

## Implementing Social Media in Public Relations Tourism: SWOT Analysis

Gagih Pradini<sup>1</sup>, Dipa Teruna Awaloedin<sup>2</sup>, Tiara Martha Ananda<sup>3</sup>, Davi Ayu Andini<sup>4</sup>

National University, Jakarta<sup>1,2,3,4</sup>

Email [gagih@civitas.unas.ac.id](mailto:gagih@civitas.unas.ac.id)

**Citation:** Pradini, G., Awaloedin, D.T., Soraya, Z., & Andini, D.A. (2024). PR Strategy for Island Beach Pisang Tourism Destination. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 4(1), 394-400.

<https://cvodis.com/ijembis/index.php/ijembis/article/view/369>

Received: December 25, 2023

Accepted: January 15, 2024

Published: January 31, 2024

### Abstract

*The tourism sector in Indonesia, overseen by the Ministry of Tourism and Creative Economy, is undergoing continuous enhancement, leveraging the country's competitive advantages in the global tourism landscape. Government initiatives, strategically developed under the comprehensive framework highlighted by Hermawan (2019), focus on strengthening Destination, Marketing, and Human Resources. In the digital age, Social Media emerges as a transformative force, serving as a versatile platform to disseminate information, cultivate a positive image, and establish meaningful relationships. This study delves into the multifaceted strategies of implementing Social Media in Tourism Public Relations (PR), exploring models like POP and POSE. While the benefits include heightened visibility and credibility, challenges arise from intense competition and the need for effective utilisation. Addressing these challenges requires a strategic approach, including SWOT analysis and collaborative efforts with various stakeholders. The study identifies key problems, aiming to understand the impact of social media on communication effectiveness and tourist destination image. The qualitative research methodology, supported by a literature review, examines the factors influencing the success or failure of social media implementation, utilising SWOT analysis as a tool for strategic evaluation.*

**Keywords:** Tourism, Social Media, Public Relations, SWOT Analysis, Destination Marketing, Communication Effectiveness, Image, Challenges, Collaborative Efforts.

### 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:** © 2024 by the authors. Licensee International Journal of Economics, Management, Business and Social Science (IJEMBIS), Magetan, Indonesia. This open-access article is 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 tourism sector in Indonesia, under the purview of the Ministry of Tourism and Creative Economy, has been a focal point for continual improvement. The country boasts a plethora of competitive and comparative advantages in the global tourism landscape. Acknowledging this, the government has strategically developed and implemented initiatives to fortify the industry's pillars, particularly focusing on Destination, Marketing, and Human Resources. Hermawan (2019) highlights the comprehensive nature of these strategies, aligning them with programs aimed at elevating Indonesia's tourist attractions and optimising technological advancements. Increasingly, with modern lifestyles, people are spending much time outdoors. Some people often prefer to buy ready-made food because they see its practicality Ananda, A., & Pradini, G. (2022). The presence of this tourism activity has economic implications for the community, such as increasing income, business opportunities, and growing job opportunities Pradini et al. (2022). Tourism, as a sector that is based heavily on local potential, has great potential to continue to develop Kausar et al. (2014).

In this digital age, Social Media stands out as a transformative force with immense potential to promote Indonesian tourism to both domestic and international audiences. It has evolved beyond a mere communication tool, becoming a versatile platform to disseminate information, captivate interest, cultivate a positive image, and establish meaningful relationships with diverse stakeholders. Recognising the integral role of media in tourism promotion, the Ministry understands that effective public relations (PR) practices are indispensable. PR, as a management function, is pivotal in creating and sustaining mutually beneficial relationships between organisations and the public. In the tourism industry, PR assumes a crucial role in enhancing awareness, shaping preferences, and fostering loyalty towards various tourist destinations. (Atiko et al., 2016)

Implementation of Social Media in Tourism PR: The integration of social media into tourism public relations involves multifaceted strategies. For instance, the implementation can follow models like POP (pre-event, on-event, post-event) and POSE (paid media, owned media, social media, endorsers). These strategies leverage the unique strengths of social media platforms to create engaging content, disseminate real-time information, and foster continuous interaction between tourism PR and the public.

