Indonesian Tourism on Australian Websites: Mapping Major Issues with Online Field Theory

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Abstract

Australia is very important to Indonesia's tourism recovery strategies after the COVID-19 pandemic. This study examines tourism issues in Indonesia as represented by Australian websites. By mapping actors and issue networks in Australian sites, this study identified the status and behavior of actors in online networks. This study applies a Bourdieusian framework adapted to an online setting called online field theory. Applying web data to study the behavior of actors or organizations, this study combined the hyperlink network and content analysis. It has been found that tourism policies and tourism impact on the economy in Indonesia is a major concern for Australian actors. The web narratives indicate that the COVID-19 pandemic contextualizes the emergence of major issues and prominent actors dealing with the issues. A map of the hyperlink network confirmed the structure of the fields in which privileged actors in Australia, such as the government and the media, are more central in framing and diffusing the issues. It is argued that issue formation and adoption on the web reflect multiple Australian interests to Indonesia's tourism.

Australia berperan penting dalam strategi pemulihan pariwisata Indonesia setelah pandemi COVID-19. Studi ini mengkaji bagaimana isu-isu pariwisata di Indonesia direpresentasikan di situs-situs Australia, dengan memetakan jaringan aktor-isu dan mengidentifikasi status dan perilaku aktor dalam jejaring online. Setudi ini mengaplikasikan kerangka Burdieusian diaplikasikan dalam setting online yang disebut online field theory. Menggunakan data berbasis web untuk memahami perilaku aktor atau organisasi, studi ini mengombinasikan analisis jejaring hyperlink dan analisis konten. Hasil penelitian ini mengungkap bahwa isu kebijakan pariwisata dan dampak ekonomi pariwisata di Indonesia menjadi fokus utama bagi aktor Australia. Narasi di web mengindikasikan bahwa pandemi COVID-19 relevan sebagai konteks yang membentuk minat aktor pada isu-isu pokok. Peta jejaring hyperlink mengonfirmasi struktur arena dimana aktor penting di Australia seperti pemerintah dan media berperan sentral dalam mem-*framing* dan menyebarkan isu. Dapat dikatakan bahwa formasi dan adopsi isu di web merefleksikan kepentingan Australia terhadap industri pariwisata di Indonesia.

Keywords: Australia; hyperlink network; Indonesia; online field; tourism

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Introduction

Australia has long been an important tourism market for Indonesia. Before the pandemic, more than one million Australian tourists visited Indonesia annually in six consecutive years from 2014 to 2019 (BPS - Central Statistics Indonesia 2021). This trend has positively impacted some levels of the Indonesian economy (The Jakarta Post 2019). Motivated by the need to maintain Australian contributions to the Indonesian tourism sector, it is necessary to understand better how Indonesian tourism is viewed in Australia (Rahayu et al. 2021). For this purpose, Australian websites featuring issues related to tourism in Indonesia were chosen as a site of inquiry.

From a social science perspective, the World Wide Web (the web) is more than simply a space of media information; it is a social space full of meaningful social practices (Ackland 2013). The web makes online content accessible and readable for everyday users. Information on the web is basically structured as a network (Thelwall 2013). A website is a collection of documents connected through a technological element called the hyperlink (Park 2003). The visibility of a web page makes it impossible for users or readers to see the connections of all those documents. Only a sign of connection is represented by the link that is visible to users. In the internet age, however, the web has been evolving to become one of the most influential instruments of representation and power (David Bell 2008). Narratives on the web that are able to reach wider audiences faster always carry greater possible impacts to society (Thelwall 2013).

Issues related to tourism in Indonesia on Australian websites are compelling in many ways. They tell a story about 'images' of Indonesian tourism seen from 'Australian eyes'. Like all media narratives, web narratives potentially serve as a powerful instrument of representation. Thus, the narration of Indonesian tourism on Australian websites constructs a particular reality of Indonesian tourism. When Australian actors publish Indonesian tourism issues on their websites, they inevitably participate in creating the 'images', 'narratives', or even 'the truth' about Indonesian tourism (Murti 2020). Examining actors involved in these issues on the web may be a way of gaining more understanding of how Australia sees Indonesia, not only in tourism but also culturally, socially, and politically.

In this study, Australian websites have been selected as research sites for two main reasons. First, a website is a type of media multiple actors use for various purposes. Therefore, Australian actors engaging with these issues could be identified. The web is also less costly and easier for organizations and people. Thus, information retrieval helps gain 'natural' data as many organizations and people voluntarily use the web to express their ideas (Ackland 2013). Tourism issues raised by Australian websites indicate Australian interests expressed online. What issues matter most for which actors could also be identified? Through this method, it is also possible to determine the most important issues for different media actors. Second, websites can link with another via a hyperlink (Park 2003). Links of information on the web are shaped by the hyperlink(s) that is invisible to end-users. Tracing the web's hyperlink, the structure of relation underpinning this surface information can be identified and analyzed (Rogers 2002; Walker 2005). In other words, we can reveal the pattern of actor-issue

networks expressing Australian behavior to construct Indonesian tourism issues can be revealed.

