

Utilization of Social Media in Marketing Tourist Destinations in Indonesia

Rifky Dharmawan¹; Siti Utami Novia Nur²; Hapsyah Nur Karimah³;

Rahayu Lestari⁴; Resti Hardini⁵; Kumba Digdowiseiso^{6*}

^{1,2,3,4,5,6}Faculty of Economics and Business, University of National, Jakarta

Email: kumba.digdo@civitas.unas.ac.id

Citation: Dharmawan, R., Nur, S.U.N., Karimah, H.N., Lestari, R., Hardini, R., & Digdowiseiso, K. (2023). Utilization of Social Media in Marketing Tourist Destinations in Indonesia. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 3(1), 207-214.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/282>

Abstract

The progress of the times requires every individual and organization to keep pace. In business, it cannot be separated from marketing which is closely related to sales. Technology that is currently very developed can be used as a means of marketing, for example, social media. Besides being able to advertise for free on social media, the reach of social media is also very wide. In the tourism sector, the perceived benefits of marketing through social media are the knowledge of tourist attractions by many people, thus affecting tourism demand. The purpose of this study is to review and analyze the relevance of social media in terms of marketing, and how much impact social media has on the tourism sector. The research method used is a review of literature studies with conceptual review techniques. In this research, the literature analysis process was carried out by collecting data in the form of relevant scientific articles sourced from Google Scholar published between 2019 and 2023. Furthermore, Vosviewer is used to visualize the most important topics in this subject.

Keywords: Technology, Marketing, Tourism, Social-Media, Indonesia.

Publisher's Note:

International Journal of Economics, Management, Business and Social Science (IJEMBIS) stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Copyright: © 2023 by the authors.

Licensee International Journal of Economics, Management,

Business and Social Science (IJEMBIS), Magetan, Indonesia. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution-Noncommercial-Share Alike 4.0 International License.

<https://creativecommons.org/licenses/by-nc-sa/4.0/>

1. Introduction

The development of technology and information has had an impact on various aspects of life, especially in social interaction. People use technology and information as a means of supporting message sharing, searching for data and information, and even solutions to a problem. This development did not escape the results of the Industrial Revolution 4.0, namely, the maximum use of digital technology, giving rise to a new concept in the form of the Digital Age developed by the Japanese government. (Sugiono, 2020) (Schwab, 2016) (Fukuyama, 2018)

(Faruqi, 2019) Technology and media are the main aspects in the development of the

concept of society 5.0. This era, will open up many great opportunities and benefits for several sectors such as utilizing digital media to provide information about disaster prevention and mitigation that can be accessed quickly by the community, the use of social media platforms that can create globalization with the dissemination of very strong information, (Widiastuti., 2020) to the use of communication technology that allows people to consult with doctors online) (Murhum et al., 2022). Of course, this also does not rule out the possibility of developing technology in the scope of tourism.

Various ways and techniques are used in advance tourism in Indonesia, including by using various promotions using conventional media such as television, newspapers, advertisements, brochures, and exhibitions. However, with the development of promotional technology, we can take advantage of new media through social media as a way to promote relatively new tourist destinations and have a major impact in encouraging tourist mobility. By using social media, tourists can share their experiences and can also be used as a source in finding information about tourist destinations. Tourism promotion through social media can increase community economic empowerment because it can create business opportunities, such as through Facebook, Twitter, Instagram, WhatsApp, and other social media. Although the use of social media must be connected to the internet network, the use of social media is felt because it is easier, more economical, and more effective in marketing tourism for an area. That is what makes social media increasingly in demand in tourism marketing for an area (Gohil, 2015).

Promotion of tourism objects is carried out to better introduce the potential that exists in the area, with this promotion it is necessary to collaborate to improve tourism objects. This study aims to determine the promotion of tourism objects carried out by the government, private parties, and the public to increase visitors coming back. The existence of this development is intended to improve these attractions from year to year.

According to Safitri (2018) planning objective setting, determining policy strategies, programs, and standards needed to achieve goals. Therefore, for the contribution of tourism potential to be optimized, it must be done to determine tourism objectives and policy formulation to achieve these goals.

