



# Content preservation analysis of Semarang City tourism website

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## Abstract

*Background.* Semarang City tourism site is a means to market the tourism business industry has not been managed properly. The niche on the tourism website has not shown a complete description of the actual conditions of a digital collection preservation effort. This study aims to analyze content preservation on tourism websites in Semarang City. The purpose of this research is to describe the excellence of Semarang City tourism website when filled with complete and attractive content.

*Methodology.* This study on preservation analysis of tourism websites uses descriptive qualitative methods by conducting media content analysis on the tourism website <http://pariwisata.semarangkota.go.id/> as tourism information navigation. The core of the problem studied is the lack of relevance of Semarang City's development plan as a smart city with the readiness of tourism information.

*Results and discussion.* The results of the content analysis of the preservation of the site found that the content of the site has not fully conveyed actual and interesting ideas, ideas, or information.

*Conclusions.* Preservation efforts have been done well, but the quality of this niche on the site needs to be improved. This site is still undergoing an application maintenance process so there is a delay in updating the site content. Suggestions for site improvement include providing opportunities for the community to send coverage products about tourism activities through an editing process to harmonize the content with other aspects of beauty. Visitors expect an honest statement from the site manager to apologize that this site is undergoing application maintenance or preservation so that visitors can figure out the actual situations

## 1. Introduction

Technological and digital transformation in the business environment has become a necessity in people's lives due to their significant dependence on information ethics. It is also realized that every technological development has changed people's behaviour and life cycle along with any business ethics, including tourism business. The tourism business is experiencing a revolution in information and communication technology fundamentally to a new spectrum of old things that have not been exposed before.

In that regard, the government of Semarang City, Central Java Province, Indonesian has declared itself as a smart city. This means that the government of Semarang City is also preparing itself as a tourist city that is expected to increase revenue from the various tourism sectors that accompany it. These sectors include hospitality businesses, transportation, restaurants, culinary tours, and souvenirs, as well as other small things that

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can provide income for the community or small entrepreneurs affected by these tourist visits.

The problem that occurs on this website is the unavailability of complete information according to the visitors' needs, which indicates the seriousness of the management. If this site is not filled with up-to-date information about tourist locations, then site visitors or potential tourists are likely to cancel their visits. If this happens, Semarang City will suffer significant losses.

The key to the success of the tourism business is influenced by the availability of information for potential tourists. Through the website of the Semarang City Culture and Tourism Office, <http://pariwisata.semarangkota.go.id/>, information and a real picture of the conditions and tourist sites around Semarang City can be obtained. With the aid of the site's navigation, prospective tourists will be assisted in determining their tourist spots according to their desires and curiosity about Semarang City.

The description of the content of tourism site navigation should be understood as a concern and honesty of information that is the core of the success of the tourism business. All components that work and are involved in the development of tourism site navigation at the Semarang City Culture and Tourism Agency are an important part of the development of this business industry which is ethically part of the tourism work environment. This should be understood as an obligation that has a moral impact on employees so that they are always diligent in improving and showing concern for the content of the navigation of the Semarang City tourism site.

To support the successful development of these tourism sites, a preventive effort is needed in the form of preservation measures. Preservation is a process intended to keep or maintain something intact, awake, renewable, and preserved. The purpose of preservation is to ensure that the Semarang City tourism website can still be accessed, studied, enjoyed, and utilized by potential tourists as a travel guide. In the act of preservation, an effort is needed to preserve it with all the potential capabilities and human resources available at the Semarang City Culture and Tourism Office.

In comparison, a similar study conducted by Tanselle (2018) states that a collection, whether online or not, requires regular or routine maintenance, especially in the context of rare collections. However, the author links this to the collection found on the website <http://pariwisata.semarangkota.go.id/>, which is not well organized.

Another comparison, namely another study conducted by Obeidat & Al-Shboul (2021) in the banking sector, whose aim is to show the impact of the adoption of information ethics on the business performance of existing banks in Jordan. Obeidat dan Al-Shboul also used a questionnaire with 45 questions. Their results show that the adoption of information ethics has a statistically significant impact on general business performance, to achieve profits and service development.

