SOCIAL MEDIA AS AN EFFECTIVE TOURISM MARKETING IN THE DIGITAL ERA

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Abstract *: Tourism holds great potential to be developed, including by Indonesia, which is known for its cultural and natural tourism destinations. In optimizing the potential of Indonesian tourism, one must have the right strategy. One of the keys in encouraging the increase of the number of visits while building a tourism brand that has advantages is effective management of the marketing mix including in developing appropriate promotional strategies for the sustainability of tourism destinations. The development of technology and information has pushed practices to manage the marketing mix such as promotion to be more effective. One form of promotions that can be realized and can reach broad market groups is through social media that can be a means of promoting a tourism destination. The purpose of this study includes 1) produce an overview of the profile of internet users in Indonesia, 2) produce an analysis of tourist behavior in accessing social media as a means of disseminating information and promoting tourism products, and 3) produce an analysis of the effectiveness of information dissemination and promotion through social media. The research method used is descriptive qualitative method, where researchers will describe all the things related to the use of social media as an effective tourism marketing. The results showed that social media is used in almost all ages and social media can be used as an effective means of promotion and rapid dissemination of information.*

Keywords: *Tourism, Promotion, Social Media*

1.   INTRODUCTION

The tourism industry is a leading sector that must be maximized, tourism holds great potential to be developed including by Indonesia which is known as a cultural and natural tourism destination . Indonesia has a portfolio of tourism products where there are nature (35%) consisting of marine tourism, ecotourism and adventurous tourism, then culture (6 5%) consisting of cultural and historical heritage tourism, shopping and culinary tourism and city and village tourism, and the last man-made (5%) consisting of MICE tourism (meetings, incentives, conferences, events) and integrated tourism objects, with this portfolio of tourism products that makes Indonesia have the opportunity to optimize travel trends.In optimizing Indonesia's tourism potential, one must have the right strategy, one of the strategies in tourism management is the synergy between tourism stakeholders. The synergy, called the Penta Helix, is the key to developing Indonesian tourism. Synergy is carried out between the central and regional governments, the government and the community or the government with entrepreneurs and the community. Synergy is intended to encourage tourism development goals to be achieved. One of the keys in encouraging an increase in the number of visits as well as building a tourism brand that has advantages is the effective management of the marketing mix including in developing appropriate promotional strategies for the sustainability of tourist destinations. Tourism businesses must be able to manage the marketing mix in order to optimize efforts to attract tourists. Increased competition in the tourism sector led to the emergence of various

approaches and strategic thinking for the development of the tourism sector. Synergy is built to encourage tourism.

The development of technology and information encourages practices to manage the marketing mix such as promotion to be more effective. (Bizirgianni & Dionysopoulou, 2013) asserts that: ' The influence of tourist trends of Youth Tourism through Social Media (SM) & Information and Communication Technologies (ICTs). The use of the internet in the digital age is a necessity, as an interactive media internet is a marketing communication tool that allows its users to exchange value (exchange of value). Unlike television which is one-way communication, the internet provides space for feedback, sharing information and testimonials between people (Suwatno, Mulyani, & Kurniawan, 2016). One form of promotion that can be realized and can reach broad market groups is through social media that can be a means of promoting a tourist destination. Based on the problem formulation described above, the objectives of this study are:

1. Generating an overview of the profile of internet users in Indonesia .
2. Generate an analysis of tourist behavior in accessing social media as a means of disseminating information and promoting tourism products.
3. Produce an analysis of the effectiveness of information dissemination and promotion through Social Media

II. LITERATURE REVIEW

Internet media

(Shimp, 2004) states that thousands of marketers have turned to the internet as media candidates to promote their brands and conduct sales transactions. Media promotion using internet media can be done through the web, and other social networking sites such as (Facebook & Twitter). (Scott & Davis, 2015) web is used to convey thoughts and informative content through websites, blogs, e-books, white papers, images, photos, audio and video content, or even other forms such as product placement, games, and virtual reality. (Situmorang & Mirzanti, 2012) states that over time a social networking site or more sophisticated friendship sites such as MySpace, Friendster, Facebook and then Twitter will emerge. The internet as a means of communication was originally widely used for exchanging e-mails using Yahoo or Hotmail.