1.1. Pariwisata

Tourism is one of the new industries that increase economic growth rapidly in terms of employment opportunities, income, and the standard of living, and in terms of activating other production sectors in tourist-receiving countries (Pathurrahman, 2018).

Tourism is an activity or tourist trip carried out by tourists traveling and staying outside the health environment for a temporary time to meet their needs accompanied by facilities (M Zaenuri, 2018). Furthermore (Pathurrahman, 2018) tourism is a combination of symptoms and relationships arising from the interaction of tourists, business, government, and society in the process of attracting and serving these tourists and other visitors. Tourism is a trip made by a person or group of people who voluntarily with the aim of vacation or other purposes other than earning a living, is temporary, visiting a certain place for personal use (family, shopping, health, 9 or other places of entertainment and places to relax) (M Zaenuri, 2018).

According to (Pathurrahman, 2018) the tourism system has many actors who play a role in driving the system. These actors are tourism actors in various sectors. In general, instant tourism is grouped into 3 pillars, namely, the government, the private sector, and the

community involved.

1.2. Travel Promotion

Promotion is one of the determining factors for the success of a marketing program. No matter how quality a product is, if consumers have never heard of it and are not sure that the product is useful to them, then they will never buy it. Likewise with tourist destinations. Someone will never know the existence of where the tourist attractions are located without a promotion from the manager.

Promotion is the activity of a company in communicating, delivering, and exchanging offers that have value for consumers or society. The internet is a medium created digitally. In life, the internet is very easy to find the information needed, buy goods, and much more that can be done through internet media. So now the internet has become an important medium for companies or business people in exchanging offers. From this explanation, the name digital promotion has been present in today's digital era (Muljono, 2018) .

With the promotion, consumers will know that the company is launching a new product that will tempt consumers to make purchases. The importance of promotion can be illustrated through the parable that marketing without promotion can be likened to a man with black glasses who from a dark place on a night winks at a beautiful girl from a distance. No one knew what the man was doing. Likewise with a tourist destination brand, without the promotion of a tourist spot, it will never be seen by others.

Promotion is a form of marketing communication, that is, marketing that disseminates information widely. (Saputro, 2019) promotion is one-way information or persuasion to direct a person or an organization to actions that create exchanges in marketing. In conclusion, promotion is defined as a communication tool to introduce products from a company to be known to the wider community and attract buyers so that they can increase sales (Saputro, 2019). According to the 4Ps that make up the marketing mix, it will be useful for us to reduce all variables in the marketing mix to 4 basic variables, namely: product, price, place, and promotion. (Kotler. & Keller., 2012)

1.3. Tourism Communication

The basis of promotional or marketing activities is communication. Communication is intended because of the interaction in the form of information exchange. In the context of tourism, information about a destination as a destination supply will affect tourism demand. The change of place when traveling allows the tourist place to establish a communication process between the residents and migrants or tourists visiting the destination.

The field of communication is now growing rapidly along with the development of the technological era. The use of communication in certain fields is also growing. One of them is developing towards the field of tourism. Tourism communication is one proof of the development of communication in the tourism sector. This can happen because tourism has great potential as a means of communication (Paraguay, 2017) .

The role of communication in tourism is very important both in the aspects and components of tourism. Communication helps tourism marketing in various marketing elements, communication plays a role both in communication media and communication content. In communication media, there are various kinds of communication media as marketing channels, destinations, accessibility and HR media channels, and 9 tourism institutions. Communication also plays a role in preparing message content that must be

conveyed to the public or tourists about what they should know about media – marketing media, destinations, HR accessibility, and tourism institutions.

