

THE ROLE OF MULTIMEDIA IN ENHANCING TOURIST ENGAGEMENT AND EXPERIENCE IN BANYUMAS CULTURAL DESTINATIONS

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Abstract

The development of multimedia offers new opportunities in the tourism industry, particularly in enhancing tourist engagement and experience. This article explores how multimedia technology can enrich the experience of tourists at cultural destinations in Banyumas. Several applications, such as Augmented Reality (AR) AREPMAS, Virtual Reality (VR), and social media content on platforms like YouTube and Instagram, have proven to play a significant role in tourism promotion. These media provide interactive information about cultural sites in Banyumas through multimedia technology. Tourists can use their mobile devices to access visual and educational content that enhances their physical visits to tourist locations. Virtual tours, combining visual scenery and audio narration, allow tourists to gain deeper insights into Banyumas cultural sites, particularly for those unable to visit in person. Additionally, VR technology is applied to create more realistic virtual tour simulations, enabling tourists to experience the beauty of Banyumas culture before they arrive. Furthermore, YouTube and Instagram have become key platforms for tourism promotion. Video content on YouTube showcasing cultural destination tours, along with artistic photos on Instagram, encourages tourist engagement and expands the global audience reach. By utilizing multimedia, Banyumas cultural destinations not only become more widely accessible but also provide a more immersive and informative experience. This study demonstrates that the use of multimedia can enhance the appeal of Banyumas tourism, encourage greater tourist engagement, and support the preservation of local culture through digital innovation.

Keywords: Multimedia, Augmented Reality, Virtual Reality, social media, Banyumas tourism.

A. INTRODUCTION

The tourism industry continues to grow along with technological advances, including multimedia. Multimedia has opened new opportunities to increase tourist engagement and experience (Pencarelli, 2020). This technology allows tourist destinations to offer more interactive and immersive experiences (Tahyudin & Saputra, 2016), especially for tourists visiting cultural locations (Gaffar et al., 2011). Amidst increasingly fierce global competition, multimedia-based promotional strategies are one of the effective ways to attract tourists, especially in areas with rich cultural potential, such as Banyumas, Indonesia.

Banyumas, a district in Central Java, Indonesia, has a rich and diverse cultural heritage. Banyumas has great potential as a cultural tourism destination with various cultural sites and strong traditions. However, one of the challenges faced is how to make these cultural sites more accessible and attractive to local and international tourists. Multimedia technology is a potential solution to increase the appeal of Banyumas while providing visitors with a more informative and interesting experience.

Various Augmented Reality (AR)-based applications, such as AREPMAS (Dian, 2020), have been implemented to increase the tourist attraction in Banyumas. This application lets tourists get interactive information about cultural locations through mobile devices. By utilizing AR technology, tourists can access visual and educational information that complements their physical visits, creating a richer and more immersive experience (Tahyudin et al., 2015). This technology helps bridge the gap between physical sites and informative digital content, making the tourist experience more personal and enjoyable.

In addition to AR, Virtual Reality (VR) also plays an important role in the development of cultural tourism in Banyumas. VR technology allows tourists to take a virtual tour with realistic simulations (Tahyudin et al., 2020), which provides a comprehensive picture of the beauty of Banyumas culture even before they arrive at the location. This virtual tour provides a visual experience combined with audio narration (Latif et al., 2022), which helps tourists understand the historical and cultural context of the sites. This is very useful for tourists who cannot visit Banyumas in person but still want to know the local culture.

Social media such as YouTube and Instagram are important tools (Saputra et al., 2018) in promoting tourism (Hermawan et al., 2024). Visual content such as cultural destination tour videos on YouTube and artistic photos on Instagram have proven effective in attracting tourists attention (Syafganti et al., 2023). By uploading informative and visually appealing content, Banyumas can reach a global audience and encourage interest in visiting existing cultural destinations. This platform also allows tourists to share their experiences (Santoso et al., 2021), indirectly becoming an organic promotion for Banyumas tourism potential.

