

## CHAPTER I

### INTRODUCTION

Tourism is inseparable activity with human life because tourism relates to social and economic activities. Besides that, tourism also becomes the connection tool of a country to know in deep the characteristic of other countries. Tourism is one sector that becomes the special quality of a country because it has contributes in increasing the national income besides oil or gas, and it is as the indicator of national economic progress. Tourism does not only give the advantages toward a country itself, but also gives the profits to local government and its citizen.

Attractive phenomenon in international relations on 20<sup>th</sup> century was the mobilization of people to other places more dynamic and flexible. Mobilization of people among countries held for tourism, study, official travel, business and professional activities. In 20<sup>th</sup> century, the mobilization of people has important contribution in spreading culture, trading, knowledge or science. Today, people become “the cutter border among states”, people can do the journey as they want as if no border among states exists.<sup>1</sup>

International organizations such as United Nations, World Bank and World Tourism Organization (WTO) have admitted tourism as a part of human life that can't be separated of it. At the beginning of 20<sup>th</sup> century, tourism is only enjoyed by rich people, but now tourism is part human rights. So, everyone has the same rights to make journey to other countries or other tourism destination

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<sup>1</sup> Mortar Mas'oed, *Ekonomi Politik Internasional dan Pembangunan*, (Yogyakarta, Pustaka Pelajar, 1994), Page 110

without prohibition or obstruction. The journey for funs, finding new things, getting unforgettable experiences, looking the unique cultures, these all are contradictive with journey for business. Tourism is the activity to spend the money for fun, but business is the activity to earn the money for enrichment. Generally, tourism only can be done by people who have enough money for it, because it is impossibly done by poor people just for spend their money for it.<sup>2</sup> Tourism is extraordinary thing because to develop culture and tourism needs the involvement from many sectors. Almost all the activities of tourism can not be separated from tourism industry itself. Everyone can participate in tourism business without having excellent skill, ability, and much capital.

In the beginning of 2008, Indonesian government tries to increase the visiting number of foreign tourists through special program namely “Visit Indonesia Year 2008”. In 2008, government targeted visiting number of foreign tourists of 7 billion people. The goal of this program is to arouse the tourism sector from falling down after the bombing since 2001-2006; this program also coincides with 100 years of national awaking of Indonesia. The program of Visit Indonesia Year 2008 is one form of government’s commitment in developing tourism sector. Cooperation among department is needed to succeed it, in a hope that this program runs as planed, and the goals of this program will be reached.

#### **A. Problem Background**

Indonesia is archipelago country which has a lot of riches natural resources, languages, cultures and customs. All these give the advantages to

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<sup>2</sup> Oka A. Yoeti, *Pengantar Ilmu Pariwisata*, (Angkasa Bandung, 1996), Page 91

Indonesia as tourist destination area, either local tourists or foreign tourists. Because of that, Indonesian government always tries to develop tourism sector and to raise visiting number of foreign tourists to Indonesia. In 1990s, Indonesian tourism got a significant. But in the start of 2001, Indonesian tourism decreased; it showed on visiting number of tourists to Indonesia 2001-2007.

Tourism has important contribution to increase national income; tourism has significant assist after weakening of oil-gal contribution toward national income. Although the nominal value of visiting to Indonesia is on fluctuation level, the visiting number of foreign tourists show good steep grade trend in several decades. On 1969, the visiting number of foreign tourists was 86.067 people, and then became 2.051.686 people on 1990, 5.064.217 people on 2000.<sup>3</sup>

If we talk about Indonesia tourism, we can't separate with Bali island. Since along time ago, Bali has been known as the favorite destination, either local tourist or foreign tourist. Bali has the amazing nature and precious culture. The precious culture of Bali is the combination between original culture and Hindu-Bali tradition. It makes Bali famous with sobriquet "The Island of Gods". There are thousands of beautiful Balinese-Temples for praying and they are all interesting place at once for Bali itself.