Based on this research, the author applies the context of the research results to the reality that occurs on the website <http://pariwisata.semarangkota.go.id/>, which ethically has not provided accurate information that has an impact on visitors to the site. The proof is the unavailability of information on all niches that have been provided by the site, and this is an obstacle for tourists to find out the information content of the site. In addition, ethically, the site certainly does not represent the full framework of a tourism location.

A further impact of these results is the preservation of information as a resource, goal, and product for attention to information ethics, training, and employee development regarding the importance of employee performance. On this basis, the findings of Obeidat & Al-Shboul are very relevant to this study, from the point of view of the tourism industry. Likewise, research conducted by Higgins-Desbiolles et al. (2019) shows that what is very important in the tourism industry is to redefine which focuses on the rights of potential tourists in building imaginations and social capacity about tourist sites.

In line with this, the site found at <http://pariwisata.semarangkota.go.id/> is a good service. It aims to guide potential tourists traveling to Semarang City. However, there needs to be an improvement in some niches and their derivatives that are still empty or already filled but the content does not support the features or niches referred to.

This study also complements previous research on the relationship between museums and cultural sustainability, which has been conducted in Australia, Cyprus, and Romania. This study aims to broaden the understanding of the relationship between galleries, libraries, archives, and museums and cultural sustainability in the context of the independent library sector in the UK and the US (Loach & Rowley, 2022). Thus, the preservation of the website <http://pariwisata.semarangkota.go.id/> can work well and become a means to broaden the understanding of Semarang City.

As a basis, the writer presents some research results that have been conducted by several experts, including theories regarding preservation which have been Loach & Rowley (2022) as a model the addition of independent libraries located in the United Kingdom and the United States in this study will also benefit the sector in incorporating insights into the sustainability of these libraries from organizations that previously existed in relative isolation from one another. This study will also profit the sector by incorporating insights into library sustainability in an organization or agency. About this website, it is hoped that a mutually supportive relationship will be established and able to maintain the conflict between the contribution made by the website <http://pariwisata.semarangkota.go.id/> to the area of needs of potential tourists, fulfilling information ethics, and helping the sustainability of the performance of the Semarang City Culture and Tourism Office through the website <http://pariwisata.semarangkota.go.id/>.

What needs to be maintained or given preservation behavior is a tourism site, which is interpreted as a work product that must pay attention to aspects of usability, information quality, and service interaction. If these three things are obeyed and carried out properly, the results and contents of the site will be attractive. Besides being attractive, the site is also able to provide satisfaction for visitors or users of the site (Islamiah et al., 2022).

For Hatmanti & Irwansyah (2023), the availability of a website on a website has become a visual communication medium that can be utilized by the Semarang City Culture and Tourism Office to create the identity and image of government agencies through storytelling strategies. The <http://pariwisata.semarangkota.go.id/> site can also function as a storyteller for government agencies so that it can increase and provide legitimacy to the strength of the agency, and increase public trust.

The concept of ethical navigation of information on tourism websites involves digital library science, especially regarding the content of websites that are already informative or not. In addition, it is also connected to economics because it is related to the overall economic impact. There is also a repertoire of informatics science in terms of technical site management. Specifically for this study, the author limits it to the repertoire of digital library science on the site <http://pariwisata.semarangkota.go.id/>.

City's tourism website, ethical actions are needed so as not to disturb the comfort of other parties. There is an agreed rule that the content of the site should be reasonable, not invading the privacy of others, beneficial to the user, informative and interesting, and an indicator of the performance of the manager. The projection of information on the Semarang City tourism website should be evidence that information has a central role for site managers or human resources in demonstrating media ethics to the needs and demands of users

The simulation of the role and responsibility of the site manager is a gamble for tourism agencies so constancy in delivering information must be a major consideration. If there is a slowdown or even a vacuum of information, then this is an indicator of a decrease in moral responsibility which causes the spread of public opinion to become uncontrollable.

The emergence of negative assessments of the site and the agency that owns it becomes a new problem, which can result in public distrust.

Obeidat & Al-Shboul (2021) consider this as a fraud, because things that should be the public's right to understand, are absent in public spaces that have freedom of accessibility. Therefore, the honesty and integrity of tourism information navigation in free public spaces, and under the control of site managers, should be done and managed properly. Although it seems simple, if it is not done and supervised well, the results will not look satisfactory. This can also impact the site manager's commitment to the ethical moral development of the information system that has been constructed (Jasevičienė, 2012).