Through the use of multimedia, cultural destinations in Banyumas not only become more accessible to the wider community but also offer a more immersive and educational experience. This technology supports efforts to preserve local culture while strengthening the appeal of tourism in Banyumas. This study shows that multimedia technology can increase tourism appeal, encourage tourist involvement, and support the sustainability of local culture through digital innovation.

B. RESEARCH METHOD

This study uses content analysis and literature study methods to evaluate the role of multimedia in promoting cultural tourism in Banyumas. Data were analyzed qualitatively from multimedia content, literature studies, and secondary statistical data.

1. Data Collection

- a. Multimedia Content Analysis: Data was taken from platforms like YouTube, Instagram, and official tourism websites, including visual elements, information, and user engagement.
- b. Literature Study: Academic literature was used to understand the role of multimedia (Saputra et al., 2023) in cultural tourism.
- c. Secondary Data: Tourism statistics and government reports were analyzed to see visitation trends and the impact of multimedia strategies.

2. Data Analysis

- a. Content Analysis: Identifying visual elements, narrative techniques, and interactivity in multimedia content.
- b. Literature Analysis: Review previous research to understand the impact and challenges of using multimedia.
- c. Statistical Analysis: Analyze tourism trend data and the popularity of social media content.

3. Data Validity

Data triangulation involves comparing the results of content analysis, literature, and statistics to obtain comprehensive conclusions.

4. Research Procedures

- a. Content Collection: Compile a list of content and literature from sources.
- b. Data Analysis: Analyze cultural promotion elements and tourism statistics.
- c. Interpretation: Compile a report describing multimedia's role in promoting Banyumas cultural tourism.

C. FINDINGS AND DISCUSSION

1. The Role of Multimedia in Promoting Banyumas Cultural Tourism

Multimedia has played an important role in promoting Banyumas cultural potential more interactively and engagingly. Various types of content, such as promotional videos, artistic photos, and virtual simulations, have been used to introduce Banyumas cultural richness to a wider local and international audience. These contents are designed to provide basic information and create an immersive and memorable experience for tourists. With captivating visual elements and informative narratives, multimedia helps strengthen the appeal of Banyumas cultural tourism, making it more accessible and understandable to all groups.

Augmented Reality (AR) technology is an important breakthrough that allows visitors to get detailed information about cultural sites in real-time. AR applications can be downloaded and used on mobile devices, allowing tourists to scan various physical objects or locations, such as historical monuments or traditional places, and immediately get visual explanations and educational narratives. Visual elements such as 3D images, explanatory videos, and interactive information provide deeper insights and enrich tourists' understanding of Banyumas culture. This experience not only enhances the appeal of the visit but also makes history and culture more alive and accessible.

In addition to AR, Virtual Reality (VR) offers a new dimension in promoting cultural tourism. With VR technology, tourists can take a realistic and immersive virtual tour, giving them a comprehensive picture of the beauty and richness of Banyumas culture even though they are not physically present. This virtual tour is equipped with informative audio narration and high-quality visuals describing the cultural sites' atmosphere and details. This is very helpful for international tourists or those who do not have the opportunity to come directly to Banyumas. Thus, VR expands the reach of Banyumas cultural promotion to the global market, attracting the attention of a wider audience and introducing this unique cultural heritage effectively.

Social media platforms also play an important role in strengthening the promotion of Banyumas culture through multimedia. YouTube, for example, is used to upload virtual tour videos and documentation of cultural events, which helps create deep visual interest. With its attractive photo and short video formats, Instagram allows cultural tourism destinations in Banyumas to showcase the visual beauty of these sites and reach a global audience. Travelers who share their experiences on social media contribute to the highly effective organic promotion, as their reviews and personal stories are trusted by other potential visitors. With this creative promotional strategy, the potential of Banyumas cultural tourism is further strengthened and supported by multimedia technology innovation.