Indonesian tourism tries to arouse on 2000 after economic crisis 1998. On 1999, the visiting of foreign tourists to Indonesia only reach 4.7 million people. That number increases on 2000, the number of foreign tourism reaches 5.0 million people, and 5.1 million people on 2001. The Bali bombing exploded on 2002, and

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<sup>3</sup> I Gde Pitana, *Sosiologi Pariwisata*, (Yogyakarta: Andi) page 6

Indonesia only achieved 5.0 million foreign tourists. On 2003, the visiting number of foreign tourists to Indonesia fell down to 4.4 million people. Two year after the tragedy Bali bombing, foreign tourists who visit Indonesia increased 5.3 people on 2004. But the nightmare of Indonesia in tourism sector happened for the second time. On 2005 bomb exploded at Kuta and Jimbaran. In this year only 5.0 foreign tourists visited Indonesia. The next year, the visiting number of foreign tourists fell down to 4.8 million people, and on 2007 Indonesian tourism reached 5.5 million people of foreign tourists.<sup>4</sup>

The tourism of Bali based on statistic data showed that the visiting foreign tourist to Bali reach 1.3 million people on 2001. On 2002, the visiting number of tourist decreased to 1.2 million people. Actually, the first Bali bombing happened on October 2002, but the big impact is felt on 2003, because visiting number of tourist falls down until 900 thousand people. On 2004, the condition restores to become 1.4 million visiting.

This condition doesn't run well like what the stakeholder of tourism wants. The second Bali bombing happens on 2005. Although the bomb happens in the end of 2005 (October), visiting number of tourist go down reach 1.1 million people once more. In the first quarter of 2006, the restoration of tourism sector in Bali still faced the problems. Many workers look threat out of dismissal, the tax of hotels and restaurant which became local government income decrease drastically, moreover several owners of hotel want to sell their hotels, and still many negative impacts of bomb.

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<sup>4</sup> Setyanto P. Santoso, *Bangkit Dari Naestapa Tragedi Bali*, (Assessed on December 15, 2009); Available from <http://kolom.pacific.net.id/ind/>

Financially, tourism sector in Bali has great contribution toward national income. US\$ 1.4 billion on 2001 or more than 25% of national income comes from this sector (US\$ 5.4 billion), 35% of foreign tourist visit Bali. Totally, the economy of Bali has value US\$ 1.8 billion on 2000; it is same as 1.3% of national economic or 1.8% of non-oil gas income.

Irrefutably, directly or indirectly Bali has raised and promoted the tourism sector of Indonesia, tourism is as the second contributor toward national income in non oil-gas sector after textile and garment. Tourism has contributed US\$ 5.7 billion and US\$ 5.4 billion on 2000 and 2001 toward national income. When the tragedy of Bali bombing on 2002 happened, the income from tourism sector decreased to US\$ 4.3 billion and US\$ 4.0 billion on 2002 and 2003. On 2004, tourism sector got US\$ 4.7 billion, but on 2005 and 2006, the income from tourism decreased to US\$ 4.5 billion and US\$ 4.4 billion. It was caused by the second Bali bombing on 2005. On 2007, the national income of Indonesia from tourism sector increased to US\$ 5.3 billion.<sup>5</sup> Tourism has given the opportunity for the worker, 12 million people work in this sector, 7.3 million people involve in this sector directly, and 3.8 million people indirectly.

Foreign tourists stay in Indonesia on an average of 10 days, while they spend US\$ 125 per day in average. Based on the country of tourists, Australia is on number one since 1996-1999, after 1999 Japan replace the position as the first until now. The big five of tourist based on the counties there are Japan, Australia, Taiwan, Germany, and England.