When tourism issues receive media attention, they may appear in neutral, positive, or negative sentiments. The latter two sentiments have often come along with debates about tourism development in Indonesia (Sugiyarto, Blake, and Sinclair 2003). Media portrayal of tourism in Indonesia is almost always shaped by vested interests including by the media itself. The different kinds of images produced by various media are a part of critical debates. Tourism issues in Indonesia, however, are more complex than those portrayed by the media. Paying closer attention to existing studies addressing these issues is helpful to gain a clearer and wider picture of Indonesia's tourism issues that go beyond simplistic sentimental views of media coverage.

Studies addressing Indonesian tourism issues by examining the media narratives and their contents have been conducted across disciplines, from tourism marketing (Salamah and Yananda 2020), art culture (O'Connor and Kim 2014), to political communication (Murti 2020). The types of media used as research sites also varies, from online news sites (Salamah and Yananda 2020), literary and film (O'Connor and Kim 2014), online magazine and online forum (Murti 2020), and increasingly social media platforms such as Instagram and Google Reviews (Alamanda et al. 2019). The usage of these media sites for research implies that they offer resources for academic inquiries in which rich issues related to tourism in Indonesia emerge and secure their place.

Previous studies, which draw on different media types, reveal various complex issues related to tourism in Indonesia. For example,

using literature and film to explore the impacts of media to destinations such as Bali, O'Connor and Kim (2014) identify an issue of sustainability created by the role of media. Salamah and Yananda (2020) detect marketing issues when promoting a tourism brand via online news sites. Examining the image of the 'Wonderful Indonesia' tourism brand in 16 foreign news sites, it was found that the news making and placement are no longer desirable to promote tourism destinations. Analyzing the sentiments and images of a tourism beach in Indonesia using Instagram and Google Review, Alamanda et al. (2019) identify health and ecological issues as being the main problems that need to be addressed to improve the quality of beach tourism in Indonesia.

A study more specific to using Australian media data was recently conducted by Murti (2020). By combining online and offline tourism media in Australia, including brochures, magazines, and online forums, Murti (2020) identified politics and power relations issues in how Australian tourism media represented rural destinations in Indonesia. Asymmetrical power relations between Australia and Indonesia are explored through the media's politics of representation while portraying the landscape, local people, and Australian tourists' behavior in the destination. However, as previous research showed, different media capture different matters, thus producing various issues for Indonesian tourism.

This study examines tourism issues in Indonesia as represented on Australian websites. By mapping actors and issue networks in Australian sites, this study identified the status and behavior of actors in online networks. Using the web as a data source allows the identification of actors and their relations to other actors and issues. Actors here

are organizations defined by the presence of their websites or web pages. Mapping issues are seen as a way of detecting controversy revolving around a general topic of tourism. Issues mapping is historically linked to controversy analysis (Marres 2015) and controversy mapping (Venturini and Munk 2021). The increasing use of digital media allows more permanent publicity of controversies, making the formation of issues concerning actors' concerns possible to analyze. In this study, tourism is set as an issue boundary.

Online field theory is employed as a theoretical framework for mapping the issues. Online field theory is the adoption of Bourdieu's (1987, 2010, 2014) field theory to an online context, more specifically to Web 1.0. Although the term 'online field theory' is coined and popularised by O'Neil and Ackland (2020a), implementing Bourdieu's field theory to address social issues in an online context has been widely exercised and elaborated (for a review see Ignatow and Robinson 2017). By studying the case of the environmental movement on the web, O'Neil and Ackland (2020b) frame the web as a social field. Based on social media data crawling to study culture, Lindell (2017) argues that Bourdieu's field theory mutually benefits from behavioral data on social media to understand the structure and objective relations between actors in a field.

Following O'Neil and Ackland (2020a), studies using online field theory propose an explanation behind hypothetical actors' behaviors in online fields. In this study, the behaviors of actors were identified using hyperlink network analysis, a method of mapping through tracking implicit networks performed by actors based on their preferences and to other actors on the web. Technically, the hyperlink network of the web shows the connections between two or more websites that socially express the process of inclusion and exclusion in the politics of recognition (Rogers 2013).

