

## ***New Media: Instagram @sumbar\_rancak as a Means of Promoting Tourism in West Sumatra***

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### **ABSTRACT**

*The development of social media today has a big impact, one of which has an impact in the field of promotion. Industry players including influencers and content creators use Instagram social media as a means of promotion, one of which is Instagram @sumbar\_rancak social media as a means of promoting tourism in Sumatera Barat. Based on the above background, the focus of the problem in this study is how to use social media instagram @sumbar\_rancak as a means of tourism promotion in Sumatera Barat. The purpose of this study was to determine the use of social media Instagram @sumbar\_rancak as a means of promoting tourism in Sumatera Barat. This study uses the concept of new media-based tourism promotion, namely social media Instagram. This research will use a qualitative approach using the case study method. From the research results, the use of Instagram @sumbar\_rancak social media as a means of tourism promotion in Sumatera Barat is to use several Instagram features such as; photo title or caption, hashtags, comments, mentions. And based on the results of observations and interviews with Instagram informants, @sumbar\_rancak is very effective in promoting tourism in West Sumatra. This is evidenced by the statements of visitors through the captions they upload on privately owned social media.*

Keyword : *Social Media; Instagram; Tourism Promotion*

### **INTRODUCTION**

The development of a dynamic world has shown rapid progress in all aspects of life, for example in today's era known as contemporary or modern, many social changes occur in humans. The influence of technology makes it so dependent on its existence, especially after the advent of the internet, making it easier for people to get all kinds of information. One of them is new media (or new digital media), and one of them is the emergence

of digital media. Social media like Facebook, Instagram, Twitter, YouTube, etc. The Internet is a medium that can integrate all the characteristics of previous forms of media, and focuses on the communication process.

When associated with the development of new media, it is useful to explain the emergence of digital, networked, and computerized media which is the effect of the development of information and communication

technology (Kurnia, 2005). New media is a medium that can increase social interaction between humans, for example, we can easily communicate with those who are hindered by distance easily through several social networks such as *Facebook, Instagram, YouTube, Twitter* and so on.

Based on data from the Ministry of Communication and Information (Kemenkominfo) states that internet users in Indonesia currently reach 63 million people. Of this figure, 95% use the internet to access the internet. This proves that the use of social media in Indonesia is one of the most inherent in society. Social media is no longer a static media, which provides one-way information, but also two-way because there is interaction between users in it.

Our social media users can access information about various tourism places both from outside or within the country. There are so many social media accounts, both official and private, that recommend tourist destinations to visit. With the existence of social media that can be accessed and can be easily seen by many people, people can change the way they promote. Many have started promoting everything from food, drinks, clothing, make-up, business and tourism using social media. Social media is currently developing as a means of information and communication among all over the world. This development is then expected as a promotional media that is considered effective.

One of them is the Instagram account @sumbar\_rancak which is an account that shares moments captured at tourist destination locations in West Sumatra and also to promote these tourist attractions so that tourists are interested in visiting tourist destinations.

Researchers are interested in researching because since the Instagram account @sumbar\_rancak appeared there

has been no research on social media in tourism promotion. The @sumbar\_rancak account is the account that has the most followers in West Sumatra and this account is an independent account managed by the people of West Sumatra and not from government agencies.

Based on the research that will be studied, there are several literatures that are used as references to assist research related to tourism communication and social media, one of which is the research of Michael Molenda, Ph.D, and James A. Pershing, Ph.D, Indiana University; 2004, (Molenda; article "In Search of the Elusive ADDIE Model" 2003) explains about the origin and use of analysis, design, develop, implement and evaluate models, and hereinafter referred to as strategy planning. Strategy planning begins with an analysis of both internal and external to identify the goals and objectives of a strategic communication process which then designs a blueprint as a strategic communication solution. Therefore, the analysis carried out using social media through social impact is to understand the influence of individuals on other individuals. Persuasive messages on social media for Yogyakarta tourism promotion make many people talk about tourism places that have been promoted on social media.

