



Analysis of Physical Tourism Tickets: Can Security Printing be Used?

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ABSTRAK

Penjualan tiket fisik di destinasi wisata seringkali menjadi permasalahan dalam dunia pariwisata. Banyaknya calo dan tiket palsu selalu menjadi masalah utama. Tiket fisik sangat mudah dipalsukan dan sangat mudah didistribusikan ke calo yang tidak bertanggung jawab. Alhasil, banyak wisatawan yang tertipu dan tak jarang harus membayar dua kali lipat atau bahkan lebih hanya karena membeli tiket palsu. Penelitian ini menganalisis permasalahan yang ditimbulkan oleh tiket fisik dan menganalisis alternatif solusi pencetakan keamanan yang dapat diterapkan pada sistem tiket dengan menggunakan metode penelitian deskriptif kualitatif. Hasil dari penelitian ini adalah pembuatan tiket dengan menggunakan security printing akan memerlukan biaya yang lebih besar dan masih menimbulkan risiko pemalsuan tiket. Pencetakan keamanan mungkin memiliki manfaat jika diberi nilai lebih, seperti pembuatan tunanetra. Namun untuk keuntungan yang lebih besar, tiket digital akan memiliki risiko pemalsuan yang lebih kecil dan keuntungan yang lebih besar.

ABSTRACT

Selling physical tickets at tourist destinations is often a problem in the world of tourism. The number of brokers and fake tickets is always the main problem. Physical tickets are very easy to counterfeit and very easy to distribute to irresponsible brokers. As a result, many tourists are deceived and often have to pay twice or even more just because they bought fake tickets. This research analyzes the problems caused by physical tickets and analyzes alternative security printing solutions that can be applied to ticketing systems using descriptive qualitative research methods. The results of this research are that ticketing using security printing will require greater costs and still pose a risk of ticket counterfeiting. Security printing might have benefits if it were given more value, such as embossing for braille letters aimed at blind tourists. However, for greater benefits, digital ticketing will have a smaller risk of counterfeiting and have greater profits.

1. INTRODUCTION

Tourism remains one of the most profitable sectors for the country, playing an important role in its contribution to economic growth and foreign exchange earnings (Soewarni et al., 2019). Natural beauty, cultural heritage and diversity of tourist attractions are the main attractions that continue to attract the attention of local and international tourists. The positive impact is not only limited to direct income from the tourism industry, but also covers various related sectors, such as hospitality, transportation and small and medium businesses that support tourism infrastructure. By utilizing tourism potential in a sustainable manner, countries can strengthen their economy, create jobs, and strengthen their image and competitiveness at the global level (Taali et al., 2023).

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Therefore, developing and empowering the tourism sector is a strategy that continues to be considered in order to improve the country's welfare and economic growth.

The system for purchasing entrance tickets to tourist destinations in Indonesia still uses a conventional system, namely selling using physical tickets that are given when visitors enter the tourist destination (Kartiningih et al., 2015). The problem of ticket sales that do not comply with regulations and are carried out by irresponsible individuals, especially through the practices of brokers, has become a detrimental issue in the tourism industry. This phenomenon often creates uncertainty for consumers who want to obtain tickets in a legal way. Brokers, who act as unofficial intermediaries, not only increase ticket prices unfairly, but can also result in counterfeiting or fraud related to those tickets (Sudiarta, 2012). The drawbacks of the tickets, often the tickets purchased by tourists are fake so tourists have to pay again when entering the destination (Novriyani et al., 2022). This condition creates serious challenges for the tourism industry, because it can harm their reputation and reduce public trust in the services provided.

The practice of brokering like this is still common in Indonesia, instead of the fact that there are still many tourist destinations that only serve ticket payments using cash, so the possibility of fraud increases (Rumaf, 2023). Physical tickets often cause problems, apart from being prone to counterfeiting, the risk of losing tickets is also large (Prayitno et al., 2022). For this reason, this research aims to develop an objective understanding to reduce potential problems that may arise due to the use of physical tickets. The author believes that in the printing industry, there is an interesting solution that can be adopted, namely by printing physical tickets using security printing technology. This method highlights special characteristics that are difficult to duplicate, providing an additional layer of security against potential ticket counterfeiting (Yustika, 2009). By implementing security printing technology, it is hoped that it can reduce the risk of ticket counterfeiting and provide better protection for the parties involved, including tourism owners and ticket users. Thus, this research plays a role in presenting concrete solutions to optimize security in the use of physical tickets.

2. METHOD

This research details the use of qualitative descriptive methods by applying data triangulation techniques to gain a comprehensive understanding of the phenomenon being investigated (Amri et al., 2022). Data triangulation is a data collection technique that combines various existing data and sources. In this research, data triangulation is used in the form of in-depth interviews with respondents from tourism actors and printing companies, observation, and documentation. Qualitative descriptive methods allow researchers to in-depth examine the characteristics, processes, and context of a phenomenon, while data triangulation adds validity and reliability to findings by collecting data from various sources or perspectives (Alfansyur & Mariyani, 2020).

Respondents involved in this research included printing service owners and tourism operators. As mentioned above, the respondents were from tourism actors who run their business directly and printing companies as ticket printing providers. Printing service owners provide insight into the process of printing physical tickets, while tourism operators provide perspectives on the use of physical tickets in the context of the tourism industry. The involvement of two different groups of respondents provides a more complete perspective, allowing researchers to gain a holistic picture of the impacts and challenges of using physical tickets.