Websites, which can be understood as an online field, present a constellation of actors and issues that collaborate and compete over a collective understanding of what matters in each field (O'Neil and Ackland 2020a). Online fields have their system of distinction according to what is valued in them. For example, websites owned and managed by commercial actors tend to value commercial matters over others. Different websites may raise the same tourism-related issues but serve different purposes. Online field theory treats digital data as a product of social relations made of social structures on online fields (O'Neil and Ackland 2020a).

The concept of fields is adapted to approach the discursive aspects presented in the narratives of tourism-related issues on the web. As Bourdieu (1987, 2010, 2014) argued, society is differentiated into several fields that govern their social structures and relations semi-autonomously. Similarly, web-based society comprises various fields where their own 'rule of the games' creates different expressions in narrating the issues that matter most to them.

Narratives about tourism issues presented on the web are embedded and affected by the distinction of capital possessed and valued in each field. One category of websites may possess and value issues different from other websites. Therefore, each targets different purposes despite raising similar issues or concerns expressed in their contents. The system of distinction is presented in online fields through online narratives. Online field

theory emphasizes the importance of visually mapping the semantic knots organizing the contents (O'Neil and Ackland 2020a).

This study combines existing social research methods and techniques, including hyperlink networks and qualitative content analysis. Hyperlink network analysis is primarily performed at the macro level of analysis in that it identifies social or communication structures on the web-based on the hyperlinks among the websites (Park 2003; Rogers 2002). Content analysis is a technique used to examine the narratives or contents of the web closely. Some scholars have proposed bridging quantitative-qualitative distinction in research using digital methods and big data (Karamshuk et al. 2017; Lindgren 2020). They suggest combining both approaches is useful following the 'end' of data scarcity in the digital age. The combination of these methods allows for an implementation of both macro and micro levels of analysis through performing, in this study, a 'distant reading' of web data using hyperlink network analysis and close reading using content analysis. These techniques are complementarily applied to map the issues and analyze actors' behaviors on the web.

Hyperlink network analysis enables the identification of important or strategic actors and their relations on the network. Actors or nodes in this SNA are represented by websites and/or webpages and categories of websites. Ties between nodes are derived from the web's hyperlinking. Following Rogers (2002) and Walker (2005), a web hyperlink is more than a connection between two sites. Hyperlinking behavior entails the presence of economic value and political power exercised between organizations. At least initially, the hyperlink should be read as a practice of recognition on the web, as linking is fundamental to the web.

Analyzing the hyperlink is important for researching the web. To this end, hyperlink network analysis is appropriate (Ackland 2013).

The data collected in this study were Australian websites (and webpages) engaging with Indonesian tourism issues defined broadly. Based on the web data, this study treats website content as historical and cultural artifacts containing symbolic meaning in the online field (O'Neil and Ackland 2020a). Symbolic meanings become a key component in understanding the online content investigated. By approaching the web as an online field, this research is inspired by Bourdieu's (1987, 2010, 2014) notion that the social world presents a system of symbolic exchange where social actions are enacted through communication. Content analysis demands researchers to pay close attention to the narrative expressed through the web contents.

Data collected using the technique of what Rogers (2013) called 'search as research'. Indonesian tourism issues were searched using Google Search Engine in which search results were set up from a country-specific Australia. This Google-enabled setting made it possible to generate many Australian websites and webpages that engage with the tourism issues in Indonesia. Although geolocation bias might affect the number of results (Rogers 2013), this is the most technically effective way to collect web data as Google is widely used in many countries, including Australia. The Google Search Engine is chosen simply because of the popular tool used for web-based information searching in Australia (Statista 2022). Contents on the web were crawled during the data collection period, that is, in October 2021.

After using the keyword "tourism Indonesia" as a 'query', only Australian sites were selected to

be included in the analysis. Australian websites were defined in two ways. First, their domain names must use a code of the country top level domain (ccTLD) for Australia (.com.au) . All sites appearing in the Search Result using this TLD were automatically included. Second, for sites using general TLD (gTLD such as .com), identification is based on explicit self-proclaiming or self-declaring a statement that Australians or Australian-based organizations manage the site.

The sites included for content analysis covered issues relating to tourism in Indonesia. Here, the role of the author in making sense of the narrative is important. The result of collecting and sorting data generated 28 sites whose contents address Indonesian tourism issues. For hyperlink analysis, links pointing to these 28 sites were tracked using a package crawler tool in R. The software can crawl and identify the list of sites hyperlinking to other sites. Tracking the hyperlink of those sites generated the list of 213 sites included for hyperlink network analysis. After visually mapping the hyperlink network of those sites, the dominant and central actors are identified by measuring their betweenness centrality score (Freeman 1978).

