the results of the analysis in Table 2, it can be seen that Kampong Batik has met the majority of indicators from the tourist attraction component. Even so, there are several indicators that have not been met, such as the absence of parking spaces for visitors. This has the potential to disrupt the tourist attraction of Kampong Batik Semarang.

1.1 Online Review of Kampong Batik Semarang

Based on Figure 2 and Table 3, it can be seen that the word that appears most often on Google Reviews is the word 'fabric' with 22 times. While the average star that is most often given to Google Reviews is 5. The word is related to the quality of batik materials from Kampong Batik which are considered to have good batik materials. In the word 'motif', the discussion that is often discussed is that the batiks in Kampong Batik have various motifs and various types of batik, according to the review besides the Semarangan batik motif, there are other batik motifs such as: solo batik motifs, and Pekalongan.
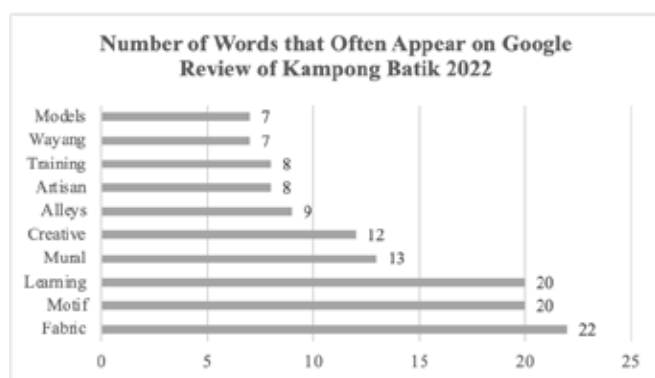

Figure 2: *Number of Words that Often Appear on Google Review of Kampong Batik 2022 (Google Review, 2022)*

Table 3: *Word Analysis Based on Online Reviews (Authors, 2022)*

Words	Most Star Given	Online Review
Fabric	4	Kampong Batik is really worth a visit, friendly people, a place to take pictures, and learn the history and how to make batik, as well as a good place to buy batik
Motif	5	Seeing how batik is made, batik motifs in Kampong Batik varies, prices adjust to motifs and quality of materials, visitors can buy dyes to make batik at home
Learning	5	Learning to make batik is only 30 thousand rupiah, there are mural walls with batik motifs, tours are suitable for children to adults
Mural	4	There is an interesting historical batik mural for photo spots, a unique and colorful village look
Creative	5	Lots of creative murals, creative tourist spots, creative residents
Alleys	5	The location needs to enter an alley, access is difficult, especially on parking, even though Kampong Batik is good, there are murals on the walls, you can learn to make batik and buy batik
Artisan	5	Batik shops have batik shops from local or home craftsmen, where to buy batik
Training	5	Batik training is available at Batik Malang RT 5 RW 2, Batik Kubur Sari RT 6 RW 2, Batik Tengah RT 4 RW 2, and Batik Sari RT 9 RW 2
Wayang	5	The wayang mural in one of the alleys is considered good, adding to the beauty of the village
Models	5	Many batik models and motifs are sold

In the word 'learning', it discussed of how Kampong Batik can be a place to learn batik and the history of batik, based on the review, Kampong Batik is considered a unique and interesting village. The word 'mural', discusses the many walls with murals in Kampong Batik, the review discusses how Kampong Batik is very colorful and beautiful because of the murals, and wall murals can be a good photo spot. The word 'creative' discusses how Kampong Batik has attractions that are considered creative, such as: learning to make batik, seeing the history of batik, taking pictures on murals, and buying batik.

In the word 'alleys', the reviewer discussed the location of Kampong Batik which was considered quite difficult to access because it was located in a narrow alley. Reviewers provide stories of experiences, if the atmosphere is crowded, visitors need to take turns to enter Kampong Batik. In addition, due to the location in a narrow alley, parking for cars is not considered good. In the word 'artisan', it discusses the condition of Kampong Batik which has many batik craftsmen both from local and home-based. The word 'training' discusses how Kampong Batik is a place to learn to make batik and know the history of batik. It also provides information related to places to learn batik, such as: Batik Malang RT 5 RW 2, Batik Kubur Sari RT 6 RW 2, Batik Tengah RT 4 RW 2, and Batik Sari RT 9 RW 2. The words 'wayang' and 'models' discussed the mural in Kampong Batik which contained wayang elements and provided information regarding the various batik models in Kampong Batik, ranging from skirts, shirts, dresses, and others.

