

INTRODUCING "BUSINESS BY EXPERIENCE" AS A NEW STRATEGY TO INCREASE INNOVATION INDONESIAN TOURISM

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Abstract

Indonesia has enormous potential to become the center of world tourism with a very diverse natural wealth with different traditions. This makes Indonesia has a more competitive advantage than others. However, according to statistics from world tourism, Indonesia is still not a top tier country with the popular travel countries. Indonesia is still under the United States, South Korea, Japan, and even India. This of course raises a question mark, why is Indonesia still below their tourism level? This study describes how Japan dominates the share of the global tourism market, which was then adapted by South Korea through the Korean Wave. The results show that the two countries are very focused on providing "experience" which has an impact on the country's tourism level.

Keywords: *Indonesia tourism, cool Japan, Korean wave, tourism*

Introduction

Tourism is one of the most important economic sectors for Indonesia, because this sector makes a major contribution to national economic development and creates jobs for the community (Musaddad et al., 2019). In addition, the geographic regions in Indonesia are very supportive for developing tourism coupled with a variety of different cultures in each region. This certainly makes Indonesia a country that is very diverse in culture and rich in flora and fauna (Anggarini, 2021). Thus, it is not surprising that tourism is the most effective sector to boost Indonesia's foreign exchange considering that it is supported from various aspects; geographical, cultural, culinary, regional peculiarities, wealth, and natural charm which are very diverse (Dwina, 2020).

Indonesia is known to have many exotic and stunning destinations for foreign tourists. Indonesia has the privilege not only of various natural tourism, but also cultural and historical tourism in Indonesia (Mistriani et al., 2020). This is because Indonesia has ethnic cultures that are very diverse and spread from Sabang to Merauke. It is not surprising that in 2018, Indonesia was listed as the country with the 9th highest tourism growth in the world according to The World Travel & Tourism Council (WTTC).

The wealth of tourism in Indonesia provides enormous potential as the most effective and efficient way of collecting foreign exchange for the country. This is of course because the tourism sector is Indonesia's competitive advantage. Indonesia is not suitable to be used as a production industrial country because the land is very fertile with lots of forests as the lungs of the world, this makes it impossible for Indonesia to become a producing country (Indonesia Green Growth, 2022). To develop an independent country, Indonesia should export tourism and

the entertainment industry as a substitute for production industries that are not effective as a result of carbon trading decisions that have been agreed upon by the Indonesian government with several countries. Therefore, the government began to fully work on the tourism sector as the main income of the country. However, over the past few years, the Indonesian tourism industry has stagnated in terms of growth in the number of foreign tourist visits, which has had a negative impact on the country's economy and the sustainability of the tourism industry itself (Kurniawan, 2020).

The Covid-19 pandemic period hit the entire tourism sector industry around the world. Various companies engaged in tourism such as tourist attractions, hotels, transportation, culinary, and cultural activities cannot be carried out optimally (Anggarini, 2021). This makes the tourism sector around the world experience a very significant decline. However, there are several countries that have started to adopt a new tourism concept, where they sell their culture indirectly to the whole world. Of course, this has an impact on a person's desire to adopt the cultures of that country and aspires to visit that country after the Covid-19 pandemic is over (Utami & Kafabih, 2021). These countries are Japan through the Anime entertainment industry (アニメ), Korea through the K-Pop (Korean Pop) and K-Drama (Korean Drama) entertainment industry, the United States through the Hollywood film industry, and India through the Bollywood film industry. As a result, people who enjoy the industry want to visit a country they idolize and adopt all the culture from that country, such as food, clothing, and cultural activities (Huang, 2011).

Even though the Covid-19 pandemic period has ended and entered the New Normal period, Indonesia's tourism sector is still not a favorite destination for tourists from abroad. Based on Our World In Data 2018 (Roser & Herre, 2023), Indonesia is still not a top tier country to visit. In addition, Indonesia with a score of 1.67 lost to Thailand, which had a score of 3.83 (Roser & Herre, 2023). In fact, according to UNWTO data, the total foreign exchange turnover in 2021 from the Indonesian tourism sector is very sad compared to other countries considering that Indonesia has enormous tourism potential (World Tourism Organization, 2023). In 2021, Indonesia's foreign exchange turnover was USD 548 million, while Singapore through health tourism received USD 3.808 billion, India combined culinary tourism, technology and health tourism amounted to USD 5.225 billion, Thailand received USD 5.276 billion, Japan through the entertainment industry received USD 9.135 billion, South Korea through the K-Pop and K-Drama industries earned 11.084 billion USD (World Tourism Organization, 2023).