Starting from the success of the site in strengthening media ethics, it will influence other sectors. From the tourism website, potential tourists will be directed (navigation) to explore deeper information about culinary types, restaurants, tourist sites, bus terminals, train stations, and other information that endorses the smooth running of the tourism business. Prospective tourists who desire to enjoy the typical cuisine of Semarang City can easily get information about the type of cuisine that is suggested according to the tastes of tourists.

If the information on a niche site is the beginning of a tourist's visit to a location, then this is already a positive benefit for all sectors through which the tourist travels (Damp, 2020). The advantages are not only in the form of revenue, but the positive impression and image of Semarang City is an invaluable thing, which can be used as a recommendation for colleagues, friends, or fellow tourists who have appreciated services in Semarang City.

Empirical reviews verify that every activity requires information, while information demands ethics from trusted resources. The pattern is that the more and better the information, the more diverse the activities, so the freer the chance for users to select the information received (Obeidat & Al-Shboul, 2021). The ethical elements considered are the availability, accessibility, and accuracy of information resources while taking into account the quality in terms of form, type, and device assistance.

The next intent is to make Semarang City one of the icons that have adequate quality in terms of services, facilities, and hospitality. These three things require very basic readiness because tourists' interest lies primarily in these three things. The slightest slip-up in any of these areas will diminish the positive image of the tourism business, which will have a lasting impact on Semarang City.

Thus, to manage the <http://pariwisata.semarangkota.go.id/> site, in addition to human resources as site managers, appropriate technological devices are also required. For this purpose, the site manager already has it. However, what needs to be done is how to execute it by the wishes of the parent agency. The desire in question is inseparable from the element of profit obtained, which is not only in the form of material. The advantages in the form of positive value about the impression or image of the agency, namely the Semarang City Culture and Tourism Office, are considered more crucial than anything else. For this reason, Martin et al. (2019) still emphasize that the profit motive will influence the ethics of digital technology and the information it delivers. Therefore, this study aims to analyze content preservation on tourism websites in Semarang City. For the purpose of this study, the author defines the research objective as describing the excellence of Semarang City tourism website when filled with complete and attractive content.

## 2. Method

This study uses bibliometric procedures based on the publication of information on the website <http://pariwisata.semarangkota.go.id/> as a form of preservation. Data were compiled from January 8 to March 27, 2023, referring to the content of the site, which is

freely available without using any keywords (Plakhotniuk et al., 2021). Publication information on the site <http://pariwisata.semarangkota.go.id/> is in the form of preservation of detailed documentation about tourist sites, culinary, hotels, places of worship, and fitness recovery locations in the form of massage parlors.

From the results of this search, the author also describes descriptively the preservation method on tourism sites which include niches about souvenir buying locations, restaurants, massage and spa places, religious or religious tourism locations, Polaris (tourism awareness groups), karaoke clubs, bus terminals, seaports, airports, and train stations. For each of these niches, the author performed a qualitative descriptive study analysis of the niche and its derivatives, to obtain actual information about Semarang City. The outcomes of the search provided evidence that is comprehensively conveyed in the results and discussion section.

In this study, the author uses a qualitative descriptive study by conducting a preservative analysis of the content of tourism sites. The tourism site utilized as the object of study is <http://pariwisata.semarangkota.go.id/>. The consideration is the relevance of Semarang City's development plan as a smart city, one of which is the tourism element.

Starting from information about tourist destinations, prospective tourists will determine their departure plan to a tourist location. The author then traced the content of the site and researched the content of each niche, as well as the derivative information in each niche. From the results of the search, the author obtained information about the diversity, actuality, and creativity of journal managers in filling tourism information.

The author obtained another piece of evidence when there was a prospective tourist named Endah from Surabaya who planned to visit Semarang. The author suggested visiting the tourism website located at <http://pariwisata.semarangkota.go.id/>. After conducting a search, the prospective tourist found that the tourist locations were not complete. This caused the prospective tourist to cancel their plan to visit Semarang and choose another city that provided more comprehensive information. This should be an important note for the Cultural and Tourism Agency of Semarang, through this study.