Social media

Social media has become one of the most preferred media in conveying information and knowledge today. Social media emphasizes the formation of social connections between people with similar interests and activities and who are involved in online interactions (Zhang, 2015). Social media refers specifically to sites that are defined as consumer and / or user community services, where an individual can build a public profile, connect with colleagues and share personal experiences and thoughts in a digital community (Bagozzi & Dholakia, 2002; Digital Analytics Association, 2008; Kasarda & Janowitz, 1974; McAlexander, Schouten, & Koenig, 2002). According to (Kaplan & Haenlein, 2010) social media is a group of internet-based applications that are built on the ideological basis of Web 2.0 which is a platform for the evolution of social media, which enables the creation and exchange of User Generated Content. Social media expand opportunities to strengthen relationships with consumers, facilitate consumers so that consumers can engage with each other to interact (Van Doorn & Van Meeteren, 2003).

(Mcquail, 2015) argues that the main function of social media for society is:

1. Information
2. Innovation, adaptation and progress.
3. Correlation

4. Explain, interpret, comment on the meaning of events and information.
5. Support established authority and norms.
6. Coordinating several activities.
7. Form a deal.
8. Continuity
9. Express the dominant culture and recognize the existence of culture. Specifically (subculture) and the development of new cultures.
10. Improve and preserve values.
11. Entertainment
12. Provides entertainment, diversion and means of relaxation.
13. Relieves social dependency
14. Mobilization

From the description above it can be concluded that promotion on social media is very easy and does not take much time. Because social media is now so close to millennials that if they want to do business or services, they can easily promote it on social media.

Effectiveness of Marketing Communication

(Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu, 2016) the effectiveness of marketing communication can be measured in cognitive, affective, and conative aspects. Meanwhile, these three aspects are measures of changes in consumer attitudes expressed by Engel cited by (Wang, 2009) consumer responses can be measured from; 1. Cognitive effects, namely forming awareness of certain information 2. Affection effects, namely giving effect to do something, which is expected in this stage is the realization of purchases 3. Conative or behavioral effects, namely forming audience patterns into subsequent behavior, what is expected is a repeat purchase .

INTERNET USERS IN INDONESIA (1998-2018)
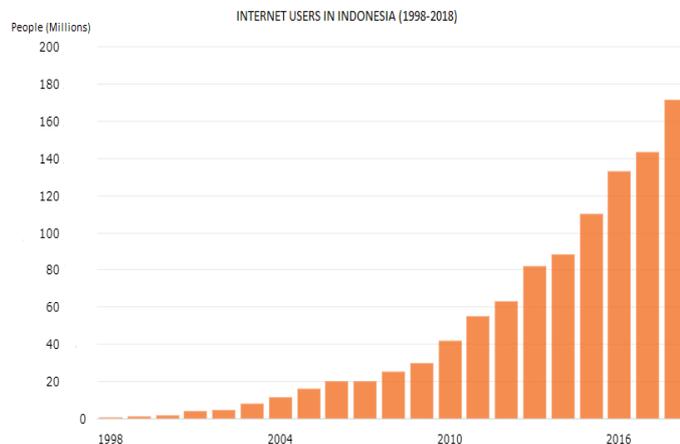
III. RESEARCH METHODOLOGY

The method used in this research is descriptive qualitative method. Where researchers will describe related to the use of social media as an effective tourism marketing for millennials. In addition, this study applies online surveys as the main research instrument. The main limitation is related to the minor geographical area under study.
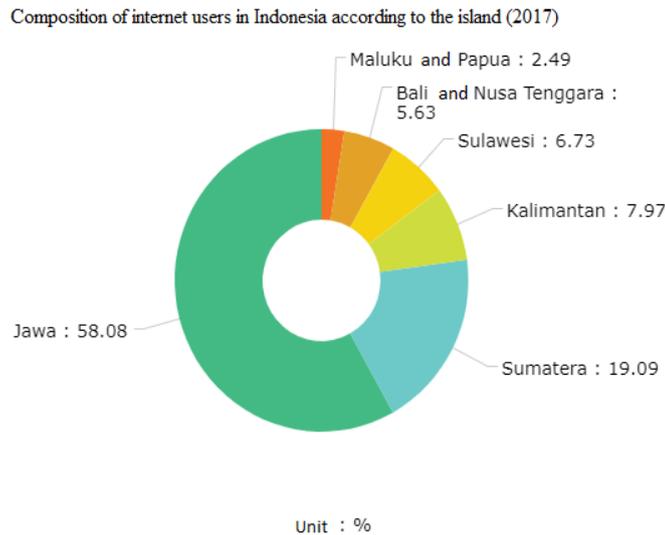
IV.   RESULTS AND DISCUSSION
1. Internet User Profile in Indonesia
a.   Number of Internet Users

