

CHAPTER 1

INTRODUCTION

1.1 Background

Beautiful beaches, cozy town parks, historical buildings and monuments, downtown peculiar arts and cultures, tasty traditional cuisines and festivals need promotions. Promotion can intrigue domestic and foreign tourists to hit the road to our unfrequented beauty spot. The more promotion, the more popular it is and the more visitors will come to that place. Because human being tends to imagine themselves be at that destination when they are looking at something incredible on the internet or television and it causes a strong desire to visit a place that they just looked.

Tourism promotion can be found on newspapers, brochures, or radio. Some major cities promote their tourism through international or local TV channels. However, others can't afford to promote tourism through international or local TV channels because of underfunding. An online promotion is becoming crucial in tourism promotion, particularly in developing countries that can't afford to fork out TV advertisement services to reach viewers around the world.

Information technologies are now ubiquitous in the lives of people across the globe. These technologies take many forms such as personal computers, smart phones, the internet, web and mobile phone applications and digital assistants. In fact the list is growing constantly and new forms of these technologies are working their

way into every aspect of daily life. There are approximately millions of internet users to get information they needed. The graphic of internet users is shown in the figure 1 below,

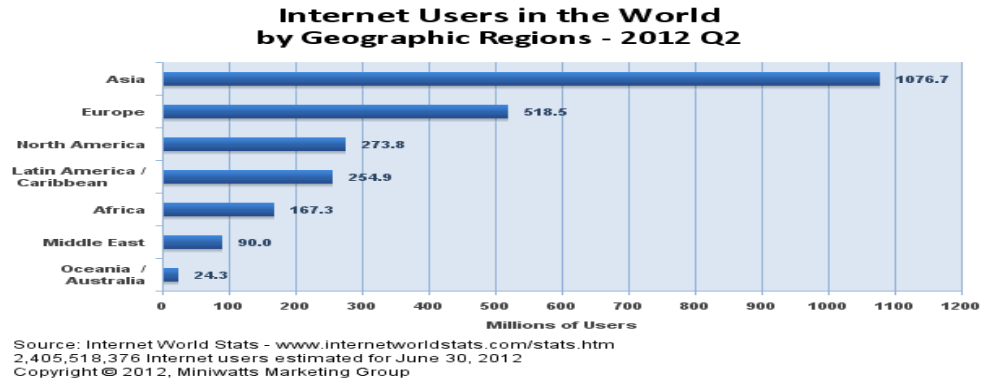


FIGURE 1 (Internet World Statistic)

Based on the figure 1, there are 2,405,518,376 of internet users in 2012. The high levels of the internet users give a big expectation for the people who expect tourism sites in their country to be well publicized. In this case, promoting tourism via websites get a big chance of getting foreign and local people browse our tourism sites. The process is when people search on about traveling destinations on a search engine and they see our pages then they are going to visit it after reading the articles on it. That's how we transfer informations about our tourism to the internet users. *Transferring information to internet users can be done via websites. Therefore, bloggers are supposed to increase their website's performance. In other words, they have to increase their website's statistics. Website's statistics are Posts statistic, Traffic sources statistic, and Audiences statistics.* In this paper, the writer talked

about whether the SEO (Search Engine Optimization) gives differences to those statistic of the tourism website (www.lifeisaboutvacation.blogspot.com)

1.2 Research Limitation

As a citizen of a nation, we are supposed to help in promoting our tourism. Tourism promotion can be done by posting about tourism in a tourism website. However, people only come to our tourism website if they know about the existence of our website . In reality, some websites just being invisible because search engines do not noticed their existence. As stated by Basu (2010), **The Invisible Website** refers to the part of the WWW that is not indexed by the search engines. Most of us think that search powerhouses like Google and Bing are like the Great Oracle they see everything. Unfortunately, they can not because they are just robots that only scan *website's robot.txt*. That is why some website's rate are being so low and the role of SEO is needed to increase website's rate by increasing the number of *Website's posts statistic, traffic sources statistic and audiences statistic* when a website is invisible.

1.3 Problem Formulation

How many are the average numbers of *Audience statistic, Traffic Source statistic* and *Posts statistic* of the tourism website before and after using SEO ?

1.4 Purpose

To find out the average number of *Audience statistic, Traffic Source statistic* and *Posts statistic* of the tourism website before and after using SEO (Search Engine Optimization).

1.5 Benefit

A. Online Tourism Writers

This paper can help to get more viewers and to give spirit in promoting our tourism, especially for English student of Polytechnic Sriwijaya.

B. Small Tourism Businesses

It can be used to promote their markets via websites, so they can sell their services or products to people around the world.

C. Bloggers.com Users

This paper can help blogger users to get their website's rate increase in search engine.

D. Unfrequented Tourist Attractions

Websites is one of sophisticated media to transfer information to each other. Promoting unfrequented tourist attractions via websites can help increasing the number of visitors to that place. Moreover, job opportunities will be formed when the visitor level is increased. Consumption expenditures of tourists provide direct or indirect local community opportunities to create a business or become entrepreneurs. Furthermore, tourism sectors improve living standards of local people. When the tourism are growing, directly they will require a lot of labor and it will improve living standard of local people.