Furthermore, Research on the Potential for the Growth of the Internet Generation in the Development of Tourism Communications in the Kepulauan Seribu, DKI Jakarta by Ervan Ismail and Siti Dewi Sri Ratna Sari. This study aims to obtain data about the potential for the growth of the internet generation among the young generation of the Kepulauan Seribu, DKI Jakarta and to find out the situation of the digital divide and the availability of the internet and its use for the benefit of tourism stakeholders in the Kepulauan Seribu, DKI Jakarta. The results of the study show

that the local young generation of the Kepulauan Seribu has the potential to become the internet generation to develop tourism communications and the Kepulauan Seribu's human resources in the future. But they still need the ability to produce interesting content about tourism in the Kepulauan Seribu and disseminate it through digital communication. The digital-divide situation in terms of internet network accessibility and availability is not visible in the Kepulauan Seribu. However, the government needs to implement a tourism communication program in the form of designing and implementing innovative tourism support programs that involve the participation of citizens, especially the younger generation, such as training to produce digital tourism promotion content and mastery of foreign languages so that the younger generation can face tourism competition in the industrial era 4.0. (Ismail, Ratna: 2019).

Research conducted by Rosmawaty Hilderiah on Village Tourism Communication Problems in the Perspective of the Community of Sawarna Village, Lebak Banten. The purpose of this study is to obtain a solution to the problem of village tourism communication. Using the perspective of social construction in the constructivist paradigm, with the FGD method. The results show that from the perspective of the Sawarna village community, there are nine sources of tourism communication problems in Sawarna Lebak Banten village, which are also a solution to the problem. Among them are, both the community, community leaders, and the Sawarna village government, each of which has not been communicative and creative, both in approaching, and in overcoming existing tourism communication problems, and there are still communication gaps between them, due to the existing communication does

not yet have "dual function" and the absence of village tourism communication media that can also be used as a medium for empowering rural communities (Hilderiah, 2020).

From the research above, it can be concluded that the use of social media Instagram @sumbar\_rancak dissemination of information through social media can provide advantages or disadvantages depending on how it is used. By using social media appropriately, it has the potential to increase interest in reading and following social media. The right use of social media includes the process of persuasion and establishing emotional closeness so that it can increase the confidence of the followers of the account in the information provided.

### **New Media**

The development of communication technology is in line with the transfer of traditional media. One of the developing media is new media. This new media uses computer technology to combine text, images, sound and video to create a product that is similar to but different from traditional media. According to Flew, new media is a term used to describe the convergence between computerized digital communication technologies and connections to the Internet. A very representative example of new media is the Internet. Television programs, films, magazines, books, newspapers, and other types of print media are not new media (Flew, 2005) The emergence of new media has a major impact on human life. New media have directly changed people's lifestyle, culture and way of thinking, and almost changed all aspects of human life. In addition, for new media, the term digital media is used to describe all forms of communication media. Digital media, also called new media, uses computer

technology to combine text, images, sound, and video to create products that are similar to but different from traditional media (old media) (Biagi, 2005).

Although in the early stages of its development, new media were mainly considered as the development of original audiovisual media, new media still pose challenges in the production, distribution, and basic form of audiovisual media. New media not only bridge the gap between certain media, but also bridge the gap between the boundaries of private communication activities and the boundaries of public communication activities. The materials and media uses may be used interchangeably for private and public purposes. In the future, this fact will not only affect the boundaries of different media, but also the boundaries of the role of media organizations.

### **Social Media: Instagram**

Social media is an online media that users can easily participate in, share, and create blogs, social networks, Wikipedia, forums, and cyberspace. Social networks and wikis are the most common forms of social media used by people all over the world. Andreas Kaplan and Michael Haenlein define social media as a set of Internet-based applications based on ideology and technology that can create and exchange generated content. (Kaplan, 2010)

This social networking site is also an application that allows users to connect by creating personal information so that they can connect with other people. Personal information can be in the form of photos, sending videos, making voice calls and video calls, such as Instagram.

One of the most popular social media is Instagram. The presence of Instagram social media among teenagers is an interesting phenomenon. Instagram is considered an attractive social media

because it focuses on short-term photos and videos, image enhancement, and reciprocity compared to other social media that focus on tweets. Recent surveys show that Instagram is the second most popular social media platform, with 59% of online users aged 18-29 using Instagram. Instagram has a variety of interesting support functions, such as Snapgram and Live with various camera effects.