Based on this phenomenon, as is the case in doing business, in this case Indonesia loses to tourism competition between countries. Indonesia needs a new approach in promoting Indonesian tourism that can attract foreign tourists (hiddenlemur.com, 2022). One approach that is widely applied in various countries is the concept of "Business by Experience". This concept emphasizes the importance of providing an unforgettable experience for tourists, so that they can feel satisfied and return to the same tourist destination or recommend it to others, including tourism in the entertainment industry (Almhrzi & Al-Azri, 2019).

Countries such as Japan, Korea, India and the United States have successfully implemented the concept of "Business by Experience" to promote their tourism. For example, Japan makes use of the anime entertainment industry to promote their tourism, while Korea makes use of the Korean music and drama industry (Huang, 2011). In the United States, Hollywood is used as a medium for promoting the culture of the country. Concepts like this were also imitated and developed by Thailand and made it have a larger foreign exchange turnover in the tourism sector than Indonesia (Du et al., 2020).

Therefore, Indonesia also needs to apply the concept of "Business by Experience" and highlight the entertainment industry which can promote Indonesian culture and tourism to foreign tourists (Mukti et al., 2020). However, these efforts must also be adapted to the characteristics and uniqueness of Indonesian culture, so as to attract foreign tourists with unforgettable experiences (Widjaja et al., 2020). Indonesia needs to have a new strategy to introduce what Indonesia has. In addition, tourism in the current era is not only visiting a tourist object, but also being able to enjoy another industry produced by the country with the aim of entertaining people, such as films, music, festivals or performing arts (Wijayanti & Damanik, 2019).

"Business by Experience" is a concept (Wijayanti & Damanik, 2019) that emphasizes the importance of providing an unforgettable experience for tourists in the tourism industry. This concept shows that experience is the key to winning the hearts of tourists and building their loyalty to a tourist destination. Along with technological developments and changes in consumer behavior, unique and unforgettable experiences are increasingly becoming important factors in choosing tourist destinations (Widjaja et al., 2020).

The concept of "Business by Experience" can be applied to various aspects of the tourism industry, from tourist destinations, accommodations, restaurants, to tourism activities. Every aspect must be designed in such a way as to provide an unforgettable experience for tourists. This can be achieved through the use of technology, such as augmented reality and virtual reality, or the development of innovative and unique products and services, such as using entertainment media to promote Indonesian tourism (Rahmiati et al., 2020).

Like Japan and South Korea which are very well known for their entertainment industry, they provide "experience" indirectly to their target market. They introduce culture, culinary, to tourism activities in the country through entertainment media such as comics, films, and music (Galbraith, 2019; Nye & Kim, 2019). They present "virtual tourism" which is packaged into entertainment media, so that in the end it can attract and create a fan base. If they already have a fan base, they only think about how they can invite their fans to visit Japan at an affordable cost and various tourist activities on certain days, such as New Year's (Kim & Park, 2020).

To apply the concept of "Business by Experience" in the Indonesian tourism sector, support and collaboration are needed from various parties, including the government, industry players, and society (Musaddad et al., 2019). The government needs to create policies and regulations that support the development of the tourism industry, while industry players must develop innovative and attractive products

and services. Communities also need to be involved in promoting Indonesian tourism by becoming good tourism ambassadors and sharing their experiences with others (Mistriani et al., 2020). With good cooperation, it is hoped that the "Business by Experience" concept can increase the number of foreign tourist visits to Indonesia and have a positive impact on Indonesia's economy and tourism development.

This research is expected to provide an overview of the application of the concept of "Business by Experience" in the Indonesian tourism industry and identification of the most appropriate entertainment industry to promote Indonesian tourism. Thus, this research can contribute to the development of the Indonesian tourism industry, given the importance of this sector in national economic development.

Literature Review

Business by experience is a thought of the author that places experience as a core element of the added value offered by a product or service. In today's growing digital era, consumers around the world are increasingly paying attention to the quality of the experience they get from a product or service they use, including in the tourism industry (Bec et al., 2019; Lin et al., 2019). Therefore, to be successful in business, the experience provided must create a deep and unforgettable impression on consumers.

The tourism industry is an industry that relies heavily on experience. When people travel, they want to experience culture, beautiful scenery, delicious food, and lots of fun activities. All of these create unforgettable and satisfying experiences for tourists (Oliveira et al., 2020; Yakup & Haryanto, 2019). Therefore, for countries that have great tourism potential, tourism can be a significant source of income and can also promote their country's culture and natural beauty to the world.