Another confession was when the author interviewed five visitors to Sam Poo Kong and Lawang Sewu tourism sites. Two people who visited Sam Poo Kong admitted that they did not open the website <http://pariwisata.semarangkota.go.id/> to come to Semarang. They visited Sam Poo Kong only because they received information from others. As for the three people who visited Lawang Sewu, they admitted that they had seen the website <http://pariwisata.semarangkota.go.id/> but did not obtain the latest information about the Lawang Sewu tourism site.

Based on these experiences, the author seeks to conduct a more in-depth study on the reasons for the lack of updates to the information on the website <http://pariwisata.semarangkota.go.id/>. The author hopes that this website will continue to develop and be able to provide accurate information for visitors. Thus, the quality of the website will improve and support the tourism program of Semarang city.

### 3. Result and Discussion

The Semarang City Government's efforts to realize a smart city require the support of all parties, including the Semarang City Culture and Tourism Office. The vision of a smart city is to provide convenience in terms of public services fully and openly for the community. If this vision is not supported by a complete and good tourism information service, it is feared that there will be an imbalance in terms of information disclosure to the public.

Until this study was developed, on March 27, 2023, the author found irregularities in the content of Semarang City's tourism website. The irregularities are presented through this study to get attention and handle quickly and better so that the vision of Semarang City as a smart city can be realized. In the following, the author presents some of the findings from my search of the website <http://pariwisata.semarangkota.go.id/>.

The author started his search for information about Semarang City through the website <https://visitjawatengah.jatengprov.go.id/id/regency/kota-semarang>. This site provides information about Semarang as the capital city of Central Java province. Geographically, Semarang is located between 6°50' - 7°10' South latitude and 109°35' - 110°50' East longitude with temperatures ranging from 20°-35° Celsius. Semarang is known for its heterogeneous population consisting of several ethnicities such as Javanese, Chinese, and Arab. Despite its heterogeneous society, for centuries people have lived a peaceful life in this city.

The formation of Semarang city began when Ki Agen Pandan Arang was elected as the first regent of Semarang by the Demak Kingdom. After his death, the Demak Kingdom elected Pandan Arang II on May 2, 1547, which was later agreed upon as Semarang's birthday. Semarang flourished as a trading port during the reign of the Demak Kingdom.

Starting from the website <http://pariwisata.semarangkota.go.id/>, users or visitors should be able to get the latest information about Semarang City. The site contains a homepage, news, events, festivals, destinations, tourist maps, innovations, and videos. In each topic or niche, some have derivative information and some do not. For niches that have derivative information are destinations, tourist maps, and videos. This paper will discuss the initial niche of the Semarang City Culture and Tourism Agency website, which was downloaded on March 27, 2023.

The site contains information about various tourism activities, tourist sites, and other supporting services related to tourism. Although in the digital era security is needed for the site, on this site there is nothing that should be kept secret, so aesthetically the nature of the information is public. The openness of the website should provide an opportunity for the general public to submit manuscripts, news, photos, videos, or articles about social and cultural activities that occur in the community but are not covered by the Semarang City Culture and Tourism Office employees as the website manager.

By referring to the pattern of information disclosure, this agency allows the public to send their coverage products by paying attention to the principles of moral and ethical decency, without any content of racial, political, pornographic, violent, or other things that are not suitable for public display. Whatever the coverage product sent by the community, it should still be appreciated as an achievement that needs to be appreciated in the form of loading on tourism sites, after going through an editing process to harmonize the content with other beautiful aspects. Although it is considered a conventional product, the community has been actively involved procedurally to participate in filling the empty site space.

The first section begins with a niche about the homepage. In this niche, the author found information about a welcome greeting from the developer institution, accompanied by a Videotron background about a teenager's sports activity, Tugu Muda during the day and night, Lawang Sewu, Semarang Bridge Fountain, Mayor's Office, Central Java Great Mosque, Blenduk Church, Sam Poo Kong Temple, Avalokitesvara Pagoda, Giri Natha Temple, and Rainbow Village.

At the bottom of the Videotron, there is information about the tourism map of Semarang City, which when visited niche, contains hotel names, phone numbers, and addresses of 82 hotels. However, there is no information on the class or star rating of the hotel about its quality and services. The author believes that the information about hotels

is simply to provide information about hotel names, addresses, and phone numbers to show or tell that there are hotels in Semarang City.