Prior to analyzing discursive aspects of the contents, those websites or webpages identified were grouped based on their web categories. The grouping conducted inductively produced 11 site categories, ranging from 'Government' to 'Individual' (such as personal blogs). Web categorisation served as a basis of further analytical process. This study treats the websites as an online field in which each category of sites has their own symbolic meaning to tourism issues that may create its own system of distinction with other sites.

Sorting articles based on their issues was enacted through a close-reading of the web contents, rather than counting and aggregating the total of words for distant-reading. This technique is more useful since the number of articles included are relatively small. The following are a few examples of sub-issues derived from qualitative interpretation of the contents and their grouping into the issue category. See Table 1.

Indonesian Tourism Issues in Australian Websites

Based on observation of the web contents relevant to tourism issues in Indonesia, 28 sites were identified. Actors in the media and the government dominate engagements with issues related to tourism in Indonesia. However, other academic, NGO, commercial and individual players also appear concerned about these issues. The domination of the media and government can be best understood by considering the issues they engage with. The following are lists of sites whose contents covers Indonesian tourism issues.

As Table 2 shows, various actors cover a diversity of issues. Tourism issues published by Australia are related to policy, economy, politics, social, culture, environment, security, information, technology, and development. Different actors disproportionately share this variety of issues. For example, policy-related issues are mainly concerned by media and government actors. These issues include travel restrictions, reopening plans and other policies responding to the COVID-19 updates in Indonesia. Actions taken by the Australian government considering the ongoing pandemic situation in Indonesia are published regularly on the web, and news

media's role contributes to its widespread. For example, the Smart Traveller site (smarttraveller.com.au), an existing site before COVID, was later set up to provide a regular updates of the COVID-19 policy information for Australian travellers and tourists. Mainstream media such as ABC, SMH, 9News take these issues to reach wider media audiences.

As the pandemic contextualizes tourism-policy concerns, others were also gradually adopted, including economy and politics-related issues. Economic issues, for instance, relate to strategies to market destinations in Indonesia. Political issues are mostly about strategies of partnership or cooperation between state agencies in the two countries to improve Indonesian tourism. The Indonesian embassy in

Australia and the Australian embassy in Indonesia are identified as the major players in raising these issues. Since Australia's contribution to the Indonesian economy via tourism is significant, maintaining relationships through talking about economy and politics for tourism purposes is worthwhile. Like policy issues, the government and media in Australia also play a major role in raising economy and politics-related issues.

Meanwhile, different issues are the primary concerns by actors from academic and NGO in Australia when it comes to address problems of tourism in Indonesia. Academic actors focused on social, culture, environment and develop-ment issues. These issues were articulated to

Table 1
Issue Category, Examples of Sub Issue, and Title of the Article

Issue category	Examples of sub-issues	Article Titles
Policy	Travel restriction policy	Indonesia overall: Exercise a higher degree of caution
Economy	Destination marketing strategy	Indonesia plans big discounts for foreign tourists amid cancellations over coronavirus.
Politics	Government's partnership strategy	Australia–Eastern Indonesia Tourism Forum
Social	Education program for tourist professional	Sustainable Tourism Professional Practicum (STPP) virtual internship in Indonesia
Culture	Cultural impact of tourism	Tourism, exploitation and cultural Imperialism: recent observations from Indonesia
Environment	Animal conservation in tourism	The economic value of shark and ray tourism in Indonesia and its role in delivering conservation outcomes
Security	Natural Disaster	Bali earthquake: At least three dead, including three-year-old girl
Information	Profile about the destination	Bali tourism numbers from Australia: Indonesia is still our number one destination
Technology	Digital app for tourist	How technology affect Indonesia Tourism industry
Development	Developmental impact of tourism	Tourism powers economies and supports communities

Source: Author

Table 2
Australian sites publishing Indonesian tourism issues

No	Websites	Sites Category	Issues
1	abc.net.au	Media	Policy
2	smh.com.au	Media	Policy
3	travel.nine.com.au	Media	Policy
4	soperth.com.au	Media	Policy
5	9news.com.au	Media	Policy
6	perthnow.com.au	Media	Security
7	sbs.com.au	Media	Economy
8	thewest.com.au	Media	Policy
9	tourism.australia.com	Government	Economy
10	indonesia.embassy.gov.au	Government	Economy, Development
11	tourism.wa.gov.au	Government	Economy
12	smartraveller.gov.au	Government	Policy
13	makassar.consulate.gov.au	Government	Politics, Development
14	covid19.homeaffairs.gov.au	Government	Policy
15	trademinister.gov.au	Government	Politics
16	acicis.edu.au	Academic	Cultural
17	blogs.griffith.edu.au	Academic	Social, Development
18	researchonline.jcu.edu.au	Academic	Environment
19	eprints.usq.edu.au	Academic	Cultural, Environment
20	futuredirections.org.au	NGO	Economy
21	pair.australiaindonesiacentre.org	NGO	Politics
22	lowyinstitute.org	NGO	Security
23	aiya.org.au	NGO	Information
24	ausleisure.com.au	Commercial	Policy
25	indonesiatravel.com.au	Commercial	Information
26	traveller.com.au	Travel Media	Information
27	tripadvisor.com.au	Travel forum	Information
28	thebalibible.com	Individual	Technology

