

Beyond the Hype: Local Engagement with AI-Generated Tourism Content

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Abstract

Travelers seeking authentic interactions with nature and culture are increasingly interested in destinations managed by the local community. Amidst the rising number of communities offering similar traveling experiences, operators seek a way to promote their destination and its distinctiveness. One of the ways to accentuate the particularity and the status of a tourist spot is by doing an online promotion in English, and artificial intelligence seems to open a window for its possibilities. This research aims to reveal how residents perceive the use of AI, including ChatGPT, in promoting their community-based tourist destinations. Residents participating in the research were invited to express their feelings and reactions towards AI-generated texts promoting a community-managed destination in the area they reside. Their reactions revealed three states of emotion: insecurity, uncertainty, and inauthenticity. They also reported an inability to make an informed decision due to a lack of key knowledge and skills, rendering the use of AI unproductive.

Keywords: CBT, Artificial Intelligence, emotions

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Introduction

As a concept, a community-run destination offering opportunities for immersion with nature and local people (Budiani et al., 2018) holds initial appeal as innovative. It promises unique experiences of authentic interaction with a landscape along with its occupants—both human and non-human, living and non-living. Driven by economic necessity, access to natural vistas, or government incentives (Rasoolimanesh et al., 2017), various communities embark on an entrepreneurial journey to convert their environment into a sightseeing spot. As evidenced in Bantul, separate communities occupy different patches of the same landscape, and they may share the same customs. This combination of immersive experiences with nature and local people risks becoming formulaic, and the replicability of the business concept leads to a dilution of authenticity and homogenization of offerings. Living in proximity within the same landscape, these communities, each with a similar business concept, venture into attracting visitors with generic tourist experiences. Thus, the need for an online presence that gives emphasis to local distinctiveness grows in urgency. The recognition of such urgency compels communities running a destination to advertise and establish their presence, offline and online. With limited skills and artistic flair in producing promotional material, they create their own online content. Hurdled with technical difficulties, some operators resort to others, from inside or outside the community, for assistance. This is especially the case when they consider the use of English as one of the ways to elevate their status as a tourist destination (Kuppens, 2010).

The growing demand for community-based tourism (CBT) over the past few years reflects what has recently piqued the interest of travelers. This surge, driven by tourists seeking immersive experiences in local culture and with local people, is also evident in the growing body of scholarly work in the field. Tham & Chin (2023), in their observation of the sharp increase in CBT research publications in East Asia, note a strong link between CBT and sustainable tourism practices. This connection is further emphasized by Zhang et al. (2021), whose research shows that the societal structure that affects the longevity of CBT operations is characterized by its reliance on collectivism, adherence to social norms and expectations, and family structures. They explain that measures to reduce conflicts and promote solidarity among residents are as important as initiatives to encourage local engagement with tourism activities. Han et al. (2019) and Liang et al. (2023) investigate how travelers' perceptions and their feelings towards a destination can influence the tourism site. Han et al. (2019) claim that a sense of belonging may contribute to travelers' intentions to revisit and share positive experiences, which, in turn, affect the endurance of CBT. Additionally, they indicate that the impacts of CBT extend beyond economic benefits. CBT can become a major force that motivates the revival of local traditions, the conservation of local cultures and natural resources, the alleviation of poverty, and the improvement of relationships among community members. Similarly, Liang et al. (2023) also delve into travelers' motivations and co-creation. Understanding what motivates a tourist to visit informs strategies to market a destination and the experiences to offer. Their study shows that tourism activities focusing on high-frequency interactions, which encourage travelers to take an active role in shaping their own experiences, may lead to more meaningful and satisfying traveling experiences.