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<sup>5</sup> Statistical Report on Visitor Arrivals to Indonesia, *Statistik Kunjungan Wisatawan di Indonesia 2001 – 2008*, (Assessed on December 15, 2009); Available from <http://www.budpar.go.id/page.php>

The image of Indonesia and Bali becomes worse when the bomb exploded at Bali in 2002 and 2005; the impact of Bomb likes tsunami in tourism sector for Indonesia and Bali itself. Foreign tourists feel that their safety is threatened, and in their image that Indonesia is unsafe place to visit. The tragedy of Bali bombings I and II made international world react to this tragedy. Foreign mass media wrote in the headline about Bali as paradise lost, and paradise destroyed. In Australia, many newspapers report the action of terrorist in Bali in all aspects, including the stories of human interest. They felt that terrorism is already in front of their house's door. "Terror hits home, terrorists on our doorstep, world alert: season of terror", these few title in headline of Australian newspapers. Several states like United States, England, Australia, etc apply travel warning toward its citizen for delaying or canceling their journey to Indonesia.

To recover the condition of Indonesian tourism after Bali bombing is to proclaim "Visit Indonesia Year 2008" program. Grand launching "Visit Indonesia Year 2008" program December 26, 2007 held at Jakarta by president of Indonesia *Susilo Bambang Yudhoyono*. This program targets 7 million people of foreign tourist and US\$ 6.4 billion for national income on 2008 in tourism sector.

## **B. Research Question**

Based on the explanation of problem background clearly and widely above, we can take the problem formulating as follow: What did the government do in succeeding "Visit Indonesia Year 2008" as the recovery program to the impacts of Bali bombings on tourism sector?

### **C. Purpose of Research**

The aims of this research are below:

1. To explain and to describe the efforts of government in succeeding Visit Indonesia Year 2008 program to arouse tourism sector after the tragedy of Bali Bombing.
2. To apply the theories which the writer got along studies in university.
3. One of requirements to obtain undergraduate title from International Relations Program, Social and Political Science Faculty, Muhammadiyah University-Yogyakarta.

### **D. Theoretical Framework**

To answer and to explain the problem above, the writer uses the theory and concept that agree with the discussion above to answer the problem; in this discussion the writer uses the concepts of diplomacy, image projection, and guaranteeing.

#### **1. Concept of Diplomacy**

International relation among nations can not be separated from conflicts and problems; every state has national interest to color international relations. National interest is basic principle of states to run policies. Diplomacy is one instrument to support policies of a states based on national interest. Diplomacy is the management of international relations by

negotiation,<sup>6</sup> according to *Russet* and *Starr*, diplomacy is a means by which a state directly influences another,<sup>7</sup> and according to *KM Panikkar*, diplomacy is the art of forwarding one's interest in relation to other states.<sup>8</sup> Moreover, diplomacy without strength is like music without instrument, because the strength in diplomacy is very important.

After the tragedy of Bali bombing I and II on 2002 and 2005, the tourism condition in Indonesia was not good, many foreign tourists canceled their visiting to Indonesia, foreign tourists who had stayed in Indonesia sort their staying and took out from Indonesia, because they felt their safety was threatened, hotels and travel agencies also lost their income from tourism. Bombs made several countries apply travel warning; bombs have decreased the visiting number of foreign tourist, but travel warning of several countries add tourism sector in Indonesia go down moreover. Starting from this condition the government tries to recover and to restore the tourism sector. On 2008 the government target 7 million international tourists and US\$ 6,4 billion for national income on 2008.

To implement this target the government launches a program namely "Visit Indonesia Year 2008", programs of visit Indonesia year 2008 are to introduce potentials tourism in Indonesia to international world, potential tourism in mainland or maritime sector, and cultures or custom. To success this program the government has to market Indonesian tourism to domestic or

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<sup>6</sup> A. S. Hornby, *Oxford Dictionary*, (Great Britain, Oxford University Press, 1995), Page 325

<sup>7</sup> Russet, and Starr, *World Politics*, (New York: Oxford, 1985).