The author considers that this section is still uninformative because things related to class, stars, room photos, types of services, points or distances of hotel proximity to other tourist sites, and readiness to serve tourists to travel are missing. In addition to information about hotels, there is also information about locations for buying souvenirs, restaurants, massage and spa places, religious or religious tourism sites, pokdarwis (tourism awareness groups), karaoke clubs, bus terminals, seaports, airports, and train stations. From all the information, the author shows an example of the content of information about the seaport of Semarang City, which contains the following description.

For example, Tanjung Emas Port is a port in Semarang, Central Java. Tanjung Emas Port (sometimes written as Tanjung Mas), has been managed by PT Pelabuhan Indonesia III (Persero) since 1985. This port is the only port in Semarang City. Tanjung Emas Port to Tugu Muda Semarang is about 5 km or approximately 30 minutes by motorcycle/car.

The information, when analyzed for the content, is considered uninformative because the description is limited to history. The history does not contain an in-depth description of the important things about the background and reasons for the construction of the seaport in Semarang City. The visual presented is only one photo.

It would have been more interesting if a video had been shown of the harbour situation, as well as the tourist services available, for example, to get to the Karimunjawa tourist site in Jepara Regency, complete with the type of ship, tariff, accommodation, and types of entertainment at the location. In addition to information about the port of Semarang City, there is also information about Tawang Station. In the description, the following are written. Semarang Tawang Station is a large class A station in Tanjung Mas, North Semarang, Semarang City.

The station, which is located at an altitude of +2 meters, is the largest station under the management of PT. Kereta Api Indonesia (Persero) Operational Region IV Semarang. as well as the largest station in Semarang City and northern Central Java. The name "Tawang" is taken from the name of the village near this station, namely Tawang Sari. The station is not too far from the city center, approximately 5 kilometers. The station is also not far from the tourist attractions of Kota Lama and Johar Market.

It is understood that the description available is only limited to the condition of the station and its predicate. The description of the origin of the station name is not so important and relevant to the needs of the tourism world. The author considers that information for tourism needs is still lacking because tourists are likely to use and need information on tourist locations that can be reached by train services, accompanied by fares and estimated time.

Next is information about festival activities in Semarang, with the most recent information about wayang kulit, work ngendhog, Dugan, and Semarang Night Carnival all uploaded in 2019. This is certainly a long time ago in terms of the timing of the broadcast, although after the Covid-19 event occurred, from 2022 to 2023, there was not a single piece of information displayed on this festival information niche. Then the event schedule has no results that can be found when searching.

Likewise, the culinary tourism niche contains descriptions of - for example - basic ingredients, cake texture, or flavour variants so that tourists can have an overview of the mochi cake. The mochi cake niche only contains the following description. Mochi Semarang is very famous for Mochi Gemini.

The advantage of Gemini mochi is that the cake tastes savoury on the tongue and the toppings vary, one of which is sesame. While the history of when and where this cake came from is unclear, mochi cakes have undergone variations in flavour. The durian flavour is one of the most sought-after when tourists come to this Atlas city.

In the religious tourism niche, there is information about the Avalokitesvara Pagoda, which is complete and can provide additional information for visitors to this site. This site will be more interesting if it presents the religious diversity that exists in Semarang City, characterized by the standing and side-by-side places of worship of more than one religion, to show the quality of the harmony of the people of Semarang City.

Next are niche events, which have no information or are empty. In addition to these empty niche events, there are also niche destinations, and niche posts about nature tourism and shopping tourism that also have no content. As for the festival niche, it contains information about shadow puppetry, work ngendhog, Dugan, and Semarang Night Carnival.

However, the last upload of information was on November 21, 2019. This means that, according to the results of this website search, it has been more than three years since there has been any change or addition of information about festival activities in Semarang City. This is unfortunate because there are so many activities in Semarang that are not documented and posted on this website.

For religious derivatives, there is some brief information about the Great Mosque of Central Java and Sam Poo Kong. Furthermore, the cultural heritage tourism derivative contains Lawang Sewu tourism, the tourism village derivative contains Tapak Tugurejo tourism location, and the Polaris (tourism awareness group) derivative contains 14 Polaris. For the tourism map niche, there are derivatives in the form of accessibility which contains bus terminals, seaports, airports, and train stations. Another tourism map niche derivative is an amenity, which contains information about restaurants, massage and spa places, and hotels.