The multiple benefits of a developed economy, preserved culture, and protected natural resources have oriented destination operators towards attainment of sustainability status. In recent years, technological advancement has revealed itself as a new ally in the pursuit of

sustainable CBT operations. Carvalho and Ivanov (2023) report about the integration of artificial intelligence (AI) in the daily operations of tourism businesses. While they expressed concerns about the potential for AI-related negative customer experiences, their research suggests promising possibilities for the use of AI for automating customer service and destination marketing. Other studies shed light on even broader applications beyond chatbots and marketing automation. AI-powered systems have been trained to produce a description that matches a product offered on an e-commerce platform (Zou et al. 2023) and to write persuasive content suitable for international audiences (Labrador and Ramón, 2020), which requires cross-cultural advertising practices (Ford et al. 2023). Interesting findings come from research by Youngmann et al. (2021). In their exploration of AI's ability in optimizing advertisement texts, they describe that advertisement texts authored by AI are as appealing, or even more compelling, than human-made ones in captivating readers and driving conversions. Similarly, Guo and Jiang (2023) suggest the competence of AI in authoring personalized advertisement texts that resonate on an emotional level with target audiences, revealing AI's deeper understanding of user responses (Voorveld et al., 2023). Carvalho and Ivanov (2023) and also Meskó (2023), who explore the potential of a large language model (LLM) such as ChatGPT, are optimistic about ChatGPT's capacity to enhance the efficiency and effectiveness of business operations. Binz & Schulz (2023), who do not share their optimism, critically evaluated the cognitive abilities of GPT-3 in their study. They discover that while GPT-3 demonstrates impressive capabilities in certain tasks, it lacks human-like cognitive features, particularly in causal reasoning and directed exploration. Giray (2023) delves into the field of prompt engineering, which is crucial for optimizing interactions with ChatGPT, and argues about the need for refining prompts to minimize ambiguity and bias co-produced along with results authored by AI.

While most studies mainly focus on community-run destinations in East Asia, there is limited research exploring CBT and the integration of AI in the Southeast Asian region, especially in the Indonesian context. This research attempts to contribute to the empowerment of residents operating a community-based tourist destination by exploring the experiences of those with little or some experience with artificial intelligence as they use ChatGPT to promote a local community-based tourist destination in English.

This research was focusing on a water reservoir managed by residents of Potorono, a village nine kilometers away from downtown Yogyakarta City. The *embung*— Javanese for an artificial lake—is situated in an area of 30,000 m² in Potorono, a village in the Bantul district. It features a jogging track, small food vendors, and a park.

As with many other tourist destinations that are managed and maintained by the local community, Embung Potorono faces the challenge of ensuring sustainable operations. One possible solution is integrating AI into its daily operations. This research aims to reveal how residents perceive the use of AI, including ChatGPT, in promoting their community-based tourist destinations.

Methods

This qualitative research took place in 2023, from March to November. Three randomly selected residents of Potorono agreed to participate in the study: Participant A, a 16-year-old male; Participant B, a 53-year-old male; and Participant C, a 32-year-old female. Prior to data

collection, participants were invited to attend a short training session on the use of machine translation services such as DeepL and Google Translate. Participants were also introduced to ChatGPT 3.5 (later referred to as ChatGPT). The training was designed to familiarize them with AI technology.

The training session was followed by a data collection stage. At first, participants were asked to contribute promotional texts to be translated or generated by AI. Each participant was free to decide what sentence to translate or generate, and then they fed it to the three AI services. Altogether, participants contributed six pieces of input to be entered into AI systems, consisting of five promotional sentences plus one prompt. The promotional texts were processed by all AI systems in the study, including ChatGPT. To use the promotional texts in ChatGPT, a command in Indonesian that means “translate this into English” was added to turn the text into a prompt. Meanwhile, the single prompt contributed by participants was only used with ChatGPT. All participants were asked to share their opinion or feelings regarding the generation process and the resulting texts. The goal was to explore their feelings and reactions rather than evaluate the performance of the three AI systems or the effectiveness of prompts created by participants.