Japan is one of the most popular countries to visit by international tourists. In 2019, the number of visits to Japan reached 31.9 million tourists, an increase of 2.2% compared to the previous year (Seko & Kikuchi, 2021). The reason is because Japan has succeeded in introducing its culture to the anime entertainment industry which has succeeded in attracting the interest of tourists (Seko & Kikuchi, 2021). Not inferior to Japan, South Korea also has great tourism potential. In 2019, the number of tourist visits to South Korea reached 17.5 million tourists, an increase of 5.3% compared to the previous year (Huang, 2011). South Korea has succeeded in attracting tourists with the K-Pop and K-Drama entertainment industry.

Japan and South Korea are examples of countries that use the concept of business by experience in developing their tourism industry. These two countries have succeeded in attracting tourists from all over the world by offering unique and unforgettable experiences. For example, in Japan (Agyeiwaah et al., 2019), tourists can experience Japanese traditions and culture through activities such as wearing kimonos, playing taiko, and participating in tea ceremonies. Meanwhile in South Korea (Nye & Kim, 2019), tourists can experience stunning natural beauty, as well as rich culture and culinary delights.

In an effort to increase the number of tourist visits and state revenues through tourism, Japan and South Korea have adopted various marketing strategies. One of the most effective strategies is to use digital content such as promotional videos and social media to introduce the experience that their tourism industry has to offer to the world. Through this marketing campaign, these countries have succeeded in attracting tourists from Asia and around the world (Huang, 2011).

Good tourism: cooperation with other countries

In addition, Japan and South Korea (Liu et al., 2022; Song, 2020) are also expanding their tourism market reach through cooperation with other countries, like United States, Saudi Arabia, even including Indonesia. The two have signed agreements with other Asian countries to promote tourism in the region, thereby creating more business opportunities in the tourism industry.

With these countries establishing cooperation with other countries, it will establish cooperation in tourism and entertainment trade which indirectly promotes the country's culture to other countries. For example, SM Entertainment's collaboration from South Korea as a media for public diplomacy in Indonesia, considering that fans of South Korean music culture are very large in Indonesia. Another example is the collaboration between Blackpink, a girlband group from South Korea that helps the economy of the city of Jakarta.

Good tourism: good infrastructure

However, the success of Japan and South Korea in the tourism industry depends not only on effective marketing and international cooperation. Both countries also have good infrastructure, including accommodation, transportation and other public facilities, which make the tourist experience more enjoyable and unforgettable (Liu et al., 2022; Song, 2020).

Overall, the concept of business by experience gives importance to experience in the tourism industry and is an important strategy for countries that wish to increase their income through tourism (Rahmiati et al., 2020). By developing attractive and unforgettable tourism products, as well as adopting effective marketing and cooperation strategies, countries can attract tourists from all over the world and make a positive contribution to their economies (Sugathan & Ranjan, 2019). To achieve this, countries must invest in the development of good tourism infrastructure and pay attention to the needs of tourists. This includes the development of accommodation, transportation and other public facilities that can improve the quality of the tourist experience.

Good tourism: environmental sustainability

In addition, countries must also pay attention to environmental sustainability in the development of the tourism industry. A sustainable tourism industry can help protect the environment and biodiversity, and improve the welfare of local communities (Darsana & Sudjana, 2022; Rahma, 2020). Not only that, tourism development also needs to be done in terms of market share reach. A country is not enough to just improve tourism infrastructure, but also needs to have a strategy on how to reach tourists. One way that is done by a country with a high level of income from the tourism sector is to spread culture through entertainment media (Vada et al., 2019).

In this context, Japan and South Korea can be used as examples for other countries in developing a successful and sustainable tourism industry. The two countries have shown their success in attracting tourists from all over the world through unique and unforgettable experiences, as well as paying attention to environmental needs and sustainability in the development of their tourism industry (Stankov & Gretzel, 2020). In addition, in terms of market share coverage, Japan and South Korea use entertainment media as a means of disseminating culture and activities in their countries. For example, anime and manga from Japan (Kirillova et al., 2019), and K-Pop and K-Drama from South Korea (Nye & Kim, 2019). This is also done in the United States through Hollywood (Johnson, 2021) and India through Bollywood (Verma & Verma, 2019).