4.   CONCLUSION

The conclusion that can be drawn from the analysis above is that in the analysis of the components of tourist attraction, Kampong Batik Semarang has fulfilled the majority of indicators from the component of tourist attraction. However, there is one component of tourist attraction that is not fulfilled by Kampong Batik, namely, indicators of supporting transportation facilities in the absence of parking spaces for visitors. Furthermore, the analysis of online reviews from Kampong Batik itself can be said to be good, as seen from the average stars given to reviews related to Kampong Batik is 5/5. The most frequently discussed comments are comments related to the materials used in batik in Kampong Batik. On the word 'alleys' several comments complained that access to the village was quite difficult, and the lack of parking space for cars. The negative comments related to the lack of parking space for this car came from the non-fulfillment of indicators for the tourist attraction component of supporting transportation facilities. According to Jamaludin & Kadir (2017), accessibility is the important element to attract consumer. Kampong Batik Semarang has a bad accessibility to the parking lot, also has small alleys that could hinder tourist movement. This could be a problem, researcher suggest to the Semarang City Government to provide adequate area for parking.

REFERENCES

Abubakar AM and Ilkan M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*. 5(3): 192–201.

Abubakar, A. M., Ilkan, M., Meshall Al-Tal, R., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. Journal of Hospitality and Tourism Management, 31, 220–227. https://doi. org/10.1016/j.jhtm.2016.12.005

Assaker G and O'Connor P (2020) eWOM platforms in moderating the relationships between political and terrorism risk, destination image, and travel intent: The case of Lebanon. Journal of Travel Research 60(3): 503–519

Ayeh, J. K., Au, N., & Law, R. (2013). "Do we believe in TripAdvisor?" Examining credibility perceptions and online travelers' attitude toward using user-generated content. Journal of Travel Research, 52(4) 437–452.

Bigne E, Ruiz C and Curras-Perez R (2019) Destination appeal through digitalized comments. Journal of Business Research 101: 447–453.

Chen N, Dwyer L and Firth T (2018) Residents' place satisfaction and place attachment on destination brand-building behaviors: Conceptual and empirical differentiation. Journal of Travel Research 57(8): 1026–1041.

Connell, J., Page, S. J., and Meyer, D. 2014. Visitor Attraction and Events: Responding to Seasonality. Tourism Management 46: 283 – 298.

Daryono, S (2022) Penting Peran Warga Membangkitkan Kampung Tematik di Semarang. Accessed from suaramerdeka.com on September 27th 2023.

Guo, Xinxin & Pesonen, Juho Antti. (2022). The role of online travel reviews in evolving tourists' perceived destination image. *Scandinavian Journal of Hospitality and Tourism*. DOI: 10.1080/15022250.2022.2112414.

González-Rodríguez, M. R., Martínez-Torres, R., & Toral, S. (2016). Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. International Journal of Contemporary Hospitality Management, 28(11), 2609–2627. https://doi.org/10.1108/ IJCHM-02-2015-0057.

Haniah, I. (2022). Industri di Kampung Batik Semarang Kembali Menggeliat Pasca Pandemi, Siti Afifah: Ini Berkah. Taken from kuasakata.com on September 30th 2023.

Isdarmanto. (2017). *Dasar-Dasar Kepariwisataan dan Pengelolaan Destinasi Pariwisata*.

Ismail, T. & Rohman, F. 2019. The Role of Attraction, Accessibility, Amenities, and Ancillary on Visitor Satisfaction and Visitor Attitudinal Loyalty of Gili Ketapang Beach. Jurnal Manajemen Teori dan Terapan. Tahun 12: No. 2. Accessed from unair.ac.id on October 2nd 2023.

Jamaludin, M., and Kadir, S. A. 2014. Accessibility in buildings of tourist attraction: A case studies comparison. Procedia - Social and Behavioral Sciences 35: 97e104.

Kemenparekraf (2023) Siaran Pers: Menparekraf Paparkan Penyerapan Pagu Anggaran Tahun 2022 di Hadapan Komisi X DPR RI. Accessed from kemenparekraf.go.id on September 27th 2023.

Kim AEK, Mattila AS and Baloglu S (2011) Effects of gender and expertise on consumers' motivation to read online hotel reviews. Cornell Hospitality Quarterly 52(4): 399–406.

Ladhari R and Michaud M (2015) eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. International Journal of Hospitality Management 46: 36–45.

Leask, A. 2016. Visitor Attraction Management: A Critical Review of Research 2009-2014. Tourism Management 57: 334-361.

Lemon KN and Verhoef PC (2016) Understanding customer experience throughout the customer journey. Journal of Marketing 80(6): 69–96.

Lokadata. (2021). *Kontribusi pariwisata terhadap PDB, 2010-2020*. https://lokadata.id/data/kontribusi-pariwisata-terhadap-pdb-2010-2020-1609226810.

Lopes, Romeu & Abrantes, Jose Luis & Kastenholz, Elisabeth. (2015). Perceptions and behaviours towards online travel reviews. 10.13140/RG.2.1.2989.5121.

Lou C and Yuan S (2018) Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising 19(1): 58–73.