<sup>8</sup> K. M. Panikkar, *The Principles and Practice of Diplomacy*, (New Delhi: The Delhi School of Economic, 1952)



international tourists through promotion in mass media and cooperation with other states or organizations, because promotion in kind of diplomacy.

To promote potential tourism in Indonesia, government has to event culture performance or to build the prospect region as tourist destination area. These ways are hoped can invite international tourists to take tour to Indonesia. Besides that government also has to promote it to international world, because the target 7 million people are foreign tourist, automatically promotion through mass media in abroad is very important, beside that promotion of tourism can be done through Indonesia Embassy in abroad with holding culture performance, Indonesian tourism fair, etc.

Beside that, government must ask other countries to withdraw travel warning policy for Indonesia. The strength of Indonesia in diplomacy is hard spirit war to terrorism and interesting tourist destination area except Bali, and it's hoped as consideration matter for countries which apply travel warning to withdraw it. National interest of Indonesia is to develop tourism sector. Automatically it will improve national economy, and give prosperity for society. Like it has been written on introduction of constitution 1945, there are to move national welfare forward, and to develop the nation existence.<sup>9</sup> So, cooperation among states is needed to reach success of this program both through government to government, and people to people.

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<sup>9</sup> Indonesia, *Introduction of Constitution 1945*

## 2. Concept of Image Projection

Every destination area of tourism has the certain images. A person's perspective on a destination have within belief, impression, and perception, according to *Lawson* and *Bond Bovy* (1977), *Mathieson* and *Wall* (1982), the image is an expressions, prejudices, imaginations and emotional thoughts an individual or group have of particular objects or places.<sup>10</sup>

The image that created in the market is the combination between different factors in destination places (likes weather, climate, natural scenery, security, health, sanitation, friendliness, etc) in one side, and the images that arise from tourist's fantasy or story comes from other people about the destination in another side. These factors influence tourists in decision making to do the journey or not. According to *Nuryanti* (199:250), in the world of tourism, fantasy and reality are interwoven: the emergence of "virtual reality" which collapses both time and space may be the perfect technological manifestation of this phenomenon.<sup>11</sup>

An image gives positive and negative information toward domestic and foreign tourist. An image can be explained and clarified the correct information through mass media and other promotion ways, with consideration to security guarantee. When the tragedy of Bali bombing happen, many foreign tourists canceled their visit to Indonesia, foreign tourists who had stayed in Indonesia sort their staying and took out from Indonesia, because they felt their safety was threatened. To create the good image

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<sup>10</sup>I Gde Pitana, *Sosiologi Pariwisata*, (Yogyakarta: Andi) page 64

<sup>11</sup>*Ibid*, Page 10

through promotion will emerge the interest of foreign tourists to make journey to destination places, because of this; the tourism has close relations to the image and perception.

Before the tragedy of Bali bombing or several bombs are happening in Indonesia, international tourists think that Indonesia is a nice place to visit; they feel safe to enjoy their holiday. But when many bombs exploded in Indonesia, foreign tourists feel that their safety is threatened, and in their image that Indonesia is unsafe place to visit. The government has to give security and safety guarantee toward domestic or international tourists, because tourists want to enjoy their travelling or journey in peaceful condition, and to make this condition normal.

Bali bombing 2002 and 2005 had broken the image of Indonesia in international world, especially Bali as favorite tourist destination area in the world. To recover and to restore this condition refer back to the case, government must give security guarantee to foreign tourists who want make journey to Indonesia. War to terrorism is a form of security guarantee which can be applied by government. Politically Indonesia can not run alone to war terrorism. It needs supporting from other states, for example Australia help Indonesia in identification victims by Australian Police Department. After Bali bombing I which killed 88 Australian people, Australia has interest to protect and to save their citizen Indonesia, so Australia help Indonesia with financial to war to terrorism. War to terrorism is an action of government to

run national interest in international world which is written on constitution 1945 “to cooperate world orderliness”.<sup>12</sup>