In connection with it all, the role of communication is very important in the field of tourism, both in the component aspects and elements of tourism elements. The important role of communication is not only in the tourism marketing component, but in all components and elements of tourism, requires the role of communication, both personal communication, mass communication, persuasive communication, and other communication. The world of tourism as a complex of products, requires communication to communicate tourism marketing, accessibility, destinations, and resources to tourists and all tourism stakeholders including forming tourism institutions. Modern tourism can be classified into several important components, namely: (1) destination, (2) transportation, (3) tourism marketing, (4) resources. In another perspective, the Indonesian government classifies tourism components into several important parts such as (1) Tourism industry, (2) tourism destinations, (3) tourism marketing, and (4) tourism institutions (Bungin, 2015) .

1.4. Social Media

(Lustrony. & Cahyani. L. F., 2020) Digital media has an important role in publishing the message to be conveyed. Even some companies have changed the way they communicate their products through digital media. The most commonly used digital media is social media. Of Indonesia's population of 256.4 million people, almost 49 percent use social media. The most commonly used types of social media are YouTube, Facebook, Instagram, TikTok, and Twitter (Puspitarini and Nuraeni, 2019). With the rampant development of digital media, new business opportunities have emerged related to the provision of digital content (D. S. Puspitarini & R. Nuraeni, 2019)

Based on social media is an online media that operates with the help of web-based technology that makes changes in terms of communication that used to only be one-way and turned into two directions or can be referred to as interactive dialogue. Social media is a place, service, and tool that allows everyone to connect so that they can express and share with other individuals with the help of the internet. (Aini & R. Sugeng Basuki, 2020),

Social media is a means or container used to facilitate interaction between fellow users and has the nature of two-way communication, social media is also often used to build a self-image or profile of someone, and can also be used by companies as marketing media. The use of social media as a marketing medium can be by uploading photos to social media accounts such as Instagram then can be seen by consumers who follow the Instagram account. (Andriansyah & Maharani, 2021)

Social media is the process of interaction between individuals by creating, sharing, exchanging, and modifying ideas or ideas in the form of virtual communication or networking (Erwin Jusuf Thai, 2021) . Social media is something that can create various forms of communication and information for all who use it. Social media always provides various conveniences that make it comfortable to linger on social media.

2. Research Methods

The method in this study uses a review of literature studies using *conceptual review* techniques. This method is used to formulate research problems in determining the appropriate theories and methods to use. In addition, the author also wants to build a line of thought and build a study in the form of a model in the study (Marzali, 2016) . This study

will try to review various literature relevant to the topic discussed to gain a new understanding of the use of social media in the advancement of marketing tourist destinations in Indonesia in the digital era.

Explaining that the content of literature studies can be in the form of theoretical studies whose discussion is focused on information around research problems that will be solved through research. The author utilizes various kinds of literature sourced from books, the internet, journals, and others.

3. Results and Discussion

Tourism is one of the development sectors that is currently being promoted by the government. The purpose of tourism development in Indonesia is seen in the Presidential Instruction of the Republic of Indonesia Number 9 of 1969, especially Chapter II Article 3, which states "Tourism development efforts in Indonesia are a development of the "tourism industry" and are part of the development and development efforts as well as the welfare of the community and the State. Some types of Tourist Attractions in Indonesia, among others:

Nature Tourism. Indonesia has the richest coral reef area in the World with more than 18% of coral reefs in the world. As well as more than 3000 species of fish, 590 species of stone corals, and many more very interesting attractions. Such as Raja Ampat in West Papua, Kiluan Bay in Lampung and Derawan Island.

Shopping Tour. Tourism in Indonesia is divided into modern and traditional shopping centers. For example, modern shopping centers such as malls and every year there is always a Jakarta Great Sale that provides massive discounts. Traditional markets such as Beringharjo Market in Jogjakarta, Klewer Market in Solo, and Floating Market on the Barito River Banjarmasin.

Cultural Tourism. Based on 2010 census data, Indonesia consists of 1,128 ethnic groups. Indonesia is famous for its rich traditional culture, for example, Ramayana ballet which is often performed at Prambanan Temple. Kecak Dance, Legong Dance in Bali. As well as the Piring dance from Padang.

Religious Tourism. Religious tourism in Indonesia is quite a lot, for example, religious tourism to the tomb of Walisongo, or some historical relics that depict Buddhism at Borobudur Temple.

