

An Application of Content Analysis, SWOT Analysis, and the TOPSIS Method: A Case Study of the 'Tourism Ambassador' Program in Indonesia

Authors : Gilang Maulana Majid

Abstract : If a government program remains scientifically uncontested for a long time, it is likely that its effects will be far from expected as there is no concrete evaluation of the steps being taken. This article identifies how such a theory aptly describes the case of the 'tourism ambassador' program in Indonesia. Being set out as one of the tourism promotional means of many regional governments in Indonesia, this program is heavily criticized for being ineffective despite a large number of budgets being spent on an annual basis. Taking the program as a case study, this article applies content analysis, SWOT analysis, and TOPSIS as data analysis methods, with a total of 56 tourism ambassadors invited to become coders, respondents, and/or interviewees in this research. The study reveals the SWOT of the program, recognizes four strategies that can be taken to optimize the program's effects and prioritizes a strategy based on the preferences of the involved tourism ambassadors using TOPSIS. It is found that incorporation of technology such as the creation of an online platform is, among others, the most expected approach to be taken to solve the problems concerning tourism ambassador program. However, based on the costs and benefits of each strategy presented in the current study, each alternative appears to have trade-offs between one and another.

Keywords : Indonesia, optimization strategies, 'Tourism Ambassador' program, SWOT-TOPSIS

Conference Title : ICHTHM 2020 : International Conference on Halal Tourism and Hospitality Management

Conference Location : New York, United States

Conference Dates : January 30-31, 2020