Source: Author

address tourism programs and their impacts in Indonesia. For example, Australian universities endorse the value of professionalism to improve tourism quality in Indonesia through programs such as cultural exchange and English language training for Indonesian tour guides. Other actors more critically address issues related to impacts of Australian tourist visitation to local culture and environment in Indonesian destinations. To be more specific, for example, they invoke the term 'junk tourist culture' performed by Australian tourists in Kuta, Bali, which gradually destroys Balinese culture (Gehrmann 1994). They raised environmental issues by high-lighting the problem of animal conservation in tourism development projects in Indonesia.

Different from actors in the government, media, and academia, other actors from commercial, NGO, and individual to incorporate a diverse range of issues. Commercial actors

prefer to adopt tourism issues that matter most for their commercial purposes, such as tour and travel marketing, operationalization, and information about the destination. Meanwhile, NGO actors generally cover narratives ranging from the economy, politics, security, and information realm. Although technology-related issues in Indonesian tourism are on the rise, this has been paid little attention by Australian actors. Specific technology-related issues appear in the narrative about digitally-enabled ride-hailing services affecting Bali tourism made by individual actors.

The diverse tourism issues identified above were raised by actors from different fields. As the web comprises interrelated documents performed via linking, the narratives are underpinned by different sources that may shape the contents, thus endorsing a particular issue. In this case, tracking the hyperlink of sites whose contents are described above is useful. As the table below shows, tracking the hyperlink of those sites results the 213 sites in total (Table 3). By this, we move from content to link analysis in examining actors' behavior on issue adoption.

Tracking the web hyperlink has added the number of sites and their categories. It implies that more 'invisible' Australian actors are participating in tourism issue adoption. By invisible, it is removed from the user's sight when they search for information on Google Search Engine. Several new actors that are invisible but contribute to composing the issues include international organizations. However, as the table above shows, government actors are visibly the mostdominant, followed by the media, commercial and academic. It can be argued that the Australian governments play the most active role on the web in raising issues about Indonesian tourism. How do different actors in the fields connect to issues? The following part provides a network map of actors-issues relations that emerged from Australian webs.

Table 3
Number of Sites Identified based on Hyperlinks

| Sites Category	Number of Sites
Government	71
Media	48
Commercial	39
Academic	21
NGO	13
Travel Media	8
Forum	3
International Organization	3
Blogsite	3
Individual	2
Unkown	1
Total	213

Source: Author

Actor-issue networks of Indonesian tourism in Australian websites

From an online field perspective, actors engage with issues that matter to them (O'Neil and Ackland 2020b). As promised by the hyperlink analysis technique, connections between actors on the web that are hidden from the surface can be revealed by tracking the web links. Whether actors are less densely connected across the fields rather than within the fields is a question in place. In mapping actor-issue networks on the web, it is crucial to classify actors, here represented by categories of the

sites. Classification of issues follows content observation as described earlier. Figure 1 shows a visual network of actor-issue relations represented by the hyperlinking behavior of Australian sites.

The network graph on Figure 1 visualises network relations between actors and issues. From visual representation, it clearly shows that media and government are prominent actors. Politics, policy and economy in tourism are of main interest for them. Note that the Australian government actors appear as the most frequent actors engaging with issues which mean that