### 3. Concept of Guaranteeing

Guarantee is a promise, usually in writing, that something will be done or that something is of a specified quality. It is a thing that makes something to happen or be the case. And it is to agree to be legally responsible for something or doing something.<sup>13</sup> According to *Joan F. Garrett* (1995), a guarantee is considered to be an agreement to provide some benefit for a set period of time in the event of the goods or services being defective, an agreement by which one person undertakes to secure another in the possession or enjoyment of something.<sup>14</sup>

Tourism which sells service products has to give the guarantee to tourists in security, health, accommodation, etc. Every activity in tourism sector needs the guarantee which done by stakeholder in tourism sector both government and entrepreneurs. A guarantee will make tourist feel secure or save to enjoy their journey in tourist destination area. The factor which very dominant to influence tourism sector is security and safety. So, government and other stakeholder who have relation to tourism must give safety and security guarantee for tourists. Although a tourist destination area has beautiful scenery of nature, amazing panorama, uniqueness of cultures, or the diversity of flora and fauna. These all have not contribution to invite tourist to

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<sup>12</sup> *Ibid*, Page 10

<sup>13</sup> *Oxford Dictionary*, Page 528

<sup>14</sup> Joan F. Garrett, *Banks and Their Customer* (New York, Oceana Publication)

visit it if there is no the guarantee in security and safety. For example the condition of Indonesia in 1998, crisis in politic, economy, social had made tourism sector fell down. International tourists cancel or delay their journey to Indonesia because there is no security guarantee from the government.

The development of Indonesian tourism is very influenced by security. Politic and economy crisis in 1998, Bali bombings in 2002 and 2005 were indicators that safety and security influenced tourism sector significantly. Minister of culture and tourism have put safety and security in the first position of Seven Charms (Sapta Pesona). The components of Seven Charms are save, orderly, clean, cool, beautiful, friendly, and memory. Seven Charms are components that become the principle to develop tourism sector in Indonesia.

#### **E. Hypothesis**

From the explanation above, and supported with theoretical framework, finally the writer finishes on hypothesis that:

The efforts of government to recover tourism sector after Bali bombings are to negotiate and to lobby other countries to withdraw travel warning, to promote visit Indonesia year 2008 in domestic and abroad, and to give the security and safety guarantee for tourists.

#### **F. Research Methodology**

To arrange the research, the writer uses library research method, to collect the data using literatures method, from books, newspapers, journal, magazines,

internet, and other literatures sources. The collecting data will be analyzed using theoretical framework and explaining the problems as well as analyzing the hypothesis.

### **G. Range of Research**

Focusing more on the topic, the writer limits the time, when the research is conducted. The range of research from 2000 until 2007, because in these years many bombs exploded in Indonesia, this events influence the visiting number of tourists to Indonesia, although only twice bomb exploded in Bali on 2002 and 2005, but it influences on Indonesian tourism, because Bali has become favorite destination from entire the world.

### **H. System of Writing**

The outline of this research is follows:

Chapter I explains Introduction, Problem Background, Research Question, Purpose of Research, Theoretical Framework, Hypothesis, Research Methodology, Range of Research, and System of Writing.

Chapter II discusses and gives information about Indonesia, tourism and its benefits, the history and the development of Indonesian tourism, the potential of Indonesian tourism, and tourism organization.

Chapter III discusses the impact of bombs that exploded in Indonesia since 2000-2006, especially the impacts of Bali bombing on 2002 and 2006, the impact to domestic sectors especially toward tourism sector and the reaction of international world on the tragedy of Bali bombing.

Chapter IV explains the efforts of government in succeeding visit Indonesia year 2008 program, recover the condition of destination areas in Indonesia, the challenge and obstruction that faced in succeeding this program, promotion and cooperation with other states and international organization.

Chapter V contains of the conclusion from all chapter and also answer the research question.