Wellness Tourism Promotion Media in Solo in the Middle of the Covid-19 Pandemic
(New Media as Promotional Media for Wellness Tourism in Solo in the Midst of the Covid-19 Pandemic)

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Abstract

This study discusses the role of new media as a medium for promoting wellness tourism in Solo in the midst of the Covid-19 pandemic, by reviewing new media theory and media ecology theory. The research objective to be achieved is to find out how new media, as a form of media in the current era, is able to have an influence on the process of distributing wellness tourism promotional materials in Solo. The method used in the process of collecting research data is using a qualitative descriptive method. To provide an overview or description of the influence of the role of new media as a medium for promoting wellness tourism in Solo in the midst of the COVID-19 pandemic. The data collection process is using observation, interview, and documentation studies. The results show that the new media is considered efficient as a medium for promoting wellness tourism in Solo in the midst of the Covid-19 pandemic, because it is considered to be able to replace the role of face-to-face activities, which are now restricted in their movement. However, the new media is not considered an effective medium in promoting wellness tourism in Solo. Considering that there are still many people who do not understand the benefits and definition of wellness tourism, even though its promotion has begun to be highlighted during the Covid-19 pandemic.

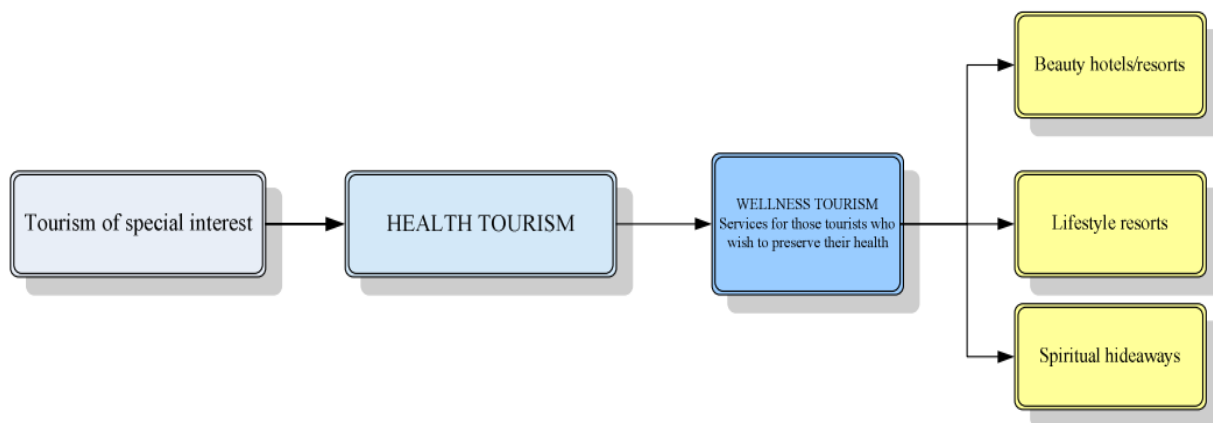**Keywords:** *Wellness Tourism; Wellness Tourism in Solo; New Media; Media Ecology*

Introduction

Wellness tourism-themed tour has become a new tourism trend in Indonesia. Wellness tourism is a type of special interest tourism aimed at maintaining the body's wellness of tourists while traveling. Wellness tourism is considered to be a tourism business opportunity, which attracts tourists amidst the Covid-19 pandemic. In Indonesia, the development of tourism in the health sector has been initiated since 2012, under the auspices of the collaboration of the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) and the Indonesian Ministry of Health (Kemenkes). Wellness tourism was initiated by the government to further develop tourism potential in Indonesia to boost the country's foreign exchange sources. With the hope of realizing Indonesia as a World Health Tourism Destination. This collaboration is to synergize (the) efforts to organize Health Tourism in Indonesia, by maximizing

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the use of resources in the health and tourism sectors, which are considered to have the potential to restore the country's economy during the Covid-19 pandemic, with the focus of tourism being developed on medical and wellness tourism. (Widyawati, 2020)

Wellness tourism is a derivative of health tourism, in addition to medical tourism as another derivative. According to Ardell (1985) wellness is a healthy state when the body, mind and spirit are in harmony. Wellness tourism is different from health tourism. This difference lies in the motivation, as well as the service activity desired by the guest of his own free will without being financed by social insurance. (Csirmaza, 2015, p. 756) Wellness tourism includes a series of individual desires that are proactively looking for something that can maintain, improve welfare, prosperity, merge with activities that increase the welfare and personal satisfaction of each individual. (Singh, 2017, pp. 903-911). According to Mueller and Kaufmann, wellness tourism is the sum of all the relationships and phenomena caused by places where people travel and stay with the aim of maintaining or improving their health. They need a complete package of services, including physical fitness/beauty treatment, health nutrition/diet, relaxation/meditation and activity/mental education. (Kaufmann, 2001)

Table 1. Categories of Health Special Interest Tourism Services

Source: Dr. Cornelia Voigt - Dr. Jennifer Laing (2010)