Based on the results of the APJI and Polling Indonesia survey the number of internet users in Indonesia is increasing every year, this can be seen in the figure below.
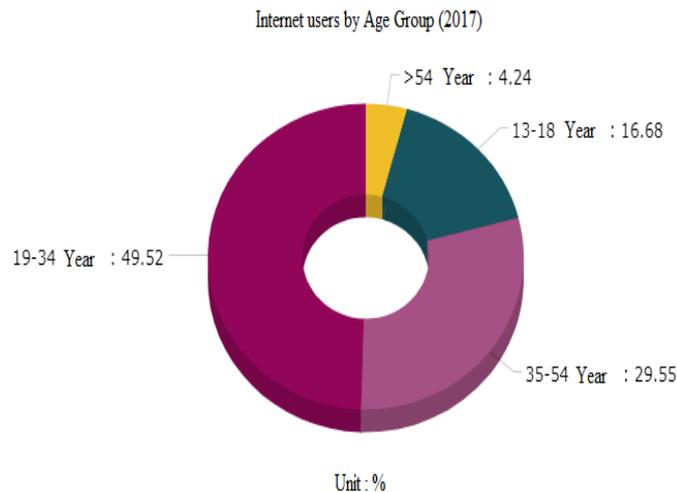
Figure 1 Indonesian Internet Users

Composition of internet users in Indonesia according to the island (2017)

Maluku and Papua : 2.49
Bali and Nusa Tenggara : 5.63
Sulawesi : 6.73
Kalimantan : 7.97
Jawa : 58.08
Sumatera : 19.09

Unit : %

Source: (Katadata.co.id, 2019)

Based on Figure 1, the results of the APJI and Polling Indonesia survey the number of internet users in Indonesia in 2018 increased by 27.91 million (10.12%) to 171.18 million. This means that internet user penetration in the country has increased to 64.8% of the total population of 264.16 million people.

b.   Indonesian internet users based on the island

While spatially based, Java is still the largest internet user area in Indonesia, reaching 55%. The next largest internet users are Sumatra (21%), Kalimantan (9%). Then Sulawesi, Maluku and Papua (10%) and Bali and Nusa Tenggara (5%).

Figure 2 Indonesian internet users by island

Source: (Katadata.co.id, 2017)

Internet users in Indonesia are still concentrated in Java, the main obstacle to internet use in other areas is less than the maximum due to lack of network infrastructure.

c. Indonesian internet users based on age

The productive age group is the most internet user in Indonesia. According to a survey of the Indonesian Internet Service Providers Association (APJII), almost half of the total internet users in Indonesia are people in the age group of 19-34 years (49.52%). While the second most n users are the age group of 35-54 years (29.55%), the age group 13-18 years (16.68%), and users over the age of 54 years (4.24%).
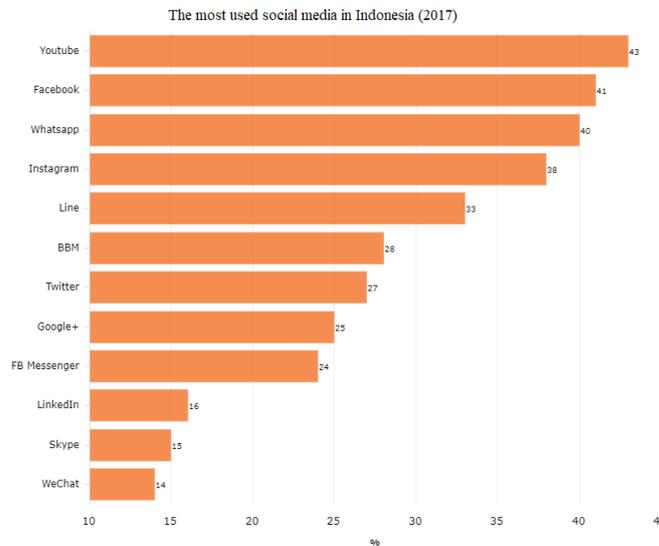
Figure 3 Indonesian Internet users by age

Source: (KataData, 2017)

The internet is not only used for work and educational purposes, but is also getting closer to daily needs.