Benefits and Challenges: Implementing social media in tourism PR comes with notable benefits. It significantly enhances the visibility, credibility, and reputation of Indonesian tourism on both national and international fronts. Moreover, social media serves as a valuable tool for collecting feedback, conducting market research, measuring program effectiveness, and managing crises. (Andrariladchi & Adiwibowo, 2018)

(Hermawan, 2020) However, challenges abound. Intense competition among tourism destinations, both domestically and internationally, has heightened the need for effective social media utilisation. The challenges extend to managing the speed, accuracy, and consistency of information while also mitigating the risks of negative publicity or the spread of misinformation that could tarnish the image of Indonesian tourism. Social Media Implementation Solutions: To address these challenges, a strategic approach is imperative. Conducting a thorough SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is instrumental in determining goals, objectives, strategies, and tactics. This analysis must align with the internal and external conditions of tourism in Indonesia. Furthermore, collaborative

efforts with various stakeholders, including the government, private sector, local communities, influencers, and mass media, are essential to enhance synergy and the overall effectiveness of Indonesian tourism promotion through social media. (Putra, 2018).

**Formulation of the Problem:** Against this backdrop, several key problems emerge, paving the way for focused research. Firstly, the study seeks to understand how the implementation of social media in tourism public relations influences the effectiveness of communication and the image of tourist destinations. Secondly, the investigation aims to identify factors that play a pivotal role in the success or failure of social media implementation. Thirdly, it explores the application of SWOT analysis in evaluating strategies and pinpointing potential challenges associated with the use of social media in tourism public relations. (Chatamallah, 2008)

**Purpose of Writing:** The multifaceted purpose of this writing is to critically assess the extent to which the effectiveness of social media implementation supports tourism public relations in specific tourist destinations. Simultaneously, it endeavours to identify the intricate factors that contribute to success or failure in the context of tourism public relations. Furthermore, the writing aims to conduct an in-depth SWOT analysis, delving into the strengths, weaknesses, opportunities, and threats posed by the implementation of social media in tourism public relations. The ultimate goal is to furnish strategic recommendations derived from the SWOT analysis findings, intending to significantly enhance the efficacy of social media use in supporting tourism relations.

## **2. Research Methods**

The research methodology is centred on a qualitative approach, engaging in a thorough literature review to derive insights from existing theories and studies related to the implementation of social media in tourism public relations. By delving into the works of the chosen methodology, we can see that it aligns with qualitative research principles, specifically a literature study method as defined by Sugiyono (2019). This method involves collecting data from diverse sources, including research reports, scientific books, articles, and journals. The qualitative approach allows for an in-depth exploration of the existing body of knowledge, theories, and findings related to social media implementation in tourism public relations. Integral to the research is the application of SWOT analysis, offering a structured evaluation of strategies and potential challenges linked to social media use in tourism public relations. The study involves assessing internal strengths, weaknesses, and external opportunities and threats. It becomes a strategic tool for gauging content quality, follower engagement, resource sufficiency, and external factors like market trends and competition. Results and Discussion. (Gagih Pradini, 2017)

## **3. Results and Discussion**

Implementation Of Social Media In Tourism Public Relations Affects Communication Effectiveness And Image Of Tourism Destinations According to ATIKOH, 2016 TMSP is a theory that explains how social media can be used as a tool to increase the effectiveness of communication and the image of tourism destinations. TMSP is based on several assumptions, namely: (1) Social Media is a platform that allows users to share, interact, and collaborate with related content with tourism, such as photos, videos, reviews, stories and more; (2) Social Media has great potential to influence the perception, emotions, and behaviour of tourists, both before, during, and after going on a tourist trip; (3) Social Media can be a source of

information, inspiration, and motivation for tourists to choose, Plan and evaluate tourist destinations they visit; (4) Social Media can be a means to build and maintain good relations between tourism service providers, such as the Ministry of Tourism, travel agencies, hotels, restaurants, and others, with tourists, both potential and actual; (5) Social Media can be a medium to develop and promote the image of a positive tourism destination that is unique and interesting, which can improve the competitiveness and reputation of the destination. Based on these assumptions, TMSP Hermawan, 2020 propose some strategies that can be done by public relations tourism in implementing social media, namely:

- Create content that is relevant, interesting, and quality, which can show the beauty, diversity, and uniqueness of tourism destinations, as well as providing accurate, complete, and current information;
- (6) Determine the social media platform in accordance with the characteristics, preferences, and objectives of the target market, as well as utilise the features available, seperti hashtag, tag, filter, live, story, etc;
- (7) Planning programs that can stimulate participation, interaction, and collaboration of travellers, such as contests, quizzes, polls, giveaways, testimonials, and more.
- Implement these programs by following ethics, norms, and applicable law, and avoid things that can cause controversy, conflict, or crisis; and
- (8) Monitor and evaluate the impact of these programs on communication effectiveness and the image of tourism destinations using methods that are valid, reliable, and objective, such as sentiment analysis, traffic analysis, conversion analysis, and more.