Wellness tourism market segmentation is a psychological segment of tourists who are motivated to achieve a better quality of life, stay away from crowds, transform themselves, and find an authentic tourist activity. Several countries have focused on organizing and promoting wellness tourism earlier than Indonesia. Our neighboring country Malaysia, for example, has become a health tourism destination with an executive check-up program for Asians. In India, meditation has become a popular destination for tourists by promoting the Aryuveda Retreat, an ancient Hindu medical practice. South Korea offers Jjimjilbang, a tourist attraction that provides public bathing facilities with abundant warm water. In other parts of the world, such as Mexico, there is the Temazcal Spa; in California, United States, there is a weight loss program; and other countries with the promotion of health tourism according to the potential of each country. (Rahmawan, 2021)

In addition to maintaining the wellness of tourists, wellness tourism is also closely related to health protocol standards that have been standardized nationally. Namely the health protocol compiled by the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf) together with stakeholders and related ministries. The ratification is stated in the Decree of the Minister of Health (KMK) Number HK.01.07/MENKES/382/2020, concerning Protocols for Public Health in Public Places and Facilities in the Framework of Prevention and Control of Coronavirus Disease (Covid-19). (Astuti, 2020) Through a statement by the Deputy Minister of Tourism and Creative Economy (Wamenparekraf) of the Republic of

Indonesia, Angela Tanoesoedibjo while present giving a speech at the launch of the Aroma Wellness Festival (AWF) in Ndalem Doyoatmajan, Solo City, Central Java, on Friday, 19 November 2021 said that the issue of health tourism has become a very promising thing now. (Kemenparekraf/Baparekraf RI Team., 2021)

"In 2017 it was estimated that global health tourism was worth 639 billion US dollars. And it is estimated that it will increase to 919 billion US dollars in 2022, and is expected to reach 1.672 billion US dollars in 2030," he said. Wamenparekraf Angela also explained that during the pandemic there had been an increase in searches on the internet with the topic "wellness destination". In Indonesia itself in 2017, according to research from the Global Wellness Tourism Economy, it was ranked 17th as a fitness tourism destination. This segment is even recorded to be able to absorb a workforce of 1.31 million people.

(Deputy Minister of Tourism and Creative Economy Wamenparekraf RI, Angela Tanoesoedibjo)

The Solo City Government also responded positively to the tourism trend. In its development, with the support of fitness tourism from the Indonesian Ministry of Tourism and Creative Economy, the City of Solo together with the Indonesia Wellness Institute (IWI) launched the Solo City tourism brand, namely "Solo Wellness City, City of Java Wellness". Solo, which is supported by the surrounding regencies, is lined up to be one of the pilot cities for Wellness City and Wellness Tourism or the City of Fitness and Wellness Tourism in Indonesia, along with Yogyakarta and Bali. (Contributor for the City of Surakarta/Yandip Central Java Province, 2021).

In order to develop the tourism segment, the Solo City Government has collaborated with all tourism stakeholders in Solo, together with surrounding regencies such as Karanganyar Regency, to compile promotion strategies and outreach to the community to commit developing and empowering the tourism sector in the midst of the Covid-19 pandemic. on the other hand, the Solo City Government also maximizes the role of the media, especially online media as a means of implementing a form of promotional strategies to the public.

Whether we realize it or not, the media with all its content is present to be a part of human life. Along with the times, the presence of the media is increasingly diverse and develop. The development of media technology has changed the communication system in society, namely the absence of distance and time in communicating due to the presence of communication technology media that can erase the distance and time. The ease of access offered by the media makes it easy for people to communicate. The communication process which initially only went in one direction, namely the audience / media connoisseurs could only enjoy the content presented by media sources, now along with the development of communication technology, the audience is no longer just an audience or connoisseur of media content but can participate in filling content in the media. (Mardiana, 2018, p. 110)

Online media which is part of one type of media is the result of technology development is included in the category of new media. Along with current technological developments, the means of delivering messages in mass communication is not only limited to the two existing media. But now a new media has emerged with its various characteristics and the advantages and disadvantages followed. Moreover, new media has now become a medium that is quite considered for its use as a means of communication, such as in the world of marketing.

New media is a media designed to prepare digital information and communication technology networks at the end of the 20th century. Most of the technologies described as new media are digital technologies, which are typically interoperable, dense, networked, interactive, and fair. In short, this new

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media is formed by the interaction between humans and computer/smartphone networks and the internet. This includes websites, blogs, online social networks, online forums and other media that use a computer base. New media is media that accommodates the interaction between sender and receiver (Danaher and Davis, 2003: 462).

New media is marked by the emergence of computer technology and the internet. New media is a form of combining conventional media with digital media. New media has the advantage of being real-time, where people can reach information and services quickly, and can be done anytime anywhere as long as they are connected to computerized devices and internet networks. (Puspita, 2015, pp. 203-212).

Denis McQuail defines new media as different electronic technology devices with different uses, which include several technological systems such as: transmission systems, miniaturization systems, information storage and retrieval systems, image presentation systems, and control systems. (McQuail, 1987, p. 16) McQuail in Ardianto (2011:14) describes the main characteristics that mark the difference between new media and old (conventional) media based on the perspective of the user, namely:

a. Interactivity. In the form of a response or a form of user initiative to the information provided by the source/sender of the message.
b. Social presence (sociability). According to user experience, it is possible to establish personal/personal communication through the use of media.
c. Autonomy. Users feel in control of the content and can use it, regardless of the source.
d. Privacy. Associated with the use of media with certain content.
e. Personalization. The content and use of media is personal and unique. (Puspita, 2015, pp. 203-212)