Figure 4 Indonesian Internet Users

The most used social media in Indonesia (2017)

Source: Ministry of Tourism Exposure (2017)

From the picture above it can be seen that the behavior of internet users in Indonesia often uses social media, and social media content is content that is often accessed by users, the rest they access entertainment, news, education and also public services.

d. Use of Social Media is the most widely used internet user

Based on data from (Hootsuite, 2018), the development of internet usage in Indonesia is very rapid, which is growing 51% in one year. With a growth rate that far exceeds the growth rate of internet usage in the world, which is 10%, Indonesia ranks the second largest internet user in the world. More than 69% of Indonesian people access the internet using their mobile devices. This figure also exceeds the use of the internet via mobile globally, which is 50%. The number is the fourth highest in the world. The results of the global web index on internet users in Indonesia in the age range of 16-64 years, showed that there are several social media platforms that are actively used by the people of Indonesia. The platform is divided into two categories of social media, namely social networking media and messenger. Youtube ranks first with a usage percentage of 43%, second on Facebook with a usage percentage of 41%, then Whatsapp with a usage percentage of 40%.

Figure 5: Use of Social Media that is most used by internet users
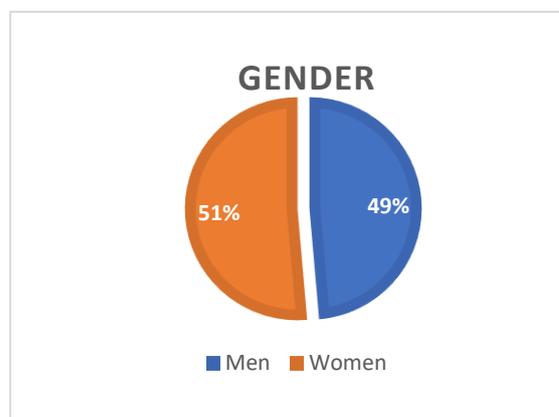
Source: (KataData, 2017)

Millennials born between 1980 and 2000 change the nature of travel. Millennials are the 'connected' generation and the generation that always uses social media wherever they are. In researching millennial generation travel trends is the first step for tourism providers to modify their offerings to suit the needs of the target market. The motivation and behavior of millennial generation, influences the characteristics of contemporary tourism. They are the generation who are very familiar with the trends and use of the latest technology.

2. Internet User Behavior

Descriptions of the results of the online survey from internet users were represented by 220 respondents distributed via Google form to the area around West Java. The respondents were selected based on the random sampling technique used in this study. The statements that have been filled out by respondents and collected from 220 respondents are considered to be able to describe the overall characteristics of West Java respondents who use social media.

1. Characteristics of Respondents by Gender

The results of data collection of 220 respondents by gender can be seen in Figure 6 as follows:

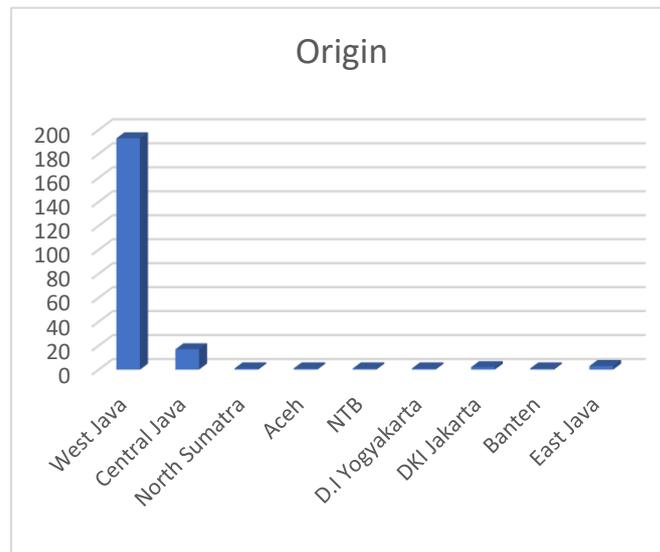**Figure 6 Characteristics of Respondents by Gender**
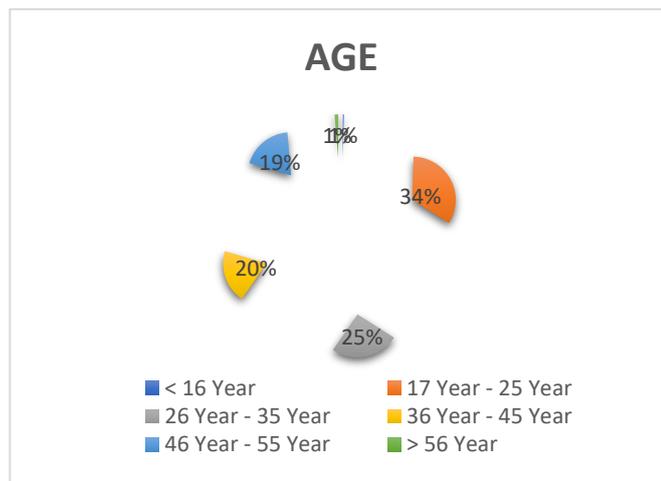
Source: Researcher's processed results (2019)

Based on the picture above, it can be concluded that the percentage of female respondents (51.4%) is higher than male respondents (48.6%). Because women usually prefer to use social media to find all the information they want and need. While for male respondents with 48.6% the percentage of this number is not much different from the total percentage of female respondents. This means that social media is one of the needs in accessing information effectively.

2.   Characteristics of Respondents by Age

The results of data collection from 220 respondents by age can be seen in Figure 7 as follows:
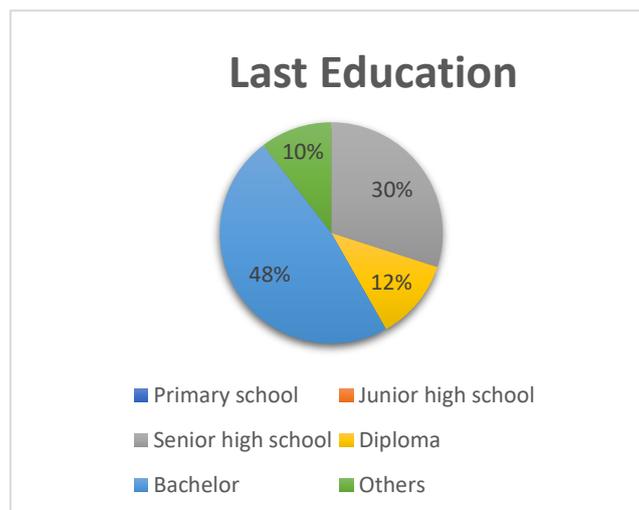
Figure 7 Characteristics of Respondents by Age

Source: Researcher's processed results (2019)

Based on Figure 7, it can be concluded that the respondents of social media users are dominated by respondents aged 17-25 years (34%), this is because at that age is classified in the late adolescent category where that age is a productive age that has a penchant for accessing social media. Other viewers are at the age of 26 years - 35 years (25%) who are in the early adult category, then at the age of 36 years - 45 years (20%) belonging to the late adult category, then at the age of 46 years - 55 years (19 %) and the rest are> 56 years old and <16 years old.

3.   Characteristics of Respondents by Origin

The results of collecting data from 220 respondents by origin can be seen in Figure 8 as follows:

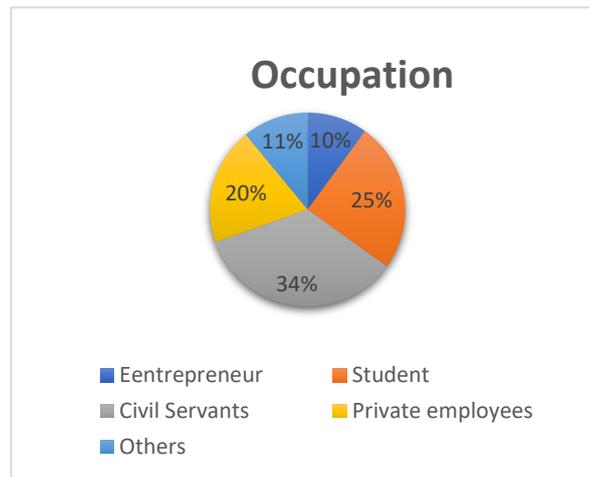**Figure 8 Characteristics of Respondents by Origin**

Source: Researcher's processed results (2019)

Based on Figure 8 it can be concluded that the respondents of almost all social media users are people from West Java, these people come from several cities / districts such as Bandung City, Bandung Regency, West Bandung Regency, Pangandaran Regency, Cimahi City and so on. Then there are also respondents from Central Java, respondents from several Cities / Regencies such as Pemalang, Semarang etc., there are also respondents from other provinces such as East Java, DKI Jakarta, Banten, Special Region of Yogyakarta, West Nusa Tenggara, Aceh and North Sumatra. The most respondents are respondents who come from West Java, this is because people who come from Java have high curiosity characteristics of any information circulating through social media..

4. Characteristics of Respondents Based on Last Education

The results of collecting data from 220 respondents based on last education can be seen in Figure 9 as follows:

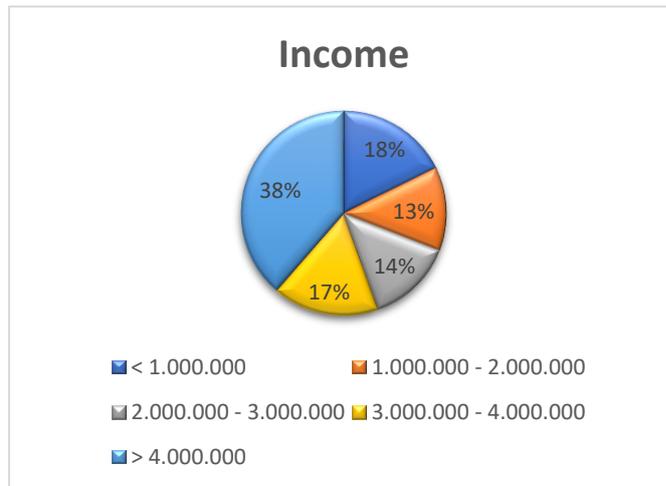**Figure 9 Characteristics of Respondents Based on Last Education**

Source: Researcher's processed results (2019)

Based on Figure 9 it can be concluded that internet user respondents are dominated by viewers who have the last education S1 (48%) then the last high school education (30%) and who have the last education Diploma (30%) as well as respondents by choosing other options where they have Education finally S2, S3 and Professor. This means that those belonging to the age that can be categorized as the millennial generation are the ages where they have more curiosity and habit to always use and access social media.

5. Characteristics of Respondents Based on Occupation

The results of data collection from 220 respondents based on occupation can be seen in Figure 10 as follows:

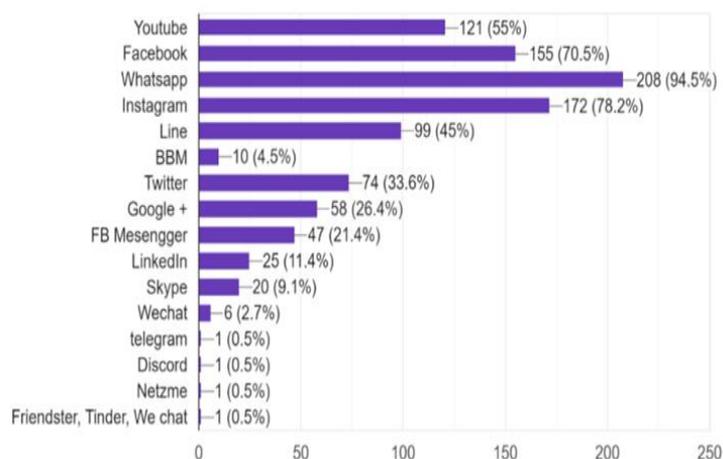**Figure 10 Characteristics of Respondents by Occupation**

Source: Researcher's processed results (2019)

Based on Figure 10, it can be concluded that respondents based on their work are dominated by respondents who have work backgrounds in the form of Civil Servants (34%), and students / students (25%) and Private Employees (20%) this is because usually a worker or student / students always have free time outside their activities and have a need to always access information or spread information through social media. Furthermore there are also respondents who have work backgrounds in the form of entrepreneurs (10%), and others in the form of honorary teachers, digital marketers, housewives, fresh graduated, job seekers etc. (11%).