Figure 1
Actor-issue Linkage in Tourism Fields
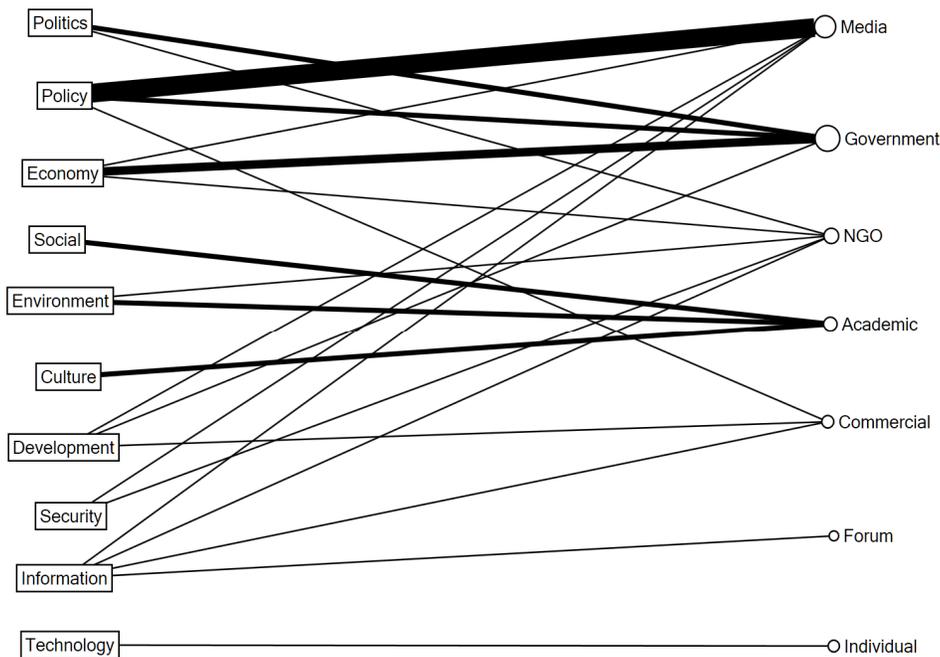
Note. Circle nodes on the right side are Actors or organizations, and their size represents the frequency of actors engaging with issues. Ties or links are represented by width (thin, thick), in which the more intense the connection, the thicker the link.

they play significant role in constructing what Indonesian tourism looks like in Australia, narrated through the web. Actors in the media field also intensely engage with issues, particularly about policies. COVID-19 context might be relevant, for example, media's interest in updating information about travel restrictions in Indonesia that are useful for international tourists. As tourism policies formally become the government domain, the media most likely engage with the issues to spread or forward policy information from the original source, namely the government or policymakers. Nevertheless, this makes both actors important because they place a significant position in the network of issue adoption.

Unlike those in the government and media fields, actors in an academic field connect with more different issues, such as social, environmental, and cultural. Similarly, NGO actors connect with diverse issues. This probably reflects the plurality of concern by Australian academics and NGOs when dealing with Indonesian tourism issues. Like in many countries, NGO actors in Australia connect with international actors such as international organizations and local actors, particularly the Australian government. This behavior makes NGO actors potentially place 'in between' positions. A prestige position in the social network because they connect two otherwise separated actors (Freeman 1978; Wasserman and Faust 1994).

Other categories of actors include commercial, individual, travel media, and travel forums, which play a minor role in an issue adoption. However, they added new issues such as information and technology. Actors in travel media and travel forums are conditioned to participate in exchanges about Indonesian tourism issues. Information regarding the destinations, labeled information issues, prominently emerged in these fields. For these categories of sites, their contents are typically produced by user interactions. Therefore, viewing them not exclusively as travel media or commercial actors may be better. It is also the case for blogs which individual actors typically manage. Above all, specific issues detected from those sites add more diverse concerns in Australia when dealing with Indonesian tourism.
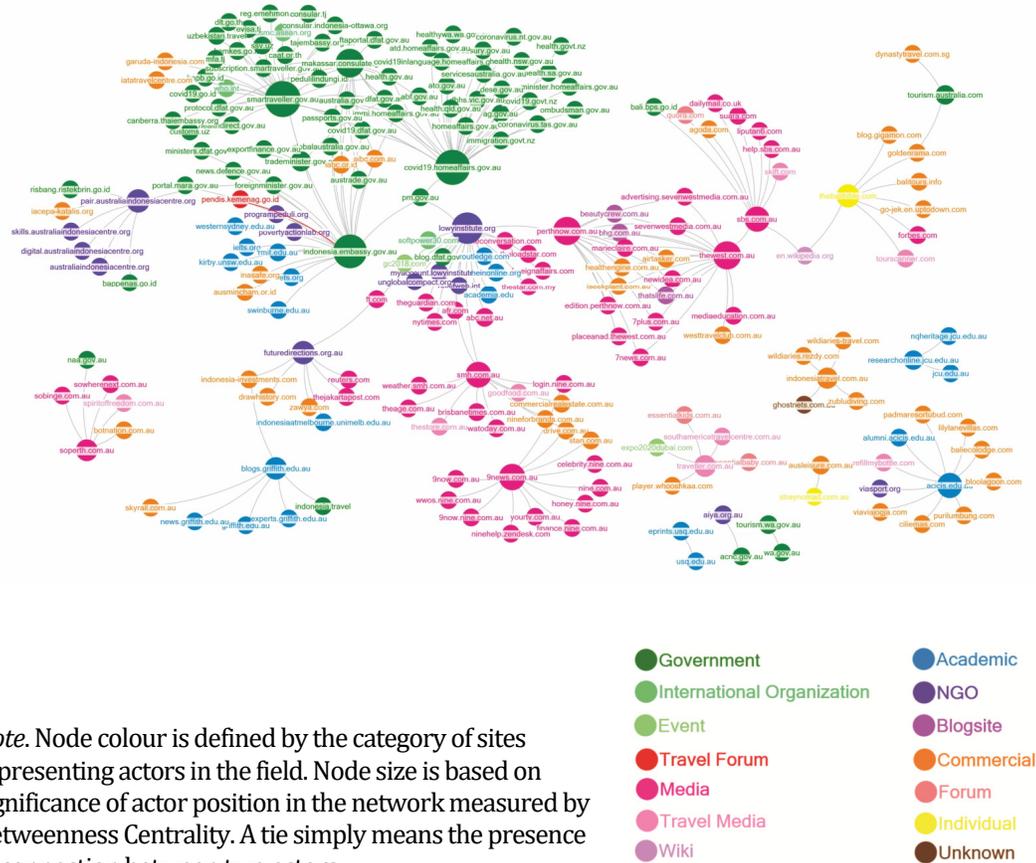
This study visualizes the hyperlink networks of webpages are visualized To make multiple actors' preferential attachment on the web more visible. Note that webpages, not websites, represent actors below, since what is intended to be captured here is an emphasis on content, not organisations or individual managing websites.