### **Tourism Online Communication**

Pariwisata (Tourism) comes from the Sanskrit language, namely *pari* (full, complete, traveling), *wis* (house, property, village, community), *ata* (going continuously, wandering) (Nyuman, 2002). Including the development of tourism objects and tourist attractions as well as related businesses in these fields. Tourism promotion limits tourism marketing to a systematic and coordinated effort of national tourism and or tourism business entities at international, national and local levels in order to meet tourist satisfaction, both individually and collectively, with the aim of increasing tourism growth. Online media currently has five capabilities, namely the ability to store information (upload), the ability to manage information, the ability to release information (download), the ability to disseminate, and the ability to construct information images. Therefore, the application of these five online media capabilities in tourism communication is studied. This study discusses new media, new online media, media diversification, media metaphors, and media semiotics and virtual media that can be applied to tourism communication. (Bungin, Tourism Communication, 2015).

### **METHOD**

This study uses a constructivist paradigm, which treats reality as the

result of human construction or formation. Reality is binary, can be formed, and is a whole. Reality is the result of the formation of thinking skills, artificial knowledge is not permanent but continues to grow (Agustinova, 2015).

This research uses a qualitative approach with a case study analysis method because it is considered appropriate in investigating contemporary phenomena that occur in real life. This is in accordance with Yin's (2014) definition which states that a case study is an empirical inquiry that investigates a contemporary phenomenon in a real-life context when the boundary between phenomenon and context is not clearly visible and where multiple sources of evidence are utilized.

The case study is the method chosen because it is able to explore the problem in depth, so it is expected to be able to examine and analyze the use of social media Instagram @sumbar\_rancak as a means of promoting tourism in West Sumatra.

This research is a case study. In this study, the research subject is the admin or manager of the Instagram account @sumbar\_rancak. In this study, researchers used three data collection techniques, namely observation, interviews, and documentation. This study uses data analysis techniques which include data reduction, data presentation and verification carried out simultaneously.

## **RESULT AND DISCUSSION**

The Instagram account @sumbar\_rancak was created by Adipati Fozan. At this time, followers or followers of the @sumbar\_rancak account have reached 472,000 followers with 10,300 posts including photos and videos. Since the beginning, the Instagram account @sumbar\_rancak was intended for

tourism information facilities in West Sumatra, so it certainly attracts visitors.

In this case, it can be seen that indeed the form of promotion using New Media such as Instagram is a very influential platform in promoting tourism in West Sumatra. Using social media as a promotional tool and media to do advertising and publicity to the public is something that is really needed to attract people's interest in tourism in West Sumatra, besides being cheap, social media is also a medium that is becoming an idol in our society, this is what @sumbar\_rancak's Admin sees. Social media has become the media of choice as a medium for tourism promotion in West Sumatra and is a medium that is able to do that.

### **The Utilization of Instagram @sumbar\_rancak Social Media as Promotional Media**

In promoting West Sumatra tourism to the public using Instagram, managers or admins need some Instagram features that can help promotional activities. Instagram is a social media that prioritizes content in the form of images compared to text, so Instagram @sumbar\_rancak is very suitable to be used in promoting tourism in West Sumatra.

The form of using Instagram by the manager of @sumbar\_rancak in promoting tourism in West Sumatra is by using Instagram features. The use of these features is useful for supporting content from the @sumbar\_rancak account.

The things done by the manager of @sumbar\_rancak for promotional activities are as described by researchers. The following are the steps taken by the @sumbar\_rancak manager in tourism

promotion activities in West Sumatra Sumatera.

### 1. Content

In the world of Instagram, content is still the main thing. The content is an image or video. That's the reason why Instagram images are placed above before the text. The essence of content is to make followers feel close to the content creator. Content from social media Instagram @sumbar\_rancak about tourism conditions in West Sumatra.

#### a. Number of posts content

So after successfully creating Instagram content, Instagram account users must pay attention to the number of posts that will be posted every day. Because if you post too many photos (content spamming), then followers will feel annoyed and they will unfollow. The number of posts that are safe and acceptable to followers is a maximum of 3 in a day.

The @sumbar\_rancak account has also been posting photos regularly. The process of posting on Instagram social media on the @sumbar\_rancak account is carried out twice a week.

#### b. Instagram stories

This feature is a very important feature in the world of social media. The concept of stories is the creation of social media content that is different from regular content creation. Stories are more "now or present" so they have a limited time to appear.

Stories have added to the way Instagram users enjoy content. Previously, only scrolling down to see content and interacting but with the stories feature users simply see one story and then enjoyed other stories from the accounts they follow. Stories content will continue to the next content without having to interact with buttons or scrolls. In this case, the @sumbar\_rancak account

manager does not use Instagram stories to share things. So it is not known whether the goals to be achieved from @sumbar\_rancak have been fulfilled or not.