### **3.1. Factors Affecting Success or Failure**

Implementation of Social Media In Tourism Public Relations Social media is an effective and efficient communication tool for promoting tourism in Indonesia. Social Media can reach a broad audience, convey interesting messages, and build good relationships with stakeholders. However, the implementation of social media in public relations tourism is only sometimes successful. Several factors can affect the success or failure of social media implementation in tourism public relations, namely: (1) Promotion strategy. A promotion strategy is a plan prepared to achieve the desired promotional purpose. The promotion strategy should consider aspects such as content, platform, program, Implementation, monitoring, and evaluation. Strategy good promotion must match the characteristics of the social media, target market, and tourism advantages offered; (2) Resources Resources are everything needed to implement a promotion strategy. Resources include budget, human resources, technology, and more. Resources are sufficient and qualified to support the successful implementation of social media in tourism public relations; (3) Characteristics of the executing agent Characteristics of implementing agents are the characteristics possessed by parties responsible for the implementation of social media in tourism public relations. Characteristics of the executing agent include competence, commitment, creativity, and more. Characteristics of a good implementing agent can improve the performance and quality of social media implementation in public tourism relations; (4) Attitudes and tendencies of the executor Attitudes and tendencies of the implementers are the views and behaviours shown by the parties involved in the implementation of social media in tourism public relations. Attitudes and tendencies of the implementers can be influenced by factors such as motivation, perception, preference and others. Attitudes and tendencies of the implementers who can positively facilitate the implementation of social media in public relations tourism; (5) Inter-organizational communication Interorganizational communication is the process of

exchanging information and coordination between parties related to the implementation of social media in tourism public relations. Inter-organizational communication involves parties such as the Ministry of Tourism, Department of Tourism, Tourism Association, media partners, influencers, and others. Communication interorganizations that can effectively improve cooperation and synergy in the implementation of social media in public relations tourism; (6) Social, economic, and political environment Social, economic, and political environment is a condition that influences the implementation of social media in public tourism relations. Social, economic, and political environment include factors such as culture, trends, demand, competition, regulation, and more. Social, economic, and conducive politics can support the implementation of social media, such as dalam public relations tourism.

The role of SWOT analysis can help in evaluating the strategy and identify potential problems in the use of social media and the need for public relations in the tourism industry. SWOT analysis is a tool used to identify strengths, weaknesses, opportunities, and threats associated with an organisation, Project, or business plan. SWOT analysis can help in evaluating strategies and identifying potential problems in the use of social media for public relations purposes in the tourism industry as follows: (1) Evaluate strength. Strength is the internal aspect that provides a competitive advantage or advantage for the organisation. In the use of social media for public relations in the tourism industry, the strength may include things such as the quality of content, the number of followers, the level of interaction, the online reputation, and more. By evaluating this power, organisations can find out what they have done well and how to maintain or improve their performance on social media; (2) Evaluate weaknesses. Weakness is the internal aspect that causes loss or limitation to the organisation. In the context of the use of social media for public relations purposes in the tourism industry, weaknesses can include things like lack of resources, lack of strategy, lack of consistency, lack of monitoring and more. By evaluating these weaknesses, the organisation can find out what 13 needs to be changed or improved in their effectiveness and efficiency on social media; (3) Identifying opportunities: Opportunities are external aspects that provide opportunities or benefits to the organisation. In the context of the use of social media for public relations purposes in the tourism industry, opportunities can include things like trends in the market, consumer demand, technological developments, cooperation with other parties, and others. By identifying these opportunities, organisations can explore and utilise the existing potential to improve their visibility, popularity and loyalty on social media; and (4) Identifying threats Threats are external aspects that provide challenges or risks to the organisation. In the context of the use of social media for public relations purposes in the tourism industry, threats can include things like competition, criticism, complaints, negative issues, regulatory changes, and others. By identifying these threats, organisations can anticipate and overcome problems that may arise or interfere with their activities on social media.

### **3.2. Qualitative Research**

According to Sugiyono (2019), quantitative methods are used to study a population or a particular sample that uses research tools for data collection and analysis of quantitative or statistical data designed to test a pre-determined hypothesis. The type of research with quantitative methods used in this study is a literature study method. According to Sugiyono (2019), a literature study is a data collection technique that collects data from research reports,



scientific books, articles, and journals related to research.

Aspect	Strengths	Weaknesses
Internal (Factor Internal Organization)	1. Ability to achieve global audience quickly.	1. Lack of human resources trained in social media.
	2. Direct involvement with users and potential travellers.	2. Reputational risk due to negative interactions or crises on social media
	3. Flexibility in adapting to trends and market changes	3. Limitations in measuring ROI (Return on Investment) accurately.
Aspect	Opportunities	Threats
External Factors (Factors External Organization)	1. Increasing numbers of social media users global	1. Tough competition from destinations other than tourism on social media.
	2. Opportunities for collaboration with influencers and strategic partners.	2. The potential for a crisis-based social media can be a harmful image.
	3. Information is delivered directly to the audience without affecting the range.	3. Platform algorithm changes social media that can intermediary.