Maharani, S. A., Mulki, G. Z., Yuniarti, E., Teknik, F., Tanjungpura, U., Teknik, F., & Tanjungpura, U. (2020). Strategi pengembangan kampung wisata tenun khatulistiwa kecamatan pontianak utara 1). *JeLAST: Jurnal PWK, Laut, Sipil. Tambang 7 (2)*, *7*(2). https://doi.org/http:// dx.doi.org/10.26418/jelast.v7i2.42149.

Mauri AG and Minazzi R (2013) Web reviews influence on expectations and purchasing intentions of hotel potential customers. International Journal of Hospitality Management 34: 99–107.

Munar, A. M. (2012). Social media strategies and destination management. Scandinavian Journal of Hospitality and Tourism, 12(2), 101–120. https://doi.org/10.1080/15022250.2012.679047

Nowacki, M., & Niezgoda, A. (2020). Identifying unique features of the image of selected cities based on reviews by TripAdvisor portal users. Scandinavian Journal of Hospitality and Tourism, 20(5), 503–519. https://doi.org/10.1080/15022250.2020.1833362

Oliveira, C., Brochado, A., Moro, S. and Rita, P. (2019), «Consumer perception of tourist experience through online reviews: The islands of the senses of Cape Verde», *Worldwide Hospitality and Tourism Themes*, Vol. 11 No. 6, pp. 696-717. https://doi.org/10.1108/WHATT-09-2019-0052.

Ramaswami, S. (2003). *Reading the Voice of the Customer : A Content Analysis of Consumer Reviews*.

Safitri, H., & Kurniansyah, D. (2014). Analisis Komponen Daya Tarik Wisata di Desa Wisata Pentingsari. *KINERJA*, *18*(4), 2021.

Searchenginejournal.com. (2021). Meet the 7 Most Popular Search Engines in the World. https://www.searchenginejournal.com.

Seliari, T., & Wiyatiningsih. (2018). Mempertahankan Eksistensi Kampung Basen Sebagai Kampung Wisata Kerajinan Perak melalui Rumah Produktif di Era Bisnis Online. *Jurnal Pariwisata Terapan*, *2*(1), 46–57.

Singh, T., & Singh, A. (2022). Impact of Online Tourism on Consumer Perception: Indian Scenario. *International Journal of Multidisciplinary Educational Research*, Vol. 11, Issue 6:4, 80-87. DOI: http://ijmer.in.doi./2022/11.06.73

Solomon, M. (2017) Consumer Behavior: Buying, Having, and Being (12th Edition). Pearson, USA.

Srikalimah, Wardana, L. W., Ambarwati, D., Sholihin, U., Shobirin, R. A., Fajariah, N., & Wibowo, A. (2020). Do creativity and intellectual capital matter for SMEs sustainability? The role of competitive advantage. *Journal of Asian Finance, Economics and Business*, *7*(12), 397–408. https://doi.org/10.13106/jafeb.2020.vol7.no12.397

Sumastuti, E., Prabowo, H., & Violinda, Q. (2021). Pengembangan Wisata Kota Semarang. *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, *12*(1), 30–38. https://doi.org/10.31294/khi.v12i1.8889.

Surat Keputusan Walikota Semarang Nomor 050/799 tentang Penetapan Lokasi dan Tema Kampung Tematik Kota Semarang Tahun 2016.

Tribunjateng. (2018). *Ternyata Ada 165 Desa Wisata di Semarang, Mana yang Menonjol?*. https://jateng.tribunnews.com/

Tribunjateng. (2021). *Omzet Perajin dan Pedagang Batik di Semarang Anjlok 80 Persen, Desak Pemerintah Bantu Mempromosikan.* https://jateng.tribunnews.com/

Ukpabi, D. C., & Karjaluoto, H. (2018). What drives travelers' adoption of user-generated content? A literature review. Tourism Management Perspectives, 28(September 2017), 251–273. https://doi. org/10.1016/j.tmp.2018.03.006.

Usui R, Wei X and Funck C (2018) The power of social media in regional tourism development: A case study from Ōkunoshima island in Hiroshima, Japan. Current Issues in Tourism 21(18): 2060–2064.

Vespestad, M. K., & Clancy, A. (2021). Exploring the use of content analysis methodology in consumer research. *Journal of Retailing and Consumer Services,* 59:1-9. https://doi.org/10.1016/j.jretconser.2020.102427.

Wibowo, Y. A., & Ronggowulan, L. (2021). Potential analysis and community-based sustainable tourism development strategy (a case of kampung menjing, sukoharjo regency, central java, indonesia). *IOP Conference Series: Earth and Environmental Science*, *683*(1), 1–13. https://doi.org/10.1088/1755-1315/683/1/012112.

Zheng D, Luo Q and Ritchie BW (2021) The role of trust in mitigating perceived threat, fear, and travel avoidance after a pandemic outbreak: A multigroup analysis. Journal of Travel Research. https://doi.org/10.1177/0047287521995562.