2. Multimedia Content Analysis: User Attraction and Engagement

The analyzed multimedia content, including YouTube videos and Instagram photos, has demonstrated a significant impact in promoting Banyumas cultural sites. The use of engaging visual elements, such as artistic images and immersive tour videos, has proven effective in capturing the attention of audiences. When combined with educational narratives, these visual elements elevate the overall user experience, making cultural information more accessible and engaging. Videos that employ storytelling techniques, in particular, are highly effective at drawing in viewers and reinforcing key cultural messages. This approach ensures that the rich heritage of Banyumas is presented compellingly, leaving a lasting impression on potential tourists.

Engagement metrics further highlight the effectiveness of multimedia in promoting Banyumas. Data points, including the number of likes, comments, and shares, reflect the content's ability to resonate with viewers and inspire organic promotion. Tourists who share their positive experiences on social media not only express personal enjoyment but also contribute to a broader promotional reach. This user-generated content serves as a valuable asset, as peer recommendations and authentic stories tend to influence the travel decisions of other potential visitors. By fostering a community of engaged followers, multimedia platforms help amplify the visibility of Banyumas cultural tourism.

Tables 1, 2, and 3 detail the results of this analysis across various platforms. Table 1 summarizes YouTube content performance, showing how channels use visual storytelling to introduce Banyumas attractions. Table 2 provides insights into Instagram's role in showcasing the region through compelling photos and user interactions, while Table 3 focuses on websites that act as comprehensive promotional hubs. Each of these platforms serves to highlight the unique appeal of Banyumas natural and cultural sites, presenting them as captivating and educational travel options. By leveraging these multimedia tools, Banyumas can effectively communicate its tourism potential and attract both local and international visitors.

3. Application of AR and VR Technology in Banyumas Tourism

AR technology in Banyumas, such as the AREPMAS application, allows tourists to scan cultural locations and get information directly on their devices. This provides an engaging, interactive experience and makes accessing historical and cultural information on the site easier. VR allows tourists to explore cultural sites virtually with realistic simulations, helping to create a sense of involvement even though they are not physically in Banyumas. This is very useful in introducing the beauty of Banyumas culture to the global market.

Figure 1 illustrates the AREPMAS Application, a digital platform that integrates AR technology to enhance cultural tourism in Banyumas. The application provides an interactive way to experience local traditions, such as Getuk Goreng and Lengger Banyumasan, by offering visual and informative content accessible via mobile devices. AREPMAS enhances the cultural experience by connecting physical sites to digital narratives, making history and tradition more engaging and educational. The application includes scannable QR codes, which, when activated, reveal AR content such as animated characters or visual storytelling, enriching tourists' understanding of the region.

VR allows tourists to explore cultural sites virtually with realistic simulations, helping to create a sense of involvement even though they are not physically in Banyumas. This is very useful in introducing the beauty of Banyumas culture to the global market.



Figure 1. AREPMAS Application.

Source: (Dian, 2020)

Table 1. Results of YouTube Content Analysis as Banyumas Tourism Promotion

No	Screenshot	Identity	Description
1.		Channel: Informania Link: https://youtu.be/-ZGg-1cU5mY?si=jeNqifaKTvTgz9aQ Subscribers: 36,6k Likes: 165 Comments: 3 Viewers: 21k	There are many tourist attractions in Banyumas that are Hit, as in various regions of Central Java province. It would be a shame to miss them.
2.		Channel: Wisata Lovers Link: https://youtu.be/RkpjQe8SwYI?si=2f4RD-xnEmtMS7r0 Subscribers: 4.06k Likes: 364 Comments: 34 Viewers: 83,650	Many new tourist attractions have emerged in Purwokerto, Banyumas Regency, which are interesting to visit.
3.		Channel: Life Experience Channel Link: https://youtu.be/JBsseA6-8EY?si=QtL7hldWEndOPjma Subscribers: 14,9k Likes: 86 Comments: 22 Viewers: 15k	The latest and most popular Purwokerto tourism can be an exciting way to fill your vacation time while enjoying this area's natural beauty, culinary, and cultural aspects.
4.		Channel: Bot TV Link: https://youtu.be/VDkVWW2XudM?si=WsIJ6o2qYFIH6-BO Subscribers: 41,7k Likes: 2k Comments: 243 Viewers: 228k	Although not as popular as other areas, Banyumas has stunning natural tourist destinations. From caves to waterfalls, as well as historical tourist attractions, all are worth visiting.
5.		Channel: Bot TV Link: https://youtu.be/-fAgbEDcgUs?si=IVUMAUD6acWo9-W Subscribers: 41,7k Likes: 2k Comments: 243 Viewers: 228k	Pekunden Village, Banyumas District, is a creative tourism village. Based on community empowerment.