Strong tourism foundation: make marketing strategies more effective

Evidence of the phenomenon that Japan and South Korea export entertainment, including its culture and characteristics, can be seen in several events held in Indonesia. Several events such as Jejepangan Jogja which carries the theme of Japanese culture and Jogja Korean Zone which carries the theme of South Korean culture. There is even a Taste of India Jogja event which brings a festival of Indian specialties. This is of course that each event has its own fans, where indirectly we have "imported" their culture.

Indonesian tourism and culture marketing will not be effective if it is not accompanied by a strong tourism foundation, such as good inter-state cooperation, good infrastructure, and good tourism environmental sustainability. This must be done and accompanied by an effective marketing strategy, such as thinking about how our culture looks attractive and creates fans around the world, as Japan, South Korea, India, and United States have done.

Overall, the concept of business by experience is a very relevant strategy in the tourism industry and can help countries to increase their income and promote their country's culture and natural beauty to the world. In developing the tourism industry, countries must pay attention to the tourist experience, environmental sustainability, as well as international cooperation and effective marketing. Thus, the tourism industry can make a positive contribution to the local economy and society, as well as bring benefits to tourists who are looking for an unforgettable experience.

Research Methodology

This study uses a qualitative method with descriptive analysis used to analyze events, phenomena, and social conditions through various sources of study and media literacy that discusses the concept of world tourism and hospitality. In this study, the authors conducted a description of the activities to produce an interesting discussion, namely:

1. The author conducts studies and media literacy that discusses the phenomenon of tourism and hospitality in other countries. The author will search through international media related to international tourism, such as UNWTO, WTTC, World Tourism Forum, and Global Tourism Forum. Apart from that, author also found out from several journal references which were also mentioned in this study.

2. The author will try to see how countries such as Japan, South Korea and India have various cultural and culinary spreads that are popular in Indonesia.
3. After conducting the analysis, the authors try to devise a new strategy to adopt similar things with differentiation adjustments accompanied by media literature.

Results and Discussion

Indonesian tourism potential

Indonesia has enormous and diverse resources that make Indonesia a country rich in tourism potential. In addition, Indonesia as an archipelagic country with more than 17,000 islands, adds enormous tourism potential. The variety of cultures, culinary, ethnic and other activities owned by Indonesia is a competitive advantage that distinguishes it from other countries (Destiana & Astuti, 2019).

Cultural and culinary diversity in Indonesia offers a unique experience for domestic and international tourists, and is a major attraction in the tourism industry (Yakup & Haryanto, 2019).

One of Indonesia's most attractive tourism potentials is the diversity of ethnicities and cultures in Indonesia. From Sabang to Merauke, Indonesia has various tribes that have different cultures (Rahma, 2020). Each tribe has unique customs, traditions and language, which can attract tourists to visit Indonesia. In addition, a variety of arts and culture such as traditional dance, music and fine arts are also a special attraction for tourists (Yakup, 2019).

Indonesia has a culinary wealth that cannot be ignored. Each region has its own special food that has a distinctive taste and aroma. From Sabang to Merauke, Indonesia has a variety of world-famous culinary delights (Wijaya, 2019a). There are fried rice, rendang, satay, gado-gado, meatballs, and many more. Indonesian cuisine is also increasingly famous in the world with more and more Indonesian restaurants abroad. The Indonesian government also promotes Indonesian culinary through the Wonderful Indonesia Culinary and Shopping Festival (WICS) which is held annually (Darsana & Susanti, 2022).

Not only cultural and culinary diversity Indonesia also has a variety of interesting tourist activities. There are beaches, mountains, waterfalls, lakes, forests, and cultural tours. Some popular tourist destinations in Indonesia are Bali, Lombok, Raja Ampat, Borobudur and Komodo. In addition, Indonesia also has many tourist attractions suitable for sports activities such as surfing, diving and mountain climbing. Indonesia also has cultural tourism such as traditional dances and interesting traditional events (Riadil, 2020).

In addition, the Indonesian government also continues to strive to improve facilities and infrastructure in tourism. This includes building better hotels and accommodation, increasing access to transportation, and improving the quality of tourism services. In recent years, the Indonesian government has also introduced various policies to support tourism, such as visa-free visits for tourists from certain countries (Nugroho, 2020).

With enormous tourism potential, Indonesia has the opportunity to become a leading tourist destination in the world. By continuing to strengthen its competitive advantages, such as cultural diversity, culinary and tourism activities,

Indonesia can attract tourists from various countries (Utami & Kafabih, 2021). This will have a positive impact on the Indonesian economy and make Indonesia the country with the most favorite tourism access in the world because it has a huge competitive advantage. Compared to other countries, Indonesia has a unique competitive advantage that cannot be matched. Therefore, it is important for the government and the people of Indonesia to pay attention to tourism as a sector with great potential to develop the economy and improve people's welfare (Nizar, 2011).