Data from participants was collected twice. Participants recorded their initial thoughts and feelings after generating each text. This would later be marked as the Initial Remarks (IRs). Once the six pieces of input were exhausted, the researcher provided comments on each generated text. Participants then wrote their opinions about each generated text after hearing the explanation, and these were labeled Later Remarks (LRs). All written notes from participants were in Indonesian and later translated into English by the researcher, who is a native Indonesian speaker. All notes were coded and regarded as data for a content analysis.

Results and discussion

During the data collection stage, participants showed positive attitudes towards the idea of ensuring sustainability of the tourist destination managed by people in their neighborhood. It was evidenced by their active participation and responses to questions raised by the researchers. Responses from participants reflected various emotional states stemming from the potential unreliability of AI-generated texts. These emotions included apprehension about the possibility of errors leading to negative consequences, undecidedness about the trustworthiness of AI results, and a sense of disconnection from one’s true self. To illustrate this spectrum of emotions, responses from participants are discussed below.

Table 1 below presents opinions or reactions shared by participants regarding AI-generated texts after an input was fed into different AI systems. Both the initial comments (IRs) and the later comments (LRs) after receiving explanations about the generated texts are shown, one after another. The shift in the content of participants’ reactions revealed their emotional states. The generated texts are also included in the table to illustrate the inaccuracies produced by AI.

The shift in how participants felt reflected a condition of uncertainty and insecurity. This uncertainty may stem from the perceived unreliability of AI-generated results and the inability to review the results due to insufficient mastery of the required skills and knowledge.

Insecurity, on the other hand, may arise from concern that adoption of a below-par result may create long-term problems.

Table 1. Input, Generated Texts, and Remarks

Input: <i>Terjemahkan ke dalam Bahasa Inggris: Hiburan murah meriah sekeluarga bayar seikhlasnya.</i> (ChatGPT) <i>Hiburan murah meriah sekeluarga bayar seikhlasnya.</i> (Translation Machines)			
Generated Text	Reaction		
	A	B	C
1.1. <i>Affordable family entertainment, pay what you wish.</i> (ChatGPT)	I'm already familiar with AI. So, I already know AI can do translation, and (it) can be given questions. (IR)	(It is) very sophisticated. (IR)	(It is) easy to use. The results are good. (IR)
1.2. <i>Cheap entertainment for the whole family.</i> (DeepL)			
1.3. <i>Cheap and cheerful entertainment for the whole family, pay as you please.</i> (Google Translate)	It turns out (we) need to be careful with results of AI because we never know when it produces errors. What if we choose the wrong one? (LR)	Caution must be exercised since technology can produce errors. (LR)	I knew something was not right, but I could not tell what. (LR)

The initial remarks (IRs) made by all participants mirrored positive feelings towards AI while at the same time hinting at varying levels of familiarity with the technology. Participant A already had awareness of what AI is capable of and what services it could provide for users, and the rest of the participants expressed their amazement at the technology. Participant C, who admitted that she never checked her email and only had an account for signing up on social media, was impressed by AI's generated results and user-friendliness. Being a homemaker, she claimed she rarely had time to brush up on her English skills or catch up with technological advancement, let alone learn coding. Yet, her trust in Anthony Giddens's term 'expert systems'—believing that professionals are applying their expertise to ensure the internet and her social media account continue to work—gave her confidence when browsing photos and videos, leaving comments, liking, and trying new features (Giddens, 1991). The ease of AI use and its promising results gave her positive experiences that further confirmed her trust in the expert systems.

When the omission of the idea of '*bayar seikhlasnya*' (pay as you please) was pointed out in one of the AI-generated results, participants expressed different emotions in response to the generated texts. Both participants A and B expressed caution with different implications. The former was concerned that adopting a subpar result might affect school grades or performance in other areas, and the latter stressed the fact that AI had produced incomplete work. Participant A demonstrated insecurity because errors in generated text from AI might entail negative consequences, while participant B indicated a condition of uncertainty that AI could be wrong. Participant C, on the other hand, was curious about the noticeably shorter result produced by one machine translation service (sentence 1.2.). However, her limited English skills prevented her from making sound judgments.