The easiest way to understand what new media is can be done by compiling a list of terms that often appear about new media, such as the internet, email, online news sites, social media, social networking sites, websites, blogs, and so on. Based on that list, it can be understood that in general people define new media as the use of computers for distribution and exhibition rather than production (Manovich, 2006). Although new media is a new field in communication studies, many studies have been conducted on this topic, such as the utilization of new media in various areas of life (Olutola, Olatoye, & Olatoye, 2016; Situmorang, 2012; Umoru, 2015). Several other studies on the impact of new media have also been conducted (Neelamalar & Chitra, 2009; Permatasari, Erlangga, Harlena, & Chandra, 2013; Salman, Ibrahim, Abdullah, Mustaffa, & Mahbob, 2011). Like conventional mass media, new media also have a vital role in various fields. (Yuliarti, 2020, p. 44)

The development of new media is growing rapidly along with the increasing role of the internet in people's lives. The emergence of internet technology that has been pioneered since 1962 by J.C.R. through the concept of "Galactic Network" (Barry et al., 2015), which provides changes in every aspect of human life. We Are Social, a UK-based research institute, reported that in early 2018, more than 4 billion of the total population were internet users with a penetration of 53% (Kemp, 2018). In early 2017, only half of the population were internet users (Kemp, 2017), when it returned to 2016, the internet only penetrated 46% of the population (Kemp, 2016). These three data show that there is a significant increase in the number of internet users around the world.

This trend also occurs in Indonesia. There was also an increase, though only a slight one. Based on the Indonesian Internet Service Providers Association, in 2016, 51.8% of the total population were internet users (132.7 million). There was an increase in the number of Indonesians who became internet users in the previous two years. It is reported that 252.4 million of the total population are internet users, which means only 34.9% (APJII & Polling-Indonesia, 2016). In addition, in the following year, 2017, the survey found that 54.8% of Indonesia's total population are internet users, an increase of about 3% compared to 2016 data (Teknopreneur, 2017).

Internet users in Indonesia experienced rapid development from 2013 to 2019 as shown in table 1. Table 1.0 describes the number of social media users in Indonesia which is increasing from year to year. This is reinforced by a statement by the Ministry of Communication and Informatics (web Kominfo 19 November 2018), that the Ministry of Communications and Informatics of the Republic of Indonesia stated that Indonesia's internet users reached 54 percent or 143 million of the 265 million population of Indonesia. Of the 54 percent are part of the users of tourism services. (Andrini, 2019, p. 62).

Table 2. Social Media Users in Indonesia

Social Network Users and Penetration in Indonesia, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
Social network users (millions)	55.9	64.5	72.3	82.0	92.1	100.8	109.8
—% change	29.9%	15.4%	12.1%	13.5%	12.3%	9.4%	8.9%
—% of internet users	76.7%	77.0%	77.4%	79.8%	81.9%	82.0%	82.2%
—% of population	22.3%	25.4%	28.2%	31.8%	35.4%	38.4%	41.4%

Note: internet users who use a social network via any device at least once per month
Source: eMarketer, Dec 2014; confirmed and republished, July 2015

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Source: eMarketer Chart, 2016

New media itself is also part of the media ecology theory introduced by McLuhan. Which states that the emergence of technology in human life will determine changes in various human lives (Lopez, 2021). Media ecology has the principle that society will not be able to escape from the influence of developing media technology (Droumeva & Jordan, 2019). There are three basic ideas of McLuhan in media ecology theory or more known as technological determinism (Allifiansyah, 2017). McLuhan (Lopez, 2021) states that the media will influence the actions and community actions (media infuses every act and action in society), the media also fixes perceptions and manages the experiences that are experienced by humans (media fix our perceptions and organize our experience), and simultaneously tie the world (media tie the world together).

Media ecology is a study that studies the symbiotic relationship between humans and the media technologies they create and use in their lives. Media ecology is "the study of media as an environment" (Postman, 1970, p. 161). And also how and to what extent the complex environment affects the communication system in it, which has an impact on how people think, feel, and behave (Nystrom, 1973). In the study of media ecology, it is embedded that to understand the media as an environment is by a statement "that a notion of media ecology includes a set of technologies and techniques, modes of information and communication codes which play a major role in human affairs/relationships" (Strate, 1999, p. p. 1). Basically, the notion of how to study media as an environment emphasizes a complex and multidimensional interaction relationship between humans, the media they use, and other social forces in it. (Robert S Fortner. & Fackler, 2014, p. 137)

To understand McLuhan's philosophy of media ecology, it is important to understand that media is technology and technology is media. McLuhan considers all technology and all tools as media. The

term media is most often used in general practice solely to refer to the medium of communication. McLuhan developed the idea that media create environments or ecosystems which is best studied by what we now call media ecology, a term he also embraced. Related with his notion of a media ecosystem is his notion of a knowledge ecosystem in which the study of one discipline is in depth. it takes one across disciplinary boundaries to study other disciplines as well. (Logan, 2016, p. 139).

Media ecology theory is considered very important in the development of human civilization in the era of media technology which can be seen through several eras such as the tribal era, the literate era, the print era, and the electronic era (Droumeva & Jordan, 2019). In the tourism industry, media ecology theory is useful for knowing changes in people's lives, especially in the pattern of tourist visits caused by the presence of media technology. (Afifatur Rohimah, 2021, pp. 102-104).