The basic concept of the Digital Age is collaboration between humans and technology. This concept also refers to today's society that is accustomed to choosing something quickly and practically, so that technology is increasingly inseparable from everyday life (Bimantoro et al., 2021) . Collaboration from technology and media can also be utilized in the tourism sector through digital content (Renasary et al., 2019) .



Figure 1. Content Industry Chain Model (Jung, 2007)

In Jung's content industry chain model, three processes must be considered in digital content development. The process is digital content creation (digital content creation, publication or distribution of content (publication/distribution), and consumption (consumption). The initial stage that needs to be done is the creation of digital content. This activity does not only contain the development of content ideas but also technology development, packaging ideas into technology, to storing digital content that has been completed (Jun 2007). This stage also requires good teamwork, therefore it takes creator developers, editors, and computer experts, as well as supporting facilities such as computers and several software applications needed.

Jung's digital content creation process is very close to the concept of the 5.0 production process, namely "digital social innovation" The concept explains the use of digital technology in completing various jobs and involving all elements of society and stakeholders. From this idea, the process of creating digital content in the Digital Age prioritizes the ability to use technology in creating networks with various users, so that content/products can be created from innovation and creativity to solve a problem. (Rodrigo L. et al., 2019).

The next stage is publication or distribution. There are important aspects in publicizing activities, namely internet networks, services from cellular phones, and internet network companies (Jung, 2007). These three aspects need to be considered because whether or not the digital content publication stage is effective depends on whether the content that has been created is conveyed to the consumer layer. In addition, digital media is also another important aspect that needs attention. Digital media such as social media offers various conveniences in publishing or uploading content through various features provided (Lies, 2019) .

The idea born in the Digital Age society is that the interaction of producers and consumers on the products to be delivered through digital content can be directed. The distribution of digital content will help producers in segmenting consumers by analyzing consumer needs and problems. Features such as chatboxes, comment columns, and even voice video calls become a forum for easy interaction to communicate with producers.

The last stage of Jung's content industry chain is consumption. This stage of consumption is more direct to the needs and desires to be conveyed to the audience (Jung, 2007). Digital content that is worked on must be tailored to consumer needs. Therefore, the content that will be consumed by consumers should go through an innovation process by involving regular market research. This is needed because consumer needs are constantly changing.

The use of content on digital media platforms, especially tourism, is very important. The largest digital media companies such as YouTube, Netflix, and Spotify make digital content a top priority for the sustainability of their companies going forward. In addition, the formation of good content will produce informative and persuasive information in managing tourism content in Bandung (Ramli et al., 2020) (Renasary et al., 2019). Content also influenced the increase in tourists in Lake Toba by 59.8% and this was influenced through the use of content on Lake Toba digital media with a percentage of visitors of 84%. (Yanti, 2020)

4. Conclusion

This study discusses the use of social media in the advancement of marketing tourist destinations in Indonesia in the digital era. Collaboration between information technology, digital media, and human resources is a reference to a change in this era. Digital content as the main aspect in delivering information must be formed and arranged in such a way. The

most famous research discussing the digital content process is Jung's content industry chain model. There are three stages in the content industry chain model, namely digital content creation, publication/distribution, and conception.

The stage of creating digital content where ideas are made creatively and innovatively with the use of technology and expert human resources to create interesting content. Distribution or publication is the most important stage so that digital content that has been created can be conveyed well to the audience. The use of digital media is the most widely used place of distribution of digital content. The last stage is consumi, where this stage is expected by the audience to be able to direct their needs and desires through the available content. From previous studies and research results, the use of the stages of the content industry chain model from Jung is suitable for use in improving tourism promotion of a region.