Table 2 presents how the realization that all AI systems used in the study could potentially generate text containing errors has heightened the sense of insecurity and uncertainty. One of the participants, after learning about the co-presence of errors in the translation produced

by AI, expressed a feeling of uncertainty about AI’s dependability. Her report also revealed a departure from trust in the expert systems towards placing confidence elsewhere.

Table 2. Input, Generated Texts, and Remarks

Input: <i>Terjemahkan ke Bahasa Inggris: Anak-anak bisa naik odong-odong dinosaurus.</i> (ChatGPT) <i>Anak-anak bisa naik odong-odong dinosaurus.</i> (Translation Machines)			
Generated Text	Reaction		
	A	B	C
2.1. <i>Children can ride on the dinosaur-shaped carousel.</i> (ChatGPT)	So, is ‘ <i>odong-odong</i> ’ a carousel, or is it a carriage? (IR)	All results seem good. (IR)	Maybe one of them is usable. (IR)
2.2. <i>Children can ride the dinosaur carriage.</i> (DeepL)	AI can produce errors. (LR)	Careful not to pick the wrong one. (LR)	In a similar situation (I) usually ask my son for help with English. (LR)
2.3. <i>Children can ride a dinosaur odong-odong.</i> (Google Translate)			

Participants had mixed reactions regarding the generated texts in their initial remarks. Participant A saw it as an instructional chance to expand his English vocabulary, while B thought that all generated texts were equally acceptable, even though one of the results retained the original word ‘*odong-odong*’. Participant C, noticing that one of the results carried over the word, assumed that one of the remaining two generated texts was correct, but she was uncertain about which one. All participants were oblivious to different possible translations of ‘*odong-odong*’. The word can mean one of the seats featured on a carousel, a ride-on toy, or a carriage, depending on its actual shape.

All participants reported feeling uncertain and insecure after learning that AI had produced suboptimal results due to insufficient information. Participant C, like participant A, expressed a degree of distrust because neither were certain about AI’s ability to consistently generate reliable texts. The expert systems that gave her confidence in smooth social media scrolling seemed less reliable when it came to AI text generation. Her trust in a system that enabled a seamless virtual journey without her needing to be aware of how it worked, its origins, or its timing waned with the AI translation issues. This had left her in a state of uncertainty. In such situations, she explained, she would seek confidence from someone she trusted. She believed her son had better mastery of English and that his insights would be something she could rely on. Meanwhile, participant B’s feelings leaned more towards insecurity. He expressed concern about the possibility of accidentally taking up a generated text that turned out to be incorrect. Table 3 illustrates how the insecurity regarding potential errors in AI-generated texts exposes broader concerns. The shifts in reactions revealed that this insecurity did not originate from fear of possible negative consequences. Instead, it arose from a feeling of helplessness for not being able to make informed decisions due to a lack of important knowledge. This insecurity suggested a belief that possessing key knowledge and skills could ensure greater benefits from AI use.

Table 3. Input, Generated Texts, and Remarks

Input: <i>Terjemahkan ke Bahasa Inggris: Bisa naik perahu keliling embung.</i> (ChatGPT) <i>Bisa naik perahu keliling embung.</i> (Translation Machines)	
Generated Text	Reaction

	A	B	C
3.1. <i>You can take a boat ride around the reservoir.</i> (ChatGPT)	Results from Chat GPT are good, as always. Now I know 'embung' is reservoir. (IR)	Extraordinary. (IR)	Nothing beats translation by AI. (IR)
3.2. <i>You can take a boat ride around the reservoir.</i> (DeepL)	It's surprising that a brand as big as Google does not know what 'embung' is in English. (LR)	Careful. (LR)	I can understand simple English, but I'm hopeless when it gets more complicated. (LR)
3.3. <i>You can take a boat around the embung.</i> (Google Translate)			

Initial responses from participants were all positive, indicating their admiration of the technology, its instantaneous results, and the perceived quality of the generated texts. Participant A stressed his familiarity with and confidence in large language models. In his observation, different AI systems seemed to reach a consensus on 'reservoir' as the translation for 'embung', which he appreciated as a learning moment. While participant B did not express much other than his amazement, participant C stated the superiority of AI technology.