Table 2. Results of Instagram Content Analysis as Banyumas Tourism Promotion

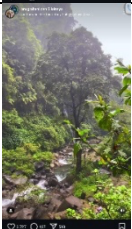
No.	Screenshot	Identity	Description
1.		Account: Wisata Alam Banyumas Link: https://linktr.ee/wisataalambanyumas?fbclid=PAZXh0bgNhZ_W0CMTEAAaY9Ipn_BHVVH1rvl7xebk7U8C_NILS2OOYnZr_u9U6fWD0Cb8oaDvk2JZfgo_aem_9s50NDsS3GR3eKJvR_oQlg Followers: 12K Likes: 200 Comments: 22 Shares: 6	Hello guys, we will show you about tourism in Banyumas, there are 3. The first is: 1. Safari See to sky; 2. Pancuran 7; 3. Telaga Sunyi.
2.		Account: WISATA PURWOKERTO BANYUMAS Link: https://www.instagram.com/wisatapurwokerto/profilecard/?igsh=MXZ2MGZpZ2FpeG1leA== Followers: 53,3K Likes: 869 Comments: 12 Shares: 25	Curug Pinang is a tourist attraction in Banyumas, with a beautiful and natural feel presented in this waterfall.
3.		Account: WISATA BANYUMAS Link: https://www.instagram.com/wisata_banyumas/profilecard/?igsh=bXhvODI0a3Y0aThj Followers: 12,9K Likes: 3,727K Comments: 127 Shares: 598	Crug Cipendok is the highest waterfall in Banyumas. Its cool atmosphere makes you want to come back.
4.		Account: Galeri Wisata Banyumas Link: https://www.instagram.com/pariwisata_banyumas/profilecard/?igsh=MTVvaHZkMngwaWldw== Followers: 2,8K Likes: 15 Comments: - Shares: 1	Recommended tourist attractions around Baturaden that are comfortable with cool and fresh air.
5.		Account: Wisata KPH Banyumas Timur Link: https://www.instagram.com/p/Cehyw90vzLL/?igsh=bTNnejl0ZmM0b3c0 Followers: 13,9K Likes: 265 Comments: 11 Shares: 7	Hello guys, you should never be without knowledge about this tour, namely "Curug Gomblang." You will regret it if you don't visit this tour.

Table 3. Results of Website Analysis as Banyumas Tourism Promotion

No	Screenshoot	Identity	Description
1.		Website: Jenggala Waterfall Kalipagu Link: http://www.instagram.com/curug_jenggalala	Cluster of waterfalls with a popular selfie spot for couples at a carved wooden heart platform.
2.		Website: The Village Purwokerto Link: http://thevillagepurwokerto.my.id/	European-style park featuring gardens, a lake with paddle boats, bunnies, a playground & food court.
3.		Website: Baturraden Botanical Garden Link: http://kebunrayabaturraden.id/	Peaceful place of landscaped gardens & forest patches with waterfalls, popular for walks & picnics.
4.		Website: Baturraden Adventure Forest Link: http://bafadventure.com/	Sprawling adventure park in the jungle featuring camping, paintball, rapelling & other activities.
5.		Website: Curug Wanasuta Link: https://dermaji.desa.id/wanasuta	Wanasuta Nature Tourism began operating on April 7 2021, opened by the Regent of Banyumas, Achmad Husen and the Administrator of West Banyumas, Toni Kuspuja.