This research seeks to examine in depth how Solo tourism activists market wellness tourism using new media as a means of promotion. Through the theory of new media and media ecology, researchers seek to relate the reasons for tourism activists to use new media as a means of promoting wellness tourism in Solo. Considering that wellness tourism is still considered taboo and strange to the public as a new type of tourism, which provides some value to its users. This research is also expected to be a material for study by all stakeholders in the field of communication studies, and an understanding of wellness tourism tourism in Indonesia, especially its socialization implementation in Solo.

Methodology (Methods)

Research on new media as a medium for promoting wellness tourism in Solo in the midst of this pandemic uses a qualitative approach with a descriptive method. According to Sugiyono (2007: 1), qualitative research methods are research used to examine natural objects where the researcher is the main instrument, data collection techniques are carried out in a combined manner, data analysis is inductive, and qualitative research results emphasize the meaning rather than generalization.

Qualitative research aims at preserving the form and content of human behavior and analyzing its qualities, rather than turning them into quantitative entities. The purpose of this descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena being investigated. (Mulyana, 2008, p. 150).

According to Moleong, sampling in qualitative writing is to collect as much information as possible from various sources and structures. The aim is to detail the particularities that exist within a unique set of contexts, and to extract information that will form the basis of emerging designs and theories. Therefore, in qualitative writing there is no random sample, but a purposive sample. (Moleong, 2005, p. 224). Purposive sampling is sampling with certain considerations. (Sugiyono, 2018, p. 138). In digging up the data, the researcher used data collection techniques by conducting observations, interviews, and documentation studies.

a. Observation

According to Larry Cristensen in Sugiyono, "In research, observation is define as watching of behavioral patterns of people in certain situations to obtain information about the phenomenon of interest. Observation is an important way of collecting information about people because people don't always do what they say do". In this study, observation can be interpreted as observing the pattern of human behavior in certain situations, to obtain information about the desired phenomenon. Observations were made by means of participant observation. Participant observation is where the researcher participates in every daily activity, carries out every activity carried out by the person being studied. Experience directly the everyday environment of people being studied, be it work or others, which are directly related to their

environment. So that researchers can collect complete, extensive data and will know the meaning of each behavior because researchers are directly involved in the environment of the person being studied. (Sugiyono, Qualitative and Combination Quantitative Research Methods (Mixed Method), 2014, p. 235)

Researchers made the observations by observing the efforts of the Solo City Tourism Office and tourism activists who supported the development of wellness tourism programs in the midst of the Covid-19 pandemic. One of the researchers himself is one of the tourism activists who participate in and carry out the development of wellness tourism, by working on one of the wellness tourism development destinations that have been appointed by the Indonesian Ministry of Tourism and the Indonesian Ministry of Health in the Solo area.

b. Interview (Interview)

Narbuko and Achmadi stated that the interview is a question-and-answer process in research that takes place orally in which two or more people face to face and listen directly to information or information. (Achmadi C. N., 2010, p. 83)

In this study, researchers conducted interviews with tourism activists who play a role and contribute to the development of wellness tourism in Solo. Which includes components of tourism activists who come from the government, the private sector, and the community. They are :

- Head of the Promotion and Information Section of the Surakarta City Tourism Office, Terry Sulistyaningrum
- Head of the Center for Research and Development of Medicinal Plants and Traditional Medicines (B2P2TOOT), Akhmad Saikhu
- According to the Manager of Mandira Tour and Travel, Vitara Aryani
- Human Resources Manager (HRM) and General Affairs PT. Home of Atsiri Indonesia, Sri Rejeki Swandayani
- Head of the UNS D3 Travel Unit (UPW) Study Program, Deria Ade Wijaya

c. Documentation Study

According to Arikunto, documentation study is collecting data by looking for data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, lengger, agenda, and so on. (Arikunto, 2010, p. 274) The study of documentation in this research is needed to sharpen the analysis of research related to digging up various data related to the business of developing wellness tourism in Solo. (Mulyana, 2008)

Results and Discussion

In analyzing the results of new medical research as a medium for promoting wellness tourism in Solo in the midst of the Covid-19 pandemic, researchers have collected research data obtained from interviews with resource persons who have been targeted by researchers. In addition to being obtained from the results of interviews, to make it stronger, research data is obtained from the results of participant observations, as well as documentation studies in the form of official data from sources, and other data that researchers meet in the field. The overall results of the research are then analyzed by researchers using the new media theory approach and media ecology theory.

a. New Media Effective in Pandemic Period

Based on the results of research through an interview with the Head of the Promotion and Information Section of the Surakarta City Tourism Office, Terry Sulistyaningrum stated that the tourism business situation in the last two years experienced a drastic decline due to the onslaught of the Covid-19 pandemic which began in early 2020. This is clearly reflected in the data on the decline in the number of tourists. which entered Solo in 2019 and 2020. Where the Covid-19 pandemic hit the entire scope of business throughout the country, not least the tourism business which was quite severely affected by the lockdown policies in various countries, including Indonesia.