The sad thing about Indonesian tourism

Indonesia has enormous tourism potential. This country has many interesting things to offer tourists, from natural wealth to cultural and culinary diversity. However, despite having great potential, Indonesian tourism is still unable to compete with other countries such as Japan and South Korea (YL Lee et al., 2020).

On the other hand, Indonesia has a cultural diversity that is no less interesting than Japan and South Korea. Indonesia has more than 300 ethnic groups and 700 regional languages (Rahma, 2020). Each region has its own uniqueness that can attract tourists. For example, tourists can explore Balinese culture which is rich in arts and traditions, or enjoy a culinary tour of Nasi Padang in West Sumatra. Indonesia also has extraordinary natural beauty. Beautiful mountains such as Bromo Mount and Rinjani Mount attract many mountaineers from all over the world. Apart from that, Indonesia also has beautiful beaches and islands such as Bali, Lombok and Raja Ampat which offer unforgettable natural tourism experiences (Nafah & Purnaningrum, 2021).

However, unfortunately Indonesia's tourism potential has not been fully utilized. In 2019, the number of tourist visits to Indonesia only reached 16.1 million tourists, a decrease of 5.5% compared to the previous year (Kompas Travel, 2022). One of the contributing factors is the low empowerment of Indonesia's creative industries in developing tourism products that can attract tourists (hiddenlemur.com, 2022).

In developing Indonesia's tourism potential, there needs to be synergy between the government, society and entrepreneurs. The government can strengthen regulations and policies that support tourism development. Communities need to actively participate in introducing and promoting the beauty of their respective regions to tourists (Kurniawan, 2020). Meanwhile, entrepreneurs can innovate in creating tourism products that can attract tourists, such as by developing a unique and interesting entertainment or culinary industry (Widjaja et al., 2020).

How have the United States and India introduced themselves to the world through the entertainment industry?

The United States and India as we know, they have industries that produce the world's most popular films, namely Hollywood and Bollywood. It is true that the United States and India have never directly promoted tourism in their countries, but secretly, through the large film industry, they have been able to spread culture, culinary arts, and the good image of the country. This makes the United States and

India a country that is known to many people, in fact, we all know what the culinary delights of the United States and India are (Hadida et al., 2021; Hong, 2021).

Through the film industry, they indirectly introduce what the country has, such as burgers, hot dogs and pizza from the United States and Biryani, Pani Puri and Butter Chicken from India. In fact, we know very well what are the typical clothes from India that are known to many people. Both have their own characteristics in introducing their country's culture to the world. This is what causes the United States and India to be able to indirectly provide an "experience" for their moviegoers, which makes them continue to remember these countries to visit or adopt for their culture and cuisine (Johnson, 2021; Nanjangud & Reijnders, 2022).

How does Japan compete in the entertainment industry?

Japan is very famous for its anime industry, namely 2D animated series which is a characteristic of Japan to dominate the media market share in the world. Japanese anime market share is not only in Asia, but also spreads to Europe and beyond (Liu et al., 2022). The long journey of the anime industry does not only stop at 2D animated series, but is growing with more variations of stories and merchandise as "fan-service" of the anime (Schroff, 2019).

Anime industry is also supported by the existence of a community of anime lovers or Weaboo. This phenomenon makes the development of anime and its merchandise more quickly and easily spread even though the merchandise is priced quite high (Kirillova et al., 2019). Of course, this is not a problem for anime fans. In fact, not a few of them have to spend even more money to buy directly in Japan. Of course, this increases the country's foreign exchange (Seko & Kikuchi, 2021).

Apart from merchandise, the anime industry from Japan also incorporates cultures from Japan. This is what causes Japanese culture to become increasingly famous and loved by the world community. Anime fans are certain to also like Japanese culture. This phenomenon is also increasingly profitable for income and boosting the Japanese economy through its entertainment media industry (Galbraith, 2019; Kokubo, 2021).

Through its entertainment industry, Japan has successfully marketed its country and created a positive image for its fans. Anime fans will always have a positive view of Japan (Ito & Bisila, 2020). Therefore, it is not surprising that the interest in traveling to Japan is very high considering that Japan has succeeded in indirectly marketing Japanese tourism. Even for those who haven't had the opportunity and luck to visit Japan, they will make a "Jejepangan" event where the event is made as if we are visiting Japan (Baldwin, 2018; Huang, 2011).