#### 4. Conclusion

In the context of social media implementation in Public Relations (PR) tourism, Tourism Social Media theory (TMSP) underlines the role of social media as a tool to improve the effectiveness of communication and tourism destination image. TMSP highlights assumptions, such as the potential of social media in influencing the perception, emotions, and behaviour of tourists, as well as its role as a source of information and motivation in choosing a destination. Implementation of TMSP can be done through the proposed strategies by Hermawan (2020), such as creating relevant and quality content, choosing a platform in accordance with the target market, planning stimulation programs for tourist participation, following ethics and laws, and monitoring and impact evaluation. However, the successful implementation of social media in tourism PR is only sometimes guaranteed. Factors such as inappropriate promotional strategies, limited resources, characteristics of implementing agents, attitudes and tendencies of the implementers, inter-organizational communication, and social, economic, and political factors can affect the outcome.

See the strengths, weaknesses, opportunities, and threats (SWOT) from the aspect of internal and external organisations; see that the ability to achieve a global audience, direct engagement with users, and flexibility in adapting trends into power but lack of human resources trained, reputational risks, and limitations in measuring ROI into weakness. The increase in the number of social media users is an opportunity for collaboration with influencers and direct delivery of information without intermediaries. Meanwhile, stiff competition from other destinations, the potential crisis social media-based, and platform algorithm changes are becoming a threat. In order to improve the successful implementation of social media in tourism PR, attention to strategic planning, resource allocation 16 power, developing the competence of implementing agents, the formation of pimospilteivmeeanttteitrus; this effectiveness of inter-organizational communication, and monitoring of social and economic and political environmental conditions that may affect the outcome.

## References

- Andrariladchi, H., & Adiwibowo, B. S. (2018). Pengembangan Strategi Public Relations Menggunakan Pendekatan Marketing Mix dan Sostac terhadap Produk Pariwisata. *Inter Komunika : Jurnal Komunikasi*, 3(2), 219. <https://doi.org/10.33376/ik.v3i2.236>
- Ananda, A., & Pradini, G. (2022). Peran Food & Beverage Service Dalam Memberikan Pelayanan Untuk Meningkatkan Kepuasan Pelanggan Di McDonald's Jatipadang. *Eqien-Jurnal Ekonomi dan Bisnis*, 11(03), 263-277.
- Atiko, G., Sudrajat, R. H., & Nasionalita, K. (2016). Analisis strategi promosi pariwisata melalui media sosial oleh kementerian pariwisata RI. *Jurnal Sosioteknologi*, 15(3), 378-389.
- Chatamallah, M. (2008). Strategi "Public Relations" dalam Promosi Pariwisata: Studi Kasus dengan Pendekatan "Marketing Public Relations" di Provinsi Banten. *Mediator: Jurnal Komunikasi*, 9(2), 393-402. <https://doi.org/10.29313/mediator.v9i2.1120>
- Hermawan, E. (2020). Strategi Public Relations Kementerian Pariwisata dan Ekonomi Kreatif dalam Membangun Media Relations. *JMK (Jurnal Manajemen Dan Kewirausahaan)*, 5(2), 140. <https://doi.org/10.32503/jmk.v5i2.1028>
- Kausar, D. R. K., Alfian, F., & Pradini, G. (2014). Manfaat dan Hambatan Pengembangan Pariwisata Berbasis Masyarakat di Perkampungan Budaya Betawi Setu Babakan. *Journal of Tourism Destination and Attraction*, 2(2), 11-18.
- Pradini, Gagih. (2017). Pengaruh Tourism Destination Parts, Service Quality Terhadap Destination Loyalty Melalui Tourist Satisfaction Di Taman Margasatwa Ragunan. *Jurnal EKSEKUTIF*, 24(1), 136-139.
- Putra, K. D. C. (2018). Strategic Public Relations Pariwisata Bali. *Jurnal Ilmu Komunikasi*, 5(1), 41-66. <https://media.neliti.com/media/publications/99937-ID-strategi-public-relations-pariwisata-bal.pdf>
- Pradini, G., Latif, B. S., & Amalia, I. S. (2022). Analisis Dampak Ekonomi Kegiatan Pariwisata Di Perkampungan Budaya Betawi Setu Babakan Selama Pandemi COVID-19. *Journal of Syntax Literate*, 7(3).