Table 3. Number of Tourist Visits in 2014-2020

JUMLAH KUNJUNGAN WISATAWAN TAHUN 2014 - 2020

NO.	VENUE	TAHUN												
		2014		2015		2016		2017		2018		2019		2020	
		ASING	DOMESTIK	ASING	DOMESTIK	ASING	DOMESTIK	ASING	DOMESTIK	ASING	DOMESTIK	ASING	DOMESTIK	ASING	DOMESTIK
1.	HOTEL	16.301	950.725	20.245	1.164.134	20.083	1.304.092	22.244	1.411.404	26.127	1.407.038	19.270	1.772.013	3.079	1.063.130
2.	ODTW	28.635	3.236.482	16.301	2.942.105	13.599	3.057.776	12.179	3.057.418	12.410	3.250.245	13.047	3.549.504	1.406	352.700
		44.936	4.187.207	36.546	4.106.239	33.682	4.361.868	34.423	4.468.822	38.537	4.657.283	32.317	5.321.517	4.485	1.415.830
JUMLAH			4.232.143		4.142.785		4.395.550		4.503.245		4.695.820		5.353.834		1.420.315

KEPALA DINAS PARIWISATA
KOTA SURAKARTA
DINAS PARIWISATA
SURAKARTA

Drs. HASTA GUNAWAN, MM
Pembina Utama Muda
NIP. 19610220 199101 1 003

Source: Official Website of Surakarta City Tourism Office
https://pariwisatasolo.surakarta.go.id/destinations/data-pariwisata-kota-surakarta/

From this situation, it finally contributed to the impact of the government spending budget, especially the promotion budget which was cut and diverted to handle the Covid-19 pandemic. The results of the research state that in promoting wellness tourism in Solo, tourism activists in Solo and its surroundings utilize internet technology, which is included in this new media category, as the main promotion or promotion of wellness tourism during the Covid-19 pandemic. According to Croteau and Hoynes in Liliweri, new media have succeeded in: 1) Changing the meaning of geographical distance, 2) Allowing a large increase in the volume of information, 3) Allowing for increasing the speed of communication, 4) Providing opportunities for interactive communication, and 5) Allowing other forms of communication, which were previously separate and overlapping, can now interconnect. (Liliweri, 2015, p. 284)

This explanation is in line with the statement made by one of the informants who stated that the internet and social media are the most effective promotional tools in the midst of the current pandemic.

"Currently the promotional media used by the Surakarta City Tourism Office is more directed at using digital media, especially social media, compared to offline promotions. Because during this two-year pandemic, all promotional budgets in the Surakarta City Government were cut, and diverted to handle the Covid-19 pandemic. So, we focus on promotional media using online media which is much more cost-effective, but has a more effective and wider reach."

"For now, there is no special promotion budget for offline wellness tourism. We will probably budget for it next year, while waiting for the readiness of stakeholders to develop wellness tourism."

(Head of Promotion and Information Section of the Surakarta City Tourism Office, Terry Sulistyaningrum)

In the explanation, it was also explained that the role of the new media, which has been used by the Surakarta City Tourism Office as an official agency that promotes tourism business in Solo, is considered the most appropriate media in the midst of a pandemic. New media has replaced the role of conventional media which requires face-to-face demands with all the interactions in it. Given that in a pandemic situation, access to social interactions is so limited to minimize the spread of the Covid-19 virus. This is in accordance with the theory of media ecology, which states that there has been a change in human communication in the current technological era.

From the perspective of the study of media ecology, communication media is not a neutral or value-free vessel or channel as a carrier of information from one place to another. Each communication technology has a set of characteristics that are physical, symbolic, or an environmental character. The character of this environment determines how each communication medium has its own way of coding, storing, disseminating, retrieving, and decoding information, as well as assisting human communication that the technology is used to facilitate. (Robert S Fortner. & Fackler, 2014, p. 13).

In addition to the Surakarta City Tourism Office, the Covid-19 pandemic has also had an impact on promotional media at the Center for Research and Development of Traditional Medicinal and Medicinal Plants (B2P2TOOT), which is one of the wellness tourism destinations in Solo in terms of providing and using herbal medicines in healing health. According to the Head of B2P2TOOT, Akhmad Saikhu, preparation and planning for a program within its internal management follows the planning flow every year based on the APBN budget that has been designed annually. Program planning of a program is not only seen from the management aspect, such as training and program control, but also includes aspects of the preparation of information dissemination and marketing.

Based on information from sources, during the Covid-19 pandemic, B2P2TOOT closed and provided strict limits on access for outsiders to enter the B2P2TOOT environment. Starting from access to research, educational visits, to community medical services. However, so that efforts to serve the needs of education and treatment are still considered optimal, they utilize online media as educational advice and promotion of various programs. This is also marked by increasing public knowledge about the benefits of using online media. As is known, based on new media theory, the formation of new media as a result of information and communication technology, namely the internet, leads to a new form of communication process. New media is an invention of printing technology starting a new era in the field of communication. Then, internet technology provides a significant improvement in the field of communication, with the emergence of new media. (Yuliarti, 2020, p. 44)

"In Indonesia, the technology literacy rate is increasing, the use of gadgets is increasing. We capture these conditions to develop an IT-based communication strategy, because of the limitations of face-to-face activities. Now we are undergoing various community medical service activities using internet technology-based media to keep it running optimally. In addition to health services, for the benefit of educational services such as seminars, we hold online seminars or webinars with diverse audiences, from Aceh to Papua without being limited by space and time. Usually during webinars, we also carry out promotional activities there, one of which is playing a company profile video during the webinar session."