Next is the innovation niche which contains a derivative of SI PARI whose content is a link to the homepage, then a derivative about tourism which has no content, which is further reduced to a derivative about tourist attractions and tourism potential, which also has no content in both derivatives. In addition to the derivative in the form of SI PARI, in the niche, there are also derivatives in the form of art and SIKENANG.

In the art derivative, the author cannot reach the information in it because the niche cannot show any information, as well as the SIKENANG derivative cannot be reached at all. As for the derivatives of tour packages and events, there is no side, so they cannot be used as a reference for information for prospective tourists. Another empty section is on the derivative about accommodation, whose derivatives are about all, hotels, restaurants, and hotels/souvenirs.

Then what feels unfamiliar is the feature found in the registration niche. In this section, there is a blank form and it is not explained what the form is for, as shown in the following image. The two versions are 2 minutes and 6:36 minutes dated March 5, 2023, Live Wayang on the Street Semarang// Sang Pinilih Prajurit Putri Sejati//17 February 2023 and Live Wayang Kulit 'Ki Sigid Ariyanto S.Sn & Ki KRT Gunarto Gunotalijendro dated February 2, 2023. As for the latest news niche, the site manager has presented information about the Ketok Pintu Ceremony Ahead of Chinese New Year in Semarang City, as well as other news that has a relatively stable viewing period.

One important note the author makes in this study is that the latest news niche is an example of an attractive, up-to-date, and information-rich niche that should be emulated by other niche managers to provide more diverse information about Semarang City. The site would be even more interesting if it presented the religious diversity of Semarang, characterized by the presence of places of worship of more than one religion, to demonstrate the quality of harmony among the city's residents.

Based on this finding, the author interviewed the marketing division responsible for handling the website. The head of the marketing unit acknowledged and assessed that the website is the spearhead of Semarang City's tourism 'merchandise', which still requires



advancement on all fronts. Although the site has been strengthened by a young workforce, this is no warrant that it will run smoothly. The head of this unit will soon equip opportunities for third parties to become news contributors.

This was also the case with the three site managers who became the author's interview partners. All three admitted that there was a delay in updating the content of the site, which was compelled by the maintenance of the application or preservation of the site. However, the author did not manage to get information about the cause of the long preservation process, which led to the unresolved problem of revising the substance of the site.

In addition to application maintenance issues, the author also obtained information that at the time of the interview, efforts were still being made to improve the ability of the site application to accept large photo or video submissions. The site managers cannot compress photos and videos, so when documents and photos are uploaded, they are always rejected by the site application. This is also the cause of the delay in the site updating process.

Based on the above description, the resulting discussion could be that there have been efforts to preserve tourism websites, but there are still some empty niches, so better handling is needed by filling tourism site niches according to the criteria. The tourism website should contain information about various tourism activities, tourist sites, and other supporting services related to tourism that should convey information openly, among others by providing opportunities for the general public to send scripts, news, photos, videos, or articles about social and cultural activities that occur in the community, but are not covered by the coverage of Semarang City Culture and Tourism Office employees as site managers.

The work unit responsible for the sustainability of the website acknowledges that it pays little attention to the content of the website and its sustainability. In addition, there is still a process of maintaining the site's application, as well as adding capabilities in the process of compressing photo and video media, submitted by news contributors.

#### 4. Conclusions

In accordance with the purpose of this study, the author also concludes that the Semarang City tourism website has not provided content or substantive website material that can serve as adequate reference for potential tourists. The conclusion that the authors can convey in this research is the content analysis of site preservation found that the contents of the site do not fully convey actual and interesting ideas, ideas or information.

The suggestions are as follows. Concerning the information disclosure pattern, the Semarang City Culture and Tourism Office should begin to pay attention to the content of their tourism website by filling the niche of the condition and situation of tourist sites that are still empty. This can be done by assigning a specific task to the site manager to fill the niche, or by opening the opportunity for the public to participate in filling the tourism site niche.

Based on this finding, the author also expects an apology statement on this site that maintenance is being carried out on the site application, which is included in the preservation category. This apology is also foreseen by site visitors who did not manage to obtain the information they wanted. With this apology, visitors will feel more satisfied and consider honesty to be crucial in providing information services to the public.

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