From Figure 2, it is fair to say that actors in the government and media fields are dominant and central to Indonesian tourism issue formation in Australia. Government actors form their cluster more rigidly than others. Media actors place second, with more diverse actors linking to them. Meanwhile, other actors exhibited scattered distribution in the network. For example, commercial actors are involved in the government-dominated, media-dominated, academic-dominated, and NGO-dominated clusters. Unsurprisingly, dominant actors include those in the government, media, academic, NGO, and commercial fields, taking part in the network's largest component. This means actors in different fields did not neglect each other when adopting issues, even though their recognition might be indirect.

What deserves closer attention here is perhaps the indirect relation between two dominant groups or clusters: the government and the media. It might answer the question about the relationship pattern between actors in those fields, which interestingly share most issues. Government-media polarisation is better seen as driven by internal homophily gestures orchestrated by Australian actors on the web regardless of what issues matter. The issue doesn't seem to affect the formation of ties. No direct interaction between the government and the media might be determined by the nature of the web itself, in which any actors are virtual 'media actors'. The web enables any organization, including the government, to create media. It is interesting to think that the visibility of media industries on the world wide web is different from their non-web counterparts.

Figure 2
The Hyperlink Networks of Australian Sites Adopting Indonesian Tourism Issues

Note. Node colour is defined by the category of sites representing actors in the field. Node size is based on significance of actor position in the network measured by Betweenness Centrality. A tie simply means the presence of connection between two actors.

Occupying strategic positions in the network of Indonesian tourism issues are those actors in the government and NGO fields. The strategic position of the government might largely be shaped the need of other actors to link to official or authorized sources when publishing an issue such as the COVID-19 tourism policy. It implies that the government actors on the web already had privileges that benefit them in the network position. The following table shows the 9 most strategic actors in the network structure. See Table 4.

NGOs' strategic position is particularly unique since they were small in numbers, at least compared to those in the government, media, and academic fields. However, NGO actors link to more diverse actors across the fields on the web, which paves the way to bridge otherwise isolated clusters. Australian NGO sites benefit from their position to bridge between the government, media, and academia.

When adopting tourism issues, Australian actors demonstrate behavior that cluster fields semi-autonomously. The homophily behavior of dominant actors embraced it, including the government and media. Issues becoming their concern differ. However, shared issues such as tourism policy fail to anticipate a polarization between two dominant actors, as demonstrated by the network of the Australian government and media on the web. Actors in the fields survive by semi-autonomously struggling for issues that matter most. It is evident that for Australia, Indonesian tourism issues strengthen relations between actors in the same fields while polarising those across the fields.

The Status and Behavior of Actors in Online Networks

Using the web to examine Indonesian tourism issue adoption by Australian actors allows empirical identification of actors' status and behaviors across the fields in an online setting. Online field theory can help contextualize the structure of relations as performed by actors on the web (O'Neil and

Table 4
The Top Nine Most Strategic Actors in the Network of Indonesian Tourism Issues
Formation on the Web

No	Website	Category	Strategic Score (Measured by Betweeness Centrality
1	lowyinstitute.org	NGO	10,555,000
2	pm.gov.au	Government	7,634,525
3	indonesia.embassy.gov.au	Government	5,446,349
4	covid19.homeaffairs.gov.au	Government	5,077,878
5	perthnow.com.au	Media	5,070,000
6	smartraveller.gov.au	Government	3,749,473
7	smh.com.au	Media	3,345,500
8	thewest.com.au	Media	3,285,000
9	sbs.com.au	Media	2,916,000