(Head of Research and Development Center for Medicinal Plants and Traditional Medicines (B2P2TOOT), Akhmad Saikhu)

b. New Media as Wellness Tourism Educational Media

According to the sources, due to a number of limitations that surround the use of promotional media in the form of promotion in the current pandemic situation, the initial step in preparing promotional materials for the wellness tourism program is targeted at the millennial segment. The millennial segment is considered to be the most effective and efficient segmentation in receiving socialization, which is media and technology literate. The millennial segment is also considered as a market segment that is able to quickly go viral or make an information boom. Apart from this segmentation, the understanding of wellness tourism itself has not been fully understood.

In addition to the millennial segment which is the target of education and outreach, Terry said that many adults are still confused in distinguishing between health tourism, fitness tourism or wellness tourism, and sports tourism. There are still many questions that come to his side, what is wellness or fitness, and what are the benefits for the body. Because at this time the community is considered still in the observing stage, and if their curiosity arises, it is continued by asking questions via direct massage on social media accounts owned by the Surakarta City Tourism Office.

Not only the general public, according to Terry, other tourism activists, including regional apparatus organizations in the City of Solo, also do not understand much about the term wellness tourism. Thus, they are as a regional agency that oversees tourism development, helps the government to socialize about wellness tourism by making initial promotional materials for wellness tourism. As the initial target, it was targeted to socialize and create understanding in the minds of the people. Terry said, they also made a strategy for compiling content so that the promotion of wellness tourism can be easily captured by the public.

The concept of compiling the main idea and compiling content material related to wellness tourism was initially carried out by the Surakarta City Tourism Office. However, due to many inputs and evaluations from various parties, the Surakarta City Tourism Office decided to cooperate with third parties such as the cyber team for promotion of Tourism Office partners, such as agendasolo and exploringsolo. In addition, the Surakarta City Tourism Office also collaborates with relevant tourism stakeholders in creating content. This is done, to enrich the main idea of promotion, and to compose content material so that the content is more interesting, effective and efficient with content packaging suited to trends developing on social media, such as making tiktok videos or Instagram reels.

"This millennial market segment is interested in talents who are good at carrying out socialization missions regarding wellness tourism wrapped in the concept of humor, in easy-to-understand language. So the talent selection strategy is very strong. Currently, we are from the marketing team of the Tourism Office have made a video about the wellness tourism in the form of 1 tvc concept and 3 vlog concepts, all of which we have uploaded on the Tourism Office's youtube account.

The first vlog concept is about cycling sports facilities that have been accommodated in Solo, the second vlog concept is about traditional spa services that are packaged modern according to CHSE standards in Solo, while the third vlog concept is about healthy culinary tourism in Solo such as pecel, fresh milk, or jamu carrying."

(Head of Promotion and Information Section of the Surakarta City Tourism Office, Terry Sulistyaningrum)

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Figure 1. Wellness Tourism Promotion Forms in Solo via Instagram of the Surakarta City Tourism Office
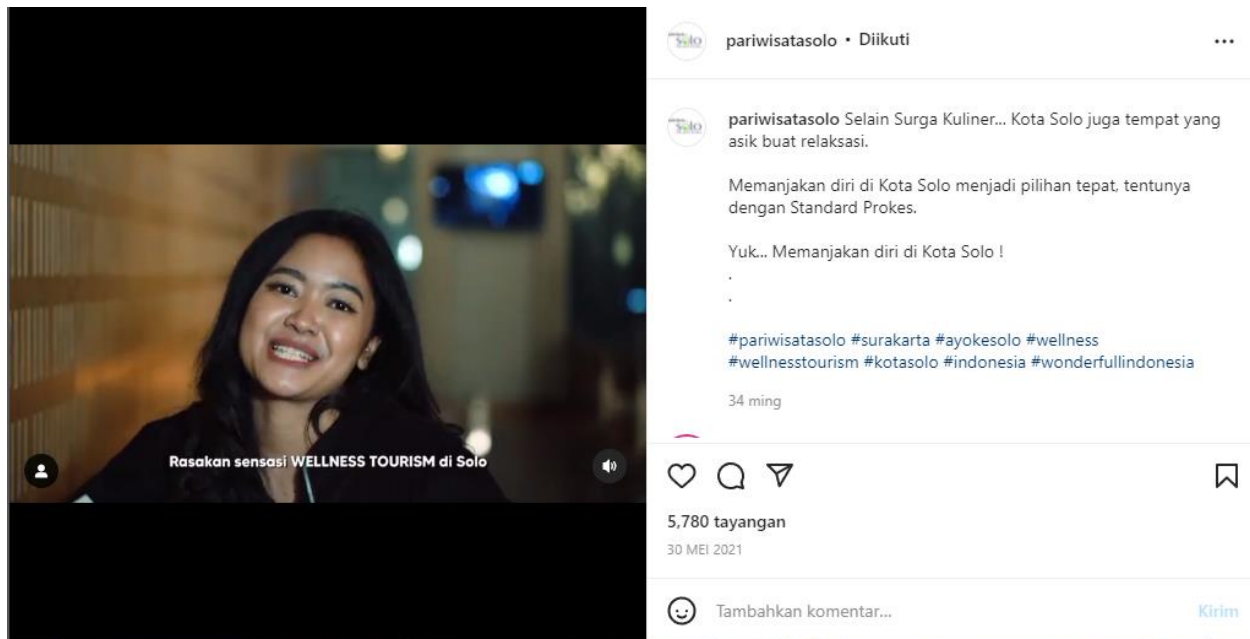
Source: The official Instagram account of the Surakarta City Tourism Office @pariwisatasolo

Similarly, B2P2TOOT also carries out medical service activities and educational services virtually or using the internet. So that the targeted community service business shooting continues, even in the midst of the Covid-19 pandemic situation. Through the application he has made, the public can still experience various medical services, such as visiting BP2TOOT directly, with an application service called Telemedicine. In this application, the public can communicate directly with the doctor on duty at B2P2TOOT to submit their complaints, and get herbal products that have been adjusted for their health problems online. So this application is a form of their commitment to familiarize himself with wellness tourism in the B2P2TOOT area.