The Japanese government was so serious about working on this sector, the Japanese government established vocational schools and lectures majoring in the entertainment industry, such as making comics or manga, voice actors, comedians, dancers, and narrators. As a result, this has made Japan a giant in the entertainment industry which is very well known in the world and the spread of Japanese culture throughout the world (Agyeiwaah et al., 2019).

South Korea and the Hallyu Wave (Korean Wave)

With the high potential to increase the country's foreign exchange from the entertainment industry, South Korea is also participating in the big competition in the world-scale entertainment industry. Seeing Japan's potential to successfully bring tourists from abroad to visit Japan, South Korea also created its own marketing concept, namely the Korean Wave or Hallyu Wave using K-Pop and K-Drama (Jin, 2019).

The Korean Wave explosion first occurred in Japan which was triggered by K-Drama in 2004 with the title *Winter Sonata*. The K-Drama managed to make huge fans in Japan (Kim & Park, 2020). As a result, it became a domino effect because South Korea managed to launch a similar K-Drama and get more attention than the "westernized" culture in Asia and Japanese culture which became dominant could be defeated by South Korea (Kim et al., 2021).

South Korea has learned a lot from how Japan dominates the entertainment industry and increases its country's foreign exchange. South Korea studies Japanese pop culture, it's no wonder that South Korean pop has almost similarities with Japanese pop, including its TV series and dramas. At the same time, the entertainment industry and Japanese popular culture are becoming less and less desirable due to the entry of K-Pop which has succeeded in skyrocketing the Korean Wave throughout Asia (YL Lee et al., 2020).

The Korean Wave reached its peak of fame when the emergence of K-Pop artists were able to boost South Korea, which used to be a poor country and has now grown into a highly developed country, namely the BTS Boyband and Blackpink Girlband whose fame has become worldwide. This was accompanied by a series of Korean films and dramas via Netflix and Viu (H. Lee et al., 2020).

Not only that, South Korea was also able to adopt manga from Japan by creating manhwa, a typical comic from South Korea. No less than manga, manhwa was popularized through the Kakaotoon and Webtoon applications, making it popular among comic fans. Some who like manga gradually switch to manhwa because it has a distinctive and better story and depiction (Min et al., 2019).

Based on this phenomenon, it's no wonder that currently many South Korean culinary delights are mushrooming in various countries, including Indonesia. Not a few people hold Korean events, especially the K-Pop fan community with each of their favorite idols or artists, so that Korean culture such as clothing is becoming increasingly popular throughout the world, especially in the Asian region (Nye & Kim, 2019).

Not only that, South Korea also carries out self-branding by creating that "Korean people are handsome and beautiful". This makes skincare products from South Korea more trusted than skincare from other countries. It's no wonder that now, most of the brand ambassadors for skincare products use artists from South Korea, even though these products don't come from Korea. This is because South Korea has managed to create a very good image (Song, 2020).

Through the huge entertainment industry, everything has a domino effect. The large number of foreign tourists who want to visit South Korea has made South Korea's tourism sector increase in income. Even from the manufacturing industry side, so many people like South Korea, all products originating from South Korea

are their favorite to buy, such as Samsung which has its own fans (Syam & Ichwan, 2023).

This phenomenon is proof that the Korean Wave managed to beat Japan's popularity and make South Korea the most popular country in the world in terms of the entertainment industry. The characteristics presented by South Korea have resulted in many like South Korean cultures and applying them in their respective countries, such as the increasing number of people taking Korean language courses and studying Hangeul (Jin, 2019; Syam & Ichwan, 2023).

Valuable lessons for Indonesia

The incident regarding how Japan was able to dominate the world entertainment industry, which was then able to be defeated by South Korea through the Korean Wave can be learned from for Indonesia. This proves that the tourism sector is not only about how we make world-scale tourist objects, but we need to think about how to develop the attractiveness of Indonesian culture in the eyes of the world. We need to give Indonesia a competitive advantage to become a country worth visiting (Alamsyah & Friscintia, 2019).

The tourism sector now is not only about how to attract tourists to visit tourist objects, but also about how we spread culture and have a fan base of Indonesian culture itself. We need to improve ourselves and provide innovative appeal and always be updated every period.