The sample tourism areas chosen for this research were Banyuwangi Regency and Jepara Regency. The selection of these two districts was based on consideration of various factors, including the diversity of tourism characteristics, the level of development of the local printing industry, and the availability of relevant data. By focusing on these two areas, it is hoped that the research results can reflect the variations and dynamics that exist in the use of physical tickets in the tourism context at the local level. Thus, this research aims to contribute to a deeper understanding of the use of physical tickets and potential solutions such as security printing in the context of the tourism industry.

3. RESULT AND DISCUSSION

It is acknowledged that implementing ticketing using security printing requires a greater investment compared to conventional methods, namely physical tickets, which have long been implemented. This was expressed by one of the printing owners in Jepara that: "Security printing is

indeed much safer when applied to the tourism industry, but the costs required are also much greater." Arif (2019) in his research stated that implementing printing using security printing technology can be counted as a more expensive option. This is due to the need for special materials that are different from conventional printing methods. The printing security process involves the use of high technology and special materials designed to increase the security level of the document or ticket. Although production costs tend to be higher, the added value in terms of security and resistance to counterfeiting is considered the main determining factor in the use of security printing technology. Therefore, cost calculations need to include these considerations in the planning and implementation of the printing method.

However, these additional costs need to be viewed as a long-term investment that can provide major benefits in terms of security and ticket integrity. Security printing allows the adoption of special technology that is difficult to counterfeit, thereby reducing the risk of ticket counterfeiting. The owner of a printing press in Banyuwangi Regency also believes that printing one ticket using security printing is comparable to five regular physical tickets. This shows that physical tickets with security printing cost five times more than previous physical tickets. However, tour owners say that although there are additional costs, it needs to be recognized that the risk of ticket counterfeiting can cause greater losses, not only financially but also in terms of the tourism owner's reputation. Physical tickets that are easily counterfeited can be detrimental to all parties involved, including tourism owners and of course consumers.

The opinion of one printing owner in Banyuwangi Regency expressed realistic concerns regarding physical tickets printed using security printing. Although security printing technology does provide an additional layer of security and makes tickets difficult to counterfeit, the printing owner honestly admits that no security system is completely free from loopholes. Highlighting the fact that while physical tickets may be difficult to counterfeit, loopholes still exist, especially for unscrupulous scalpers who have every intention of taking advantage of the situation. This scenario creates an opportunity for continuous advancements and enhancements in security printing technology, urging a proactive stance towards refining existing methods or incorporating supplementary security measures to elevate the standards of printing quality control (Amri dkk., 2019). The need for ongoing improvements is evident, given the evolving landscape of security challenges. As technologies evolve, so do the techniques employed by counterfeiters and unauthorized entities. In response, the exploration and integration of cutting-edge security features become imperative to stay one step ahead of potential threats. This dynamic nature of the security printing landscape underscores the importance of a proactive and adaptive approach, ensuring that the measures in place are not only robust but also capable of adapting to emerging challenges. Consequently, the industry is prompted to continually explore innovative solutions and stay abreast of the latest technological developments to fortify the security protocols associated with printing processes.

Another printing owner in Jepara Regency said that implementing security printing technology by providing added value such as braille embossing on physical tickets specifically for blind tourists is a valuable step in creating a more inclusive tourism environment. According to him, adding added value like this will provide easier and independent access for tourists with special needs, allowing them to experience tourism more comfortably. So even though it is more expensive, security printing can be more useful for blind tourists.

Although physical tickets using security printing with braille embossing provide certain advantages, it cannot be ignored that they still carry the risk of ticket counterfeiting like ordinary physical tickets. Some tourist owners who already have digital tickets believe that digital ticketing can also bring significant benefits.

The study conducted by Sirait et al. (2017) underscores the potential enhancements in security within the realm of digital ticketing. According to their findings, the integration of several features has been identified as instrumental in fortifying the security measures in this context. Notably, the inclusion of digital signatures, two-factor verification, and data encryption emerges as pivotal elements. Digital signatures serve as a sophisticated means of authentication, ensuring the integrity and authenticity of the digital tickets. The implementation of two-factor verification adds an additional layer of protection by requiring users to undergo a dual-step authentication process, thereby mitigating the risk of unauthorized access. Furthermore, data encryption is emphasized as a crucial aspect in safeguarding sensitive information during the transmission and storage of digital tickets. The collective deployment of these advanced security features is highlighted as a comprehensive strategy to enhance the overall security posture of digital ticketing systems. As technological advancements continue to progress, these findings underscore the dynamic nature of digital ticketing security and the need for continuous innovation to stay ahead of potential threats.

This provides an additional layer of security and reduces the risk of ticket counterfeiting, which can be critical in securing the ticket purchasing process, especially on a large scale. In addition, digital tickets provide great convenience in their management and use. Users can easily access their tickets via mobile devices, avoiding the risk of losing physical tickets, and providing flexibility in travel. The ability to store tickets digitally also has the potential to reduce environmental impact by reducing paper use.

4. CONCLUSION

A comparison of the benefits between physical tickets that use security printing and digital tickets shows that digital tickets offer more benefits. However, in choosing between physical tickets with security printing and digital tickets, it is necessary to consider the usage situation, the need for inclusivity, and security and comfort aspects. A balanced approach focused on the needs of all parties involved can produce optimal ticketing solutions, creating a safe, inclusive and efficient experience for all types of travelers.

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