When informed that two AI systems seemed to reach an agreement on 'reservoir' while one machine translation service retained the word 'embung' (sentence 3.3), the participants' reactions varied. Participant A expressed his astonishment that a large tech company failed to provide certainty about the English translation of the word. This was especially surprising, as two other AI systems appeared to agree on a translation. The reactions of the other participants, however, leaned more towards insecurity. Participant B was cautious about the possible consequences of errors in the AI-generated text. The reaction of participant B suggested that she was in an insecure situation where she lacked control due to the absence of necessary knowledge. Her reaction also hinted at her belief that better mastery of English would have contributed to bigger benefits from the use of AI systems.

The idea that productive use of large language models (LLMs) is best achieved when the user is a person with mastery of crucial knowledge has been proposed by Bouschery et al. (2023). They argue that to achieve better productivity, the relationship between human experts and AI should be collaborative. In this collaboration, humans contribute their expertise and AI systems their new insights. This combination takes advantage of the unique strengths of both human insights and AI capabilities and compensates for each other's limitations. Participant B's admission of being apprehensive about not being able to make an informed decision was, by extension, an acknowledgement of the inability to use AI productively because the person's relationship with the technology was not collaborative.

In addition to fear of not being able to make calculated decisions, reactions from the participants also revealed another state of emotion. This feeling surfaced in the reactions of all participants after the only ChatGPT prompt contributed to the study was used. The participants input into ChatGPT a prompt in Indonesian that said, "create an engaging short advertisement in English. Here is the information for the ad: Embung Potorono is perfect for the whole family. Affordable entertainment. Pay-as-you-wish parking. Plenty of water attractions". Despite misspelled 'wisat' (missing final 'a') in the Indonesian prompt, ChatGPT

managed to figure out the problem and generate an advertisement. Table 4 displays the comments made by all participants.

Table 4. Prompt and Remarks

Prompt:	<i>Buatlah menjadi iklan pendek yang menarik dalam Bahasa Inggris. Ini informasi dalam iklan: Embung Potorono cocok untuk sekeluarga. Hiburan murah meriah. Parkir bayar seikhlasnya. Ada banyak wisat air.</i>	
	Comments about the generated ad	Comments about the translated ad
Participant A	We can easily make Instagram captions with the help of AI. (IR)	It turns out the result is too much and (it may make) people have the wrong image about Embung Potorono really is. (LR)
Participant B	(It is) very good. (IR)	It does not portray reality. (LR)
Participant C	Amazing. Instant and great result. (IR)	Too much. (LR)

In their initial comments, both participants B and C expressed their positive feelings towards the AI-generated advertisement text. They commended the instant process and the perceived novelty of the result. Participant A revealed familiarity with LLMs and proposed the idea of adding ChatGPT-generated text to an Instagram post. All participants, however, indicated a major shift in their reaction after the produced text was translated into Indonesian using another AI service. Upon reading the translated version, all participants uniformly expressed a feeling of being inauthentic. They claimed that the advertisement text falsely represented the reality of Embung Potorono. It painted an exaggerated picture of the place and its people. All comments made after a discussion about the generated AI texts took place are outlined in Table 5 below. These comments, marked as LRs in the previous tables, fall into three categories representing different states of emotions: *uncertainty*, *insecurity*, and *inauthenticity*.