#### c. Hashtag

Hashtag (#) is an Instagram feature that can help users to do promotions. In this case, the manager of the Instagram account @sumbar\_rancak has created a special hashtag that can later be used by managers and followers when posting photos, namely #sumbar\_rancak #babayopulo. By using the hashtag, visitors who want to post their photos can be directly seen by the manager of the Instagram account @sumbar\_rancak. The advantages of using hashtags are that content can be found more easily, there is an opportunity to enter the top posts, and provide an overview of the Instagram content categories that users create. As the researchers explained in the previous chapter, that the purpose of creating the @sumbar\_rancak account is as a means of promoting tourism in West Sumatra to increase the number of visitors.

### 2. Photo title or caption

In terms of promotion, this caption is intended to inform and influence the public about the beauty of West Sumatra tourism, so that later the public knows and is interested in visiting West Sumatra. Therefore, the caption must be made as attractive as possible so that it has a positive influence on the audience and is interested in visiting West Sumatra.

According to the researchers' observations, @sumbar\_rancak has used the caption feature to support promotional activities. With a series of words that are invitations, which will increase the interest of tourists to visit West Sumatra.

### 3. Hashtag

According to the researcher's observations, based on the data found in the field, and associated with the theory described in the previous chapter, the manager of @sumbar\_rancak has maximized the use of hashtags by forming an official hashtag by the manager, namely #sumbar\_rancak #babayopulo. The following is an example of using hashtags on the @sumbar\_rancak account created by the manager,

Among the Instagram activities that can be done:

#### 1. Follow

The Geni Langit Tourism Park Instagram account was created by Adipati Fozan in 2011. Currently, followers or followers of the @sumbar\_rancak account have reached 472,000 thousand followers with 10,300 posts including photos and videos. This shows that the popularity of @sumbar\_rancak is well known by many people. According to the researcher's observations, in addition to the many followers on the Instagram account @sumbar\_rancak, the manager also follows several accounts that have posted and include hashtags on @sumbar\_rancak, then the manager reposts the photo. Thus visitors will feel appreciated and grow interest in visiting @sumbar\_rancak.

#### 2. Like

Like is a feature where users can like pictures or photos on Instagram. With this feature, every visitor who has followed the @sumbar\_rancak account and likes photo posts can immediately press the like button. The more likes that @sumbar\_rancak gets, the more it shows that @sumbar\_rancak has a lot of fans. The @sumbar\_rancak account manager will give a like button for photos that are unique and meet the criteria set by

@sumbar\_rancak. That is, photos look attractive, photos look clear and polite.

#### 3. Comment

In the comments column, users are free to provide any comments on the photo, whether it is a suggestion of praise or criticism through words. There are many kinds of comments written in the comments column @sumbar\_rancak. If the comment contains a positive element, the manager will respond with a positive comment as well. Vice versa with negative comments, the manager will leave the comments.

#### 4. Mentions

By adding the 'at' (@) sign in the comments column and entering the Instagram account of the user you want to add, it will help promotional activities. According to researchers' observations, this Instagram feature is most often used by managers and visitors to add other users and then invite other users to visit @sumbar\_rancak. Thus @sumbar\_rancak will increasingly experience an increase in visitors without having to do promotions directly with visitors.

The presence of social media, especially Instagram, is a distinct advantage for @sumbar\_rancak, to promote West Sumatra tourism in a relatively short time and does not require a fairly expensive cost. By taking advantage of the features provided by Instagram. So that through the account @sumbar\_rancak the tourism potential in West Sumatra is more widely known.

### CONCLUSION

Based on the research above, it can be concluded that the research results are:

1. Utilization of social media Instagram @sumbar\_rancak as a means of promoting tourism in West Sumatra. The manager of the @sumbar\_rancak

instagram account has taken steps for promotional activities by utilizing Instagram features such as titles or captions, hashtags, likes, mentions.

2. Based on the data obtained by researchers in the field through observation, interviews and documentation, social media Instagram @sumbar\_rancak is very effective as a medium for tourism promotion in West Sumatra. It is proven by the statements of several visitors who know a lot about West Sumatra Tourism through pictures or posts on the Instagram @sumbar\_rancak social media account.

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