References

- Aini, N. Nurul., & R. Sugeng Basuki. (2020). The Influence of Electronic Word of Mouth, Social Media, Instagram, @Gartenhaus_Co, and Store Atmosphere on Buying Interest at Cafe Gartenhaus, Malang, East Java. *JAB: Journal of Business Applications.* , 6(1), 25–28.
- Andriansyah, Irfan., & Maharani, A. (2021). *Optimization of Instagram as a Marketing Media*. CV. Scholar Press.
- Bimantoro, A., Pramesti, W. A., Bakti S. W., Samudra M. A., & Amrozi, Y. (2021). The Paradox of Ethics in the Use of Information Technology in the 5.0 Era. *Journal of Information Technology*, 7(1).
- Bungin, B. (2015). *TOURISM COMMUNICATION: Marketing and Brand Destination*. Gold.
- D. S. Puspitarini, & R. Nuraeni. (2019). *UTILIZATION OF SOCIAL MEDIA AS PROMOTIONAL MEDIA (Descriptive Study on Happy Go Lucky House)*. 3.
- Erwin Jusuf Thaib. (2021). *The Problem of Da'wah on Social Media*. Independent Scholars.
- Faruqi, A. (2019). Future Service in Industry 5.0. *Journal of Intelligent Systems*, 2(1), 67–79.
- Fukuyama, M. (2018). Society 5.0: Aiming for a New Human-Centered Society. *Japan SPOTLIGHT*, 47–50.
- Gohil, N. (2015). Role and Impact of Social Media in Tourism : A Case Study on the Initiatives of Madhya Pradesh State Tourism INTRODUCTION. *REVIEW OF LITERATURE*, 5(4), 8–15.
- Kotler., & Keller. (2012). *Marketing Management*. Erlangga.
- Lies, Jan. (2019). Marketing Intelligence and Big Data: Digital Marketing Techniques on Their Way to Becoming Social Engineering Techniques in Marketing. *International Journal of Interactive Multimedia and Artificial Intelligence*, 5(5), 134.
- Lustono., & Cahyani. L. F. (2020). The influence of digital or online promotional media and viral marketing on purchasing skills at online shopping shops in Banjarnegara District. *Medical Journal of Stie Tamansiswa Banjarnegara*, 20.
- Marzali, A. (2016). Writing a literature review. *Journal of Ethnosia*, 1(2), 27–36.
- Muljono, R. K. (2018). *Digital Marketing Concept*. PT Gramedia Pustaka Utama.
- Murhum, N. N., Durachman, Y., & Fetrina, E. (2022). Measurement of user acceptance on the Halodoc health application using the Unified Theory of Acceptance and Use of Technology 2 model. *SNATI Journal (ISSN 2807-5935)*., 1(2).

- Paramita, S. (2017). Local Perspective of Community Tourism Communication in Sade Village Lombok. *Journal of Vision Communication*, 14.
- Ramli, T. S. R. A. M. A. H., Damian, E., & Pala, M. R. A. (2020). Over-the-top Media in Digital Economy and Society 5.0. *Journal of Telecommunications and the Digital Economy*, 9(3), 60–67.
- Retnasary, M., Setiawati, S. D., Fitriati, D., & Anggara, R. (2019). Social Media Management as a Tourism Digital Marketing Strategy. *Journal of Tourism Studies*, 1(1), 2686–2522.
- Rodrigo L., Palacios M., & Ortiz-Marcos I. (2019). Digital Social Innovation: analysis of the conceptualization process and definition proposal. *Dirección y Organización*, 67, 59–66.
- Schwab, K. (2016). The Fourth Industrial Revolution: what it means and how to respond. *World Economic Forum*.
- Sugiono, S. (2020). Industri Konten Digital dalam Perspektif Society 5.0 Digital Content Industry in Society 5.0 Perspective. *Journal of Science and Technology-KOM (Journal of Communication Science and Technology)*, 22(2), 175–191.
- Difficulty. (2013). *Classroom Action Education Research Methods: Their Implementation and Development*. PT Bumi Aksara . . .
- Widiastuti. (2020). Ethnomethodology Study of Digitalized Social Communication Apprehension among Basmala Youth Community. *Ikatan Sarjana Komunikasi Indonesia*, 5(1), 42–51.
- Yanti, D. (2020). The influence of digital marketing on increasing tourist visits on Lake Toba. Treasures of Science. *Journal of Tourism and Culture*, 11(1).