"We are all in a state of being faced with the Covid-19 pandemic. From there, it was necessary to come up with something that could replace the face-to-face role, because visits were limited. So we made a breakthrough in making telemedicine applications as a service breakthrough to the community. Through telemedicine, they can get treatment services without having to meet face-to-face with a doctor, and can get access to herbal concoctions as the medicine can be in the form of potions or capsules. However, this breakthrough still has problems if the internet connection is not stable. For example, for an online consultation with our doctor, one patient can take 30-45 minutes by waiting for internet connection time"

(Head of Research and Development Center for Medicinal Plants and Traditional Medicines (B2P2TOOT), Akhmad Saikhu)

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Figure 2. Flow of Telemedicine Services for Hortus Medicus Research House B2P2TOOT Tawangmangu

Source: B2P2TOOT Official Website https://www.b2p2toot.litbang.kemkes.go.id/)

Head of the UNS Travel Unit D3 Study Program (UPW), Deria Ade Wijaya said the same thing. The increasing awareness of millennials on the importance of maintaining physical wellness and health during the pandemic is considered a positive step in the development of wellness tourism in Solo. Millennials are starting to learn to improve their lifestyle by implementing fitness activities in their daily lives. Such as drinking herbal drinks to increase body immunity, using traditional body scrubs as relaxation, to using facial and body care products that contain natural and environmentally friendly ingredients.

The shift in lifestyle trends needs to be captured by tourism activists in packaging a wellness tourism program that attracts millennials or those aged above. Tourism activists and stakeholders in it, can package content that shows that travel during a pandemic is not just a refresher from fatigue, but can make the body more fit and productive. Expecting that this will also be useful in increasing the body's immunity in the midst of the Covid-19 pandemic.

"Actually, without realizing it, these millennials have been carrying out activities and have used products that support body fitness in their daily lives, such as using skin care made from natural ingredients. If we look at Instagram and TikTok, for example, content that is directed towards education and promotion leads to wellness content. It's just that the delivery and socialization of wellness tourism still needs to be followed up more deeply, and packaged with interesting content

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based on each age segment. So that each segment who reads and sees the content, can easily understand and disseminate the information according to their individual preferences."

(Head of the UNS D3 Travel Unit (UPW) Study Program, Deria Ade Wijaya)

Human Resources Manager (HRM) and General Affairs PT. Rumah Atsiri Indonesia, Sri Rejeki Swandayani, said that her party continues to use social media as a medium for wellness tourism education in the midst of a pandemic. With targets targeted at millennials and adults. Moreover, the content on social media has disseminated a lot about mental health, so that socializing wellness tourism is considered right in the midst of the Covid-19 pandemic. Even so, according to him, extracting content material still needs to go through an in-depth scientific study involving a number of stakeholders, the information conveyed is measurable.

"Nevertheless, because wellness tourism is still considered to be common, the excavation of content creation in cyberspace must be further explored by involving all tourism stakeholders including practitioners and academics. So that the content provided is not just lip service, but there is a study theory behind it so that the information provided is not superficial. Considering that public knowledge is still narrow and common, so it needs a lot of improvement and creativity in making content material so that people understand wellness tourism."

(Secretary Board of Director PT. Rumah Atsiri Indonesia, Sri Rejeki Swandayani)