Table 5. Remarks and Expressed Feelings

Uncertainty	Insecurity	Inauthenticity
AI can produce errors.	Careful.	It does not portray reality.
In a similar situation (I) usually ask my son for help with English.	It turns out (we) need to be careful with results of AI because we never know when it produces errors. What if we choose the wrong one?	It turns out the result is too much and (it may make) people have the wrong image about Embung Potorono really is.
Caution must be exercised since technology can produce errors.	Careful not to pick the wrong one.	Too much.
I knew something was not right, but I could not tell what.	I can understand simple English, but I'm hopeless when it gets more complicated.	
It's surprising that a brand as big as Google does not know what 'embung' is in English.	(I) have to study harder to enable myself to spot the problem.	
Google cannot translate 'embung'.	If I had not been informed, I could have chosen the wrong translation.	
(Google) has to improve its service to ensure correct translation.		
Technology can be prone to errors, like humans.		
It's not easy to translate 'kapok'.		

It can be argued that the quality of the Indonesian text inputs provided by participants may have influenced the quality of the AI-generated texts. Their negative reactions to issues in the AI-generated texts may merely reflect their own inability to construct effective prompts. However, if this is the case, it only supports the claim that without better mastery of key knowledge and skills, users cannot achieve maximum benefits from their interactions with AI.

Conclusion

While research findings have moved beyond the traditional discussions concerning development of a CBT destination, its insights can be useful to ensure sustainable CBT operation. The need to establish an online presence, coupled with the urgency to emphasize the particularity and status of a tourist destination, may lead to the decision to use English in promotional content. AI-supported services seem to provide communities with opportunities to generate advertisement texts in a language foreign to them. However, the possibilities for errors to co-present in the generated texts have led to the development of uncertainty, insecurity, and inauthenticity. Considering one of the drivers of travelers visiting a community-based tourist destination is authentic engagement with local people and nature, an advertisement text that creates an excessive portrayal of a destination and its people may miss the mark and be ineffective. Advertisement texts that reflect a true connection with the community are more likely to be achieved when communities use the language and styles they are proficient in and familiar with. In other words, communities running a tourist destination should make the most of the key knowledge and skills that they already have to make productive use of AI systems.

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Attachments

Table 6. All Non-prompt Inputs, Generated Texts, and Remarks

Input: <i>Terjemahkan ke dalam Bahasa Inggris: Hiburan murah meriah sekeluarga bayar seikhlasnya.</i> (ChatGPT)			
<i>Hiburan murah meriah sekeluarga bayar seikhlasnya.</i> (Translation Machines)			
Generated Text	Reaction		
	A	B	C
1.4. <i>Affordable family entertainment, pay what you wish.</i> (ChatGPT)	<p><i>Saya sudah biasa dengan AI jadi saya sudah tahu AI bisa menerjemahkan dan diberi pertanyaan. I'm already familiar with AI. So, I already know AI can do translation, and (it) can be given questions. (IR)</i></p> <p><i>Ternyata harus hati-hati dengan hasil AI karena kita tidak tahu kapan jawabannya bisa salah. Nanti bagaimana kalau memilih yang salah? It turns out (we) need to be careful with results of AI because we never know when it produces errors. What if we choose the wrong one? (LR)</i></p>	<p><i>Sangat canggih. (It is) very sophisticated. (IR)</i></p> <p><i>Harus waspada karena teknologi bisa salah. Caution must be exercised since technology can produce errors. (LR)</i></p>	<p><i>Mudah digunakan. Hasilnya bagus. (It is) easy to use. The results are good. (IR)</i></p> <p><i>Saya sebenarnya sudah mengira ada yang keliru tapi tidak tahu yang mana. I knew something was not right, but I could not tell what. (LR)</i></p>
1.5. <i>Cheap entertainment for the whole family.</i> (DeepL)			
1.6. <i>Cheap and cheerful entertainment for the whole family, pay as you please.</i> (Google Translate)			
Input: <i>Terjemahkan ke Bahasa Inggris: Anak-anak bisa naik odong-odong dinosaurus.</i> (ChatGPT)			
<i>Anak-anak bisa naik odong-odong dinosaurus.</i> (Translation Machines)			
Generated Text	Reaction		
	A	B	C
2.4. <i>Children can ride on the dinosaur-shaped carousel.</i> (ChatGPT)	<p><i>Jadi odong-odong itu carosel atau carrige? So, is 'odong-odong' a carousel, or is it a carriage? (IR)</i></p> <p><i>AI bisa salah. AI can produce errors. (LR)</i></p>	<p><i>Hasilnya semua bagus. All results seem good. (IR)</i></p> <p><i>Hati-hati jangan sampai salah pilih. Careful not to pick the wrong one. (LR)</i></p>	<p><i>Mungkin salah satu bisa digunakan. Maybe one of them is usable. (IR)</i></p> <p><i>Kalau ada seperti ini biasanya tanya anak saya kalau bingung Bahasa Inggris. In a similar situation (I) usually ask my son for help with English. (LR)</i></p>
2.5. <i>Children can ride the dinosaur carriage.</i> (DeepL)			
2.6. <i>Children can ride a dinosaur odong-odong.</i> (Google Translate)			
Input: <i>Terjemahkan ke Bahasa Inggris: Bisa naik perahu keliling embung.</i> (ChatGPT)			
<i>Bisa naik perahu keliling embung.</i> (Translation Machines)			
Generated Text	Reaction		
	A	B	C