Reflecting on Japan and South Korea, they in each period innovate in the entertainment industry. In Japan, the initial development was making cartoons oriented towards children to entertain them on Sunday mornings, such as Doraemon, Sinchan, Ninja Hatori, and so on. South Korea has also done this, which has developed K-Drama and K-Pop innovations with different themes for each generation. In fact, their culture is not as diverse as Indonesian culture. They have little culture, but can be adapted to modern forms and developed continuously (Jin, 2019; Schroff, 2019).

Indonesia with its cultural diversity is considered to have very little innovation. For example, we present wayang shows in the same way as wayang shows in ancient times, there are no innovations and forms of development, such as wayang being adapted into cartoon series so that it can be more easily grasped by Indonesian children and can even be accepted by the world market share. This is what makes our entertainment industry less competitive than the Japanese and South Korean entertainment industries which are able to maintain their culture, but are developed to be more modern and keep up with the times (Mukti et al., 2020).

The development of the Indonesian tourism sector which continues to be worked on to create an international tourism center is indeed very good and this must be appreciated. However, the development of the tourism sector which is not accompanied by good marketing and development of attractiveness will also be useless, bearing in mind that there will not be as many visitors who want to come to Indonesia as many world tourists who want to visit Japan and South Korea.

Based on this, this is the importance of the concept of "Business by Experience", where we are required to provide different experiences and innovations to provide a better tourism experience. "Business by Experience" is

also effective for potential world tourists who want to visit Indonesia but don't have enough funds for it. How do we make it so that they can continue to contribute to the country even though they don't have enough funds to visit Indonesia? Just like what Japan and South Korea did, they developed an entertainment industry that can be reached by people all over the world (Huang, 2011).

Say, many people in Indonesia buy merchandise from Japan and South Korea. This also increased their country's foreign exchange and boosted their economy. This is done because many of our people want to visit Japan and South Korea but there are not enough funds for that. Thus, Japan and South Korea facilitate this with the entertainment industry as if we could visit these countries and experience the culture, through the imagination of anime, TV series and dramas released from these two countries.

Government strategy and role

The government's role is urgently needed to implement the concept of "Business by Experience" in the tourism sector by replicating the methods practiced by Japan and South Korea. In this case, the government can carry out a series of strategies to boost the creative industry which can increase international attractiveness to Indonesia (Adinugraha et al., 2021).

The Indonesian government has carried out a series of strategies to carry out creative economy development, such as providing incentives to creative business actors, creating a creative economy roadmap, holding creative economy training, providing legal protection for creative economy products, and preparing investors for creative industry development. This is indeed a good first step. However, the thing to remember here is that we are not slowly developing the tourism sector through the creative industry, but are raising competitive advantages in the international arena, in this case defeating the competition against the South Korean entertainment industry in particular (Alamanda et al., 2019).

South Korea, through its entertainment industry, continues to develop its industry which is already running and advanced, while we are still just starting, so it requires more effort so that we can excel in competing with the South Korean entertainment industry. Therefore, alternative, progressive, effective and efficient steps are needed to develop the tourism sector through the creative industry (Aryawiguna, 2021).

The first step is to find ways to make the younger generation willing and interested in developing creative industries in Indonesia. This is because the prospects for the creative industry and economy must be Indonesia's mainstay and foundation which makes human resources the center point in the development of its ecosystem and is sustainable. Bureaucracy that does not support the development of this sector, especially policies and the field of financing/investment needs to be eliminated. The bureaucracy is made effectively and efficiently, especially so that the younger generation can develop a calmer creative ecosystem because they have backup from the government to ensure that the prospects for the creative industry and economy continue to run well (Boediman et al., 2021; Putri et al., 2022).

The government in this case can establish integration with supporting parties or partners. Just like what South Korea did, they established ecosystem integration by connecting comic artists with publisher partners such as Kakaotoon and Webtoon. Then, South Korea also supports the development of these publishers to scale up and be able to market comic products from local authors to be marketed worldwide (Song, 2020). We also need to learn and do this.

The government does not only develop its creative industry and economy, but also has to develop prospects for the future by creating ecosystems that are interconnected with one another. This is to create and guarantee good prospects for creative industry players (Jin, 2019; Subawa et al., 2021). For example, when the government wants to develop the creative economy of actors engaged in music, training is needed so they can produce quality music and keep up with the times. Next is about how to distribute the music safely and fairly, the aim of which is to market it worldwide (Atmojo & Fridayani, 2021; Kim & Park, 2020).