Figure 3. Promotion of the Wellness Tourism Program at Atsiri Glamping Tawangmangu
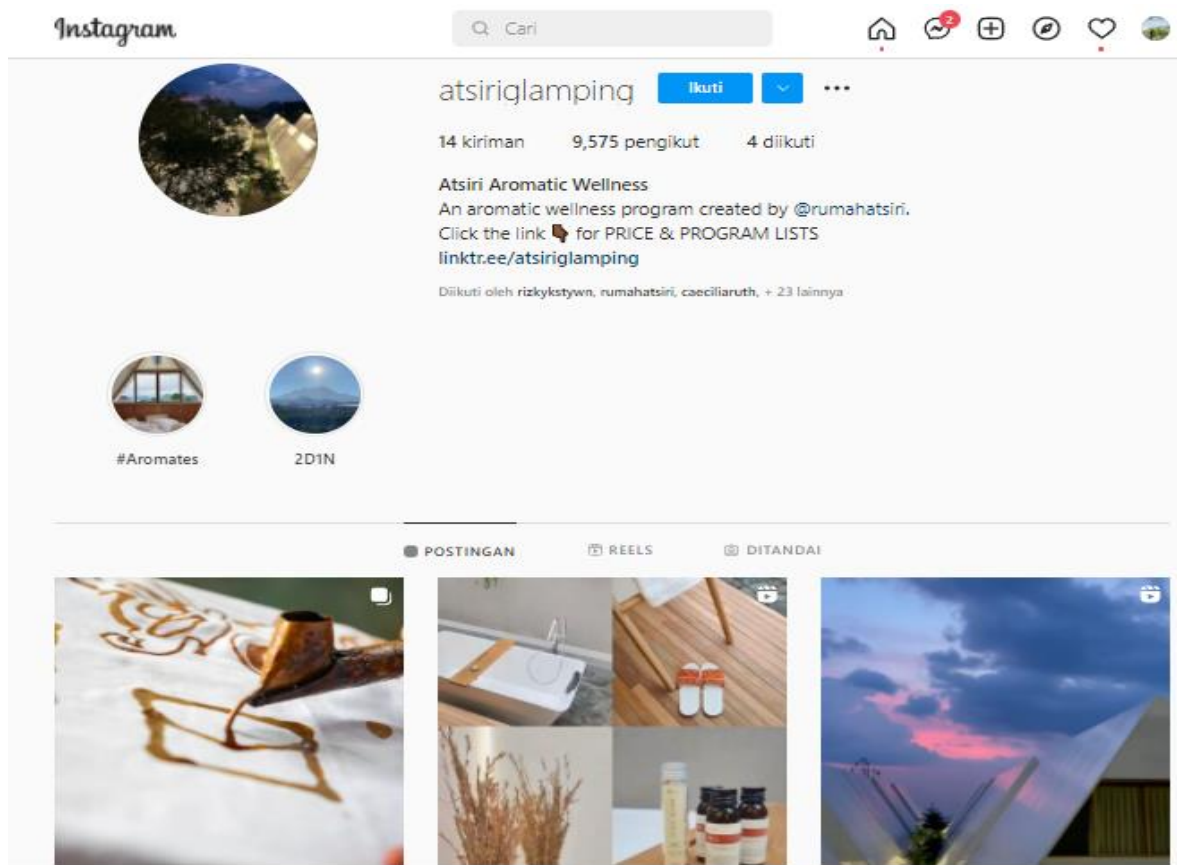
Source: Atsiri Glamping Instagram account @atsiriglamping

According to the Manager of Mandira Tour and Travel, Vitara Aryani, to promote the wellness tourism program, they use social media as a promotional and promotional media. However, so far, the wellness tourism program created by his party has not had a positive impact on the sales of the wellness tourism program at the travel agency company.

"The reality is that it still hasn't sold well, because there are several factors. First, the general people still does not understand the difference between a regular tour and a wellness tour. Only a few people or groups are already aware of this wellness concept. And so far, what is known is colder areas or Bali. Second, the shape of the wellness package is actually the same as the package we currently have, but the way of presenting and explaining it to guests is different."

(Mandira Tour and Travel, Vitara Aryani)

Figure 4. Promotion of Wellness Tourism Program Tour at Mandira Tour and Travel

Source: Mandira Tour and Travel Instagram account @mandiratour

If we relate this phenomenon, with the role of new media itself which is closely linked to the internet network, the media not only displays forms, but also has to perfect its role by accommodating requests for content with appropriate materials. Because an online media/site needs to be filled with content/material in it. Given, new media presents the world's contents through content formats that are friendly to understand through the internet operating network. (Rogers, 2005, p. 24).

Conclusion

Based on the discussions that the researchers have done and described the results of research and discussions about the role of new media as a medium for promoting wellness tourism in Solo in the midst of the Covid-19 pandemic, the results show that new media are the most efficient media used in the midst of the Covid-19 pandemic. New media can replace the role of conventional mass media, or activities that require face-to-face and direct interaction. Even though during this pandemic, face-to-face activities are so limited in access, as a step to suppress the spread of the Covid-19 virus. New media can be a solution

for tourism stakeholders so that they can continue to carry out their promotion and promotion functions, even though the budget for promotion has been cut and shifted to handle cases of the Covid-19 pandemic.

However, the new media is not considered the most effective medium in disseminating wellness tourism to the people of Solo and its surroundings. Although it has been socialized, the information is deemed not optimally accepted by the community. Both the general public as well as officials and regional officials still do not understand properly what wellness tourism is and how it benefits in everyday life. So it can be concluded that no matter how sophisticated the technology is in a media, it cannot replace the role of humans as social beings who can play a role in delivering effective communication. New media is considered present to help and assist humans in carrying out their activities and communication media. Not replacing the role of humans to carry out their communication functions.

As the theory of media ecology states, a new medium is never an addition to the old, nor does it leave the old in peace. Never stop repressing old media until they find new forms and positions for them (McLuhan, 1964 (7), p. 158). In other words, the media are part of the media ecosystem and interact with each other. McLuhan's study of media and communication has been regarded as media ecology because McLuhan expressed his insights in terms of environment and ecology as expressed by the following quote: where the emphasis of bold text is mine. (Robert S Fortner. & Fackler, 2014, p. 135)

"A new medium is never an addition to an old one, nor does it leave the old one in peace. It never ceases to oppress the older media until it finds new shapes and positions for them (McLuhan, 1964 [7], p. 158). In other words, media are part of a media ecosystem and they interact with each other. McLuhan's study of media and communications has come to be regarded as media ecology because McLuhan expressed his insights in terms of environments and ecology as is revealed by the following quotes where the bold text emphasis is mine."

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