3.4. <i>You can take a boat ride around the reservoir.</i> (ChatGPT)	<i>Hasil Chat GPT seperti biasa bagus. Jadi tahu sekarang embung adalah reservoir.</i>	<i>Luar biasa. Extraordinary. (IR)</i>	<i>Terjemahan AI tidak ada yang mengalahkan. Nothing beats translation by AI. (IR)</i>
3.5. <i>You can take a boat ride around the reservoir.</i> (DeepL)	Results from Chat GPT are good, as always. Now I know 'embung' is reservoir (IR)		
3.6. <i>You can take a boat around the embung.</i> (Google Translate)	<i>Aneh sekelas Google tidak tahu bahasa Inggrisnya embung. It's surprising that a brand as big as Google does not know what 'embung' is in English. (LR)</i>	<i>Hati-hati. Careful (LR)</i>	<i>Kalau Bahasa Inggris sederhana saya paham tapi kalau sudah tingkat tinggi saya nyerah. I can understand simple English, but I'm hopeless when it gets more complicated. (LR)</i>
Input: <i>Terjemahkan ke Bahasa Inggris: Silakan ngopi-ngopi sambil lihat pemandangan embung.</i> (ChatGPT) <i>Silakan ngopi-ngopi sambil lihat pemandangan embung.</i> (Translation Machines)			
Generated Text	Reaction		
	A	B	C
4.1. <i>Please enjoy your coffee while admiring the reservoir view.</i> (ChatGPT)	<i>Semua hasilnya bagus. All results are good. (IR)</i>	<i>Ternyata mudah dan bagus. It's easy and it turns out the results are good. (IR)</i>	<i>Hasilnya bagus dan cepat. Results are good and quick. (IR)</i>
4.2. <i>Have a coffee while looking at the view of the reservoir.</i> (DeepL)			
4.3. <i>Please have a drink while looking at the view of the embung.</i> (Google Translate)	<i>Google tidak tahu embung. Google cannot translate 'embung'. (LR)</i>	<i>Harus ditingkatkan biar benar terjemahannya. (Google) has to improve it's service to ensure correct translation. (LR)</i>	<i>Teknologi juga bisa salah. Tidak hanya manusia saja. Techology can make mistakes, similar to human. (LR)</i>
Input: <i>Terjemahkan ke Bahasa Inggris: Jangan kapok ke embung Potorono, kami siap melayani.</i> (ChatGPT) <i>Jangan kapok ke embung Potorono, kami siap melayani.</i> (Translation Machines)			
Generated Text	Reaction		
	A	B	C
5.1. <i>Don't hesitate to come back to Embung Potorono; we are ready to serve you.</i> (ChatGPT)	<i>Bagus sekali semua hasilnya. All results are great. (IR)</i>	<i>Sangat bagus dan mudah. It's easy and the results are good. (IR)</i>	<i>Hasilnya bagus tinggal digunakan. Results are good and ready to use. (IR)</i>
5.2. <i>Don't forget to visit Potorono reservoir, we are ready to serve.</i> (DeepL)	<i>Harus banyak belajar supaya tahu mana yang salah. (I) have to study harder to enable myself to spot the problem. (LR)</i>	<i>Sulit menerjemahkan 'kapok'. It's not easy to translate 'kapok'. (LR)</i>	<i>Kalau tidak ada yang ngasih tahu bisa salah pilih terjemahan. If I had not been informed, I could have chosen the wrong translation. (LR)</i>
5.3. <i>Don't give up on going to the Potorono reservoir, we are ready to serve.</i> (Google Translate)			