Likewise for actors engaged in other fields, such as painting, sculpture, performing arts, and so on. What must be done is not only to provide funding and training, but how to get good quality products on an international scale. After that, how can the government find a way so that the prospects for these quality products can be consumed by international market shares, not just on a local scale (Darsana & Sudjana, 2022).

This is what is called an interconnected ecosystem, creative economy actors need publishers to market, publishers need creative actors to be able to market quality products. At the same time, each product can be given or inserted characteristics from Indonesia, such as Indonesian culture and cuisine. We have many very diverse cultures and culinary delights (Wijaya, 2019b), of course this can be our competitive advantage because it can provide different knowledge or "experience" in each product.

The creative and entertainment industry can also be used as soft power diplomacy that can influence people's perspectives on the country. If Indonesia can develop the creative and entertainment industries well, then we will benefit from being known by the world for our interesting culture and can become a very potential tourism sector (Riadil, 2020). This will allow more people to immediately identify with Indonesia and have an interest in Indonesia. Apart from being able to influence Indonesia's position in world politics, this can certainly boost Indonesia's tourism sector in the eyes of the world which has potential advantages, namely cultural, ethnic, culinary and geographical diversity.

The role of the community in increasing tourism innovation

All programs implemented by the government cannot produce maximum results if they do not get the full support of the community. In this case, the role of the community is needed to boost Indonesia's competitiveness in the tourism sector through the creative and entertainment industries (Darsana & Sudjana, 2022).

People who have talent and concern in the field of creativity and entertainment are required to have high dedication to produce works of excellent international quality. Apart from that, the works produced must be acceptable to

everyone, of course this means that when it comes to Indonesian culture, adjustments must also be made according to the times. We in this case do not maintain ancient traditions, but develop these traditions according to the conditions of the times (Tabroni et al., 2021).

Indonesian cultures, such as wayang performances, also need to be developed and adapted to the conditions of the times. To attract the interest of the public, especially the younger generation, we need a wayang show that is modern and accessible to the public (Made & Komang, 2020). For example, creating stories with messages that are relevant to the times, or creating 3D models that are more imaginative in the eyes of the younger generation. This indeed has the potential to shift the tradition of wayang performances, but if we are oriented towards introducing and making our cultural performances acceptable, we can start by adapting them to the changes and developments of the times (Made & Komang, 2019; Soedarsono, 2021). After our product or work is received, then we can provide classic performance options (Made & Komang, 2020).

Conclusions

Seeing the phenomenon of how the United States and India have a film industry that can improve the image of each country and have their respective fans, this can be imitated by Japan. Japan with "Cool Japan" (Agyeiwaah et al., 2019) develops the entertainment industry through anime, music, J-Pop, drama, and so on to boost their economic income. Of course, their tourism sector is also affected by the domino effect of the massive entertainment industry in Japan. It's no wonder that until now, Japan is still a favorite destination for foreign tourists to visit.

Followed by South Korea and learning from the Japanese entertainment industry, South Korea through the Korean Wave (Song, 2020) succeeded in replacing the Japanese entertainment industry and became the most famous country in the world in the entertainment sector because it is able to provide an "experience" that can be felt both directly and indirectly. South Korea can develop a good ecosystem in its entertainment and creative industries by providing the Korean Wave Fund (Jin, 2019) to develop a music and drama ecosystem in South Korea. This makes South Korea have high attractiveness. This high attractiveness is able to boost South Korea's tourism sector while at the same time making products from South Korea the target of international market share, such as skincare/cosmetics.

This can be a lesson for Indonesia that the tourism sector is not only how we create tourist objects, but how we can create a good attraction by providing an "experience" stimulus first to feel how Indonesia looks like. A good image will provide attraction, attraction will create a fan base, and fans will think about how to buy products from Indonesia and visit Indonesia for tourism.

Thus, an ecosystem is needed in the creative industry and economy to create this attraction. A good attraction is to create different "experiences" indirectly or directly. Just as Japan gives "experience" by showing how ramen and dorayaki are formed, which then gives how to make ramen and dorayaki, then people will adopt these culinary delights. Because they like Japanese cuisine, they want to feel the sensation of eating Japanese ramen and dorayaki directly in their country. This is also done by South Korea by providing an "experience" of having handsome and

beautiful idols which makes it the standard of good looks and beauty in Asia (H. Lee et al., 2020).

The government and accompanied by community support need to progressively develop the creative industry and economy to jump-start the Indonesian entertainment industry so that it can increase the attractiveness of the tourism sector. From the community that supports it by creating international standard original works and the government that ensures the prospects for these creative works are always running and not stalling.

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