4. Social Media Usage Strategy for Cultural Promotion

Social media such as YouTube and Instagram have become very important tools in promoting the beauty of Banyumas culture. Through this platform, tourist destinations can be presented visually in an interesting and informative way. Virtual tour videos on YouTube, for example, offer an immersive experience for viewers, providing a clear picture of the natural and cultural beauty of Banyumas. With educational narratives and stunning images, these videos create a virtual experience almost similar to a direct visit, arousing interest in physically exploring the location.

Meanwhile, Instagram is a visual platform that captivates audiences with artistic photos of tourist destinations in Banyumas. The uploaded images are often taken from interesting angles and combined with vibrant colors, making them attractive. Informative captions and popular hashtags also help expand content reach, reaching a wider audience at home and abroad. Instagram Stories and Reels further strengthen the promotion, as they allow for more dynamic and real-time interactions with followers.

This social media-based promotion strategy increases user engagement and encourages tourists to share their personal experiences. Shared experiences, whether in photos, videos, or reviews, are a very effective organic promotion. Travelers who share their travel stories help create digital word-of-mouth, which expands the appeal of Banyumas cultural tourism without requiring additional costs. Thus, social media promotes destinations and builds communities that are engaged and supportive of local tourism.

5. Challenges and Opportunities in the Digital Era

While multimedia provides many opportunities to promote cultural tourism, significant challenges must also be faced. One of the main challenges is the need to continue to develop high-quality and relevant content. With rapid technological advances, cultural tourism in Banyumas must continue to innovate in conveying information and visual appeal. The quality of the content greatly determines how well the audience responds, so it is important to ensure that the visual elements, narratives, and interactivity can capture the attention of tourists while providing a meaningful experience.

In addition, competition with other tourist destinations, both domestically and internationally, is also a challenge that requires a smart and effective promotional strategy. Banyumas must be able to highlight the uniqueness and excellence of their culture in creative ways, such as through impressive videos or immersive augmented reality experiences. Tourism managers must think of innovative ways to remain relevant and attractive to tourists with many destination choices. Creativity in content delivery, such as creating social media challenges or holding interactive virtual events, can be a solution that helps Banyumas remain competitive in a competitive global market.

However, great opportunities remain open, especially with the increasing development of technology. Banyumas has the potential to utilize digital innovation to strengthen the appeal of local culture and bring it to the international stage. With the right strategy, such as collaboration with social media influencers or developing sophisticated tourism applications, Banyumas cultural promotion can reach a wider audience. This will increase the number of tourist visits and help introduce and preserve Banyumas cultural heritage at the global level, strengthen local identity, and support the sustainability of cultural tourism.

D. CONCLUSION

The conclusion of this study shows that multimedia technology has significantly contributed to promoting cultural tourism in Banyumas. Through Augmented Reality (AR), Virtual Reality (VR), and social media, cultural destinations in Banyumas can be accessed more easily and offer an immersive and educational experience. Tourists get richer information through virtual tours and interactive content presented visually and narratively.

However, challenges such as the need for high-quality content and continuous innovation still need to be overcome. Competition with other tourist destinations requires creative and effective strategies to ensure Banyumas remain attractive to local and international tourists. Therefore, continuous efforts in developing promotional technology and content are essential to support the competitiveness of Banyumas tourism.

In the future, collaboration with social media influencers, developing sophisticated applications, and utilizing global digital trends can strengthen Banyumas promotional strategy. Recommendations for further research include exploring the impact of new technologies such as mixed reality and the application of gamification in tourism. With the right innovation, Banyumas has a great opportunity to introduce the beauty of its culture on the international stage, strengthen local identity, and support the preservation of cultural heritage.

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