Table 7. ChatGPT Prompt, Translated Result, and Remarks

Prompt:	Buatlah menjadi iklan pendek yang menarik dalam Bahasa Inggris. Ini informasi dalam iklan: Embung Potorono cocok untuk sekeluarga. Hiburan murah meriah. Parkir bayar seikhlasnya. Ada banyak wisat air.
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Generated Text	Reaction		
	A	B	C
<p>Dive into Family Fun at Potorono Reservoir!</p> <p>Looking for an affordable family getaway? Look no further than Potorono Reservoir! Our destination offers excitement for all ages, with a plethora of water-based activities to keep the whole family entertained.</p> <p>Enjoy a day of fun in the sun with our affordable entertainment options. From thrilling water sports to serene boat rides, there's something for everyone to enjoy.</p> <p>Worried about parking fees? Don't be! At Potorono Reservoir, we believe in fairness. Pay what you feel is right for parking and focus on making memories with your loved ones.</p> <p>So why wait? Pack your bags and head to Potorono Reservoir for a day of affordable family fun!</p>	<p><i>Kita bisa mudah membuat caption IG dengan AI. We can easily make Instagram captions with the help of AI. (IR)</i></p>	<p><i>Sangat bagus. (It is) very good. (IR)</i></p>	<p><i>Mengagumkan. Langsung jadi bagus. Amazing. Instant and great result. (IR)</i></p>
Translated Text	Reaction		
	A	B	C
<p><i>Nikmati Keseruan Bersama Keluarga di Waduk Potorono!</i></p> <p><i>Mencari tempat liburan keluarga yang terjangkau? Tidak perlu jauh-jauh dari Waduk Potorono! Destinasi kami menawarkan kegembiraan untuk segala usia, dengan berbagai aktivitas air untuk menghibur seluruh keluarga.</i></p> <p><i>Nikmati hari yang menyenangkan di bawah sinar matahari dengan pilihan hiburan yang terjangkau. Mulai dari olahraga air yang mendebarkan hingga naik perahu yang menenangkan, selalu ada sesuatu yang dapat dinikmati semua orang.</i></p> <p><i>Khawatir tentang biaya parkir? Jangan khawatir! Di Waduk Potorono, kami percaya pada keadilan. Bayarlah biaya parkir yang Anda rasa pantas dan fokuslah untuk membuat kenangan bersama orang yang Anda cintai.</i></p> <p><i>Jadi kenapa harus menunggu? Kemas tas Anda dan pergilah ke Waduk Potorono untuk menikmati hari yang menyenangkan bersama keluarga!</i></p>	<p><i>Ternyata hasilnya lebay dan membuat orang salah sangka mengenai Embung Potorono. It turns out the result is too much and (it may make) people have the wrong image about Embung Potorono really is. (LR)</i></p>	<p><i>Tidak sesuai kenyataan. It does not portray reality. (LR)</i></p>	<p><i>Berlebihan. Too much. (LR)</i></p>