Source: Author

Ackland 2020a). Techniques of using what Rogers (2013) called 'the method of the medium' by repurposing popular existing search engine Google and hyperlink tracking of web for research makes this study able to identify major issues and their formation online. Although the scope of tourism issues here is very broad the web provides a large and diverse category of issues, it doesn't mean that issues mapped here are complete and impartial. As Marres (2015) argues, all publicity sites, including the web, come with biases. However, including web data gives empirical evidence of the enactment of issue adoption and formation. Therefore, using web data to identify major issues adoption across different fields is plausible. Contextualized in the Australia-Indonesia tourism relation, this study provides the contours of their relations on the web.

Two major issues deserve special attention. Policy and economy in tourism have become issues of concern for many actors across the fields in Australia. Regarding policies, the government and media became the key players. As this issue contains explicitly mobility restrictions to visit Indonesia due to the covid-19, the Australian government is 'mandated' to appear as a primary actor to this issue. Many countries, including Australia, adopted state decisions to close the border (Utomo 2020). In this case, providing information to their citizens regarding travel restrictions is part of the government's responsibility (WHO 2022). Following health authorities such as WHO, UN member countries implement policies in response to the pandemic, including tourism activities. The presence of the government as an early adopter of issues such as this is nothing surprising. Therefore, it can be argued that when it comes to tourism major issues in other

countries such as Indonesia, the Australian government always has a greater chance to play a powerful role.

Although governments worldwide are mandated to adopt such policies, actors in the media field performed higher visibility in terms of the narratives. This frequent intensity makes them the other key player in this issue. As shown by the mapping of hyperlink networks, there is a clear division between the two most important players in the network. The media and the government share similar issues but don't strongly link. According to the theory, actors in each field adopt different issues according to what matters most to them (Bourdieu 1987, 2010, 2014). This is how the government responds to policy issues exclusively. The media share similar issues but with a lower degree of network centrality. Policy issues adopted by media actors are non-exclusive, as the Australian media is concerned with broader issues related to Indonesian tourism. The higher degree of network centrality owned by the government confirmed the theory of field structure.

Economy-tourism issues are another concerning issue for Australian actors. The government, media, and NGOs are the most engaged with these issues. Economy-tourism issues adoption reflects Australian interests in building or maintaining its relationship with Indonesia through strategies such as marketing tourism destinations in Indonesia. An emphasis on Australia's economic contributions to Indonesian tourism development is highlighted in the web narratives. Persuasively introducing tourism spots and destinations can be seen a way of inviting more Australians to visit Indonesia from which economic benefits can be

derived. As several visits increasingly become an indicator of economic contributions given by visitors' origin country, more narratives about Indonesian destinations on the Australian web reinforce claims of Australia's economic contribution to Indonesia.

Actors with lower status on the network structure were those other than the government and media. Although their roles are minor, they add more issue diversity leading to a claim that different Australian actors pose different issues of concerns about Indonesian tourism. It is found that Australian actors in academic, commercial, NGO, and individual fields engage with more diverse tourism issues. The emergence of social, cultural, environmental, technology, information, and development issues produced by those actors indicates that Indonesian tourism issues reflect multiple interests expressed by multiple Australian actors. Which actors prefer which issues depend largely on their position within the field network. In addition, they often link to others across different fields. As the mapping shows, this leads to the scattered-peripheral positions with lower centrality they place in the network, making them less influential in staging and spreading the issues on the web.

Conclusion

Web data contains explicit and implicit information about organizational behavior expressed via web contents and hyperlinks. Using tourism issues as a matter of concern from organizations being studied allows for identifying which kind of tourism issues matter most for which actors. The web is an online field where few actors place more strategic positions than the rest. Online field theory provides a framework for why actors occupying more

central positions engage with a particular issue and prefer to connect with a particular actor. Regarding Indonesian tourism issues, multiple Australian actors paid attention to different issues. Methodologically, given the web, a social information ecosystem that is relatively publicly accessible and multiple actors are being there with various purposes, the web provides potential rich resources for an analysis of actors and issue. Furthermore, links and narratives on the web produce meaningful discourses open to interpretation. Reflecting on the contents produced by the Australian websites adopting issues about Indonesian tourism, it is evident that Australian actors develop contested issues in their engagement with Indonesian tourism. On the web, actors also select issues and prefer to link with other actors as part of their strategies, to change or maintain the social game in the fields.

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The author declared no potential conflicts of interest with respect to the research, authorship and/or publication of this article.[]

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