6.   Characteristics of Respondents Based on Income

The results of collecting data from 220 respondents based on income can be seen in Figure 11 as follows:

Figure 11 Characteristics of Respondents by Income

Source: Researcher's processed results (2019)

Based on Figure 11 it can be concluded that respondents based on income are dominated by respondents who have income of > Rp.4,000,000 (38%), then dominated by income < Rp.1,000,000 (18%), then with income of Rp. 3,000,000 - Rp.4,000,000 (17%), and with respondents who have

an income of Rp. 2,000,000 - Rp. 3,000,000 (14%) and those who have an income of Rp. 1,000,000 - Rp. 2,000,000. This means that respondents of social media users enter the millennial generation who already have permanent jobs and enough to travel.

7. Characteristics of Respondents Based on Social Media

The results of data collection of 220 respondents based on social media owned can be seen in Figure 12 as follows:

Figure 12 Characteristics of Respondents Based on Social Media Owned
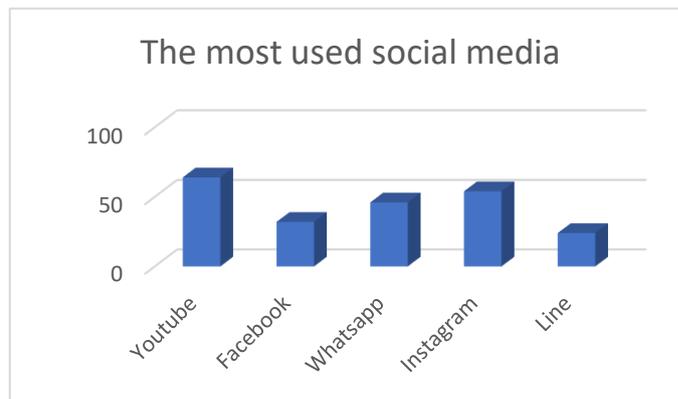
Source: Researcher's processed results (2019)

Based on Figure 12 it can be concluded that respondents have more than one social media account. The social media choices that most respondents have are Whatsapp, Instagram, Facebook, Youtube and Line. This means that social media is a necessity for the community.

8. Social Media which is the source of information for respondents

The results of data collection from 220 respondents can be seen in Figure 12 as follows:

Figure 13 Social Media Which Is the Main Source of Information
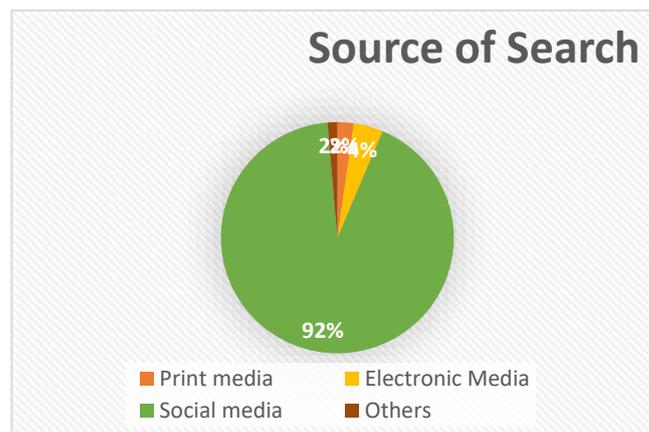

Source: Researcher's processed results (2019)

Based on Figure 13 it can be concluded that the respondent has more than one social media account for information retrieval. The social media choices that the respondents have to get the most information are Youtube, Instagram, Whatsapp, Facebook and Line. This means that social media becomes one of the tools and resources in finding the information needed.

9. An effective source of information search

The results of data collection from 220 respondents can be seen in Figure 14 as follows:

**Figure 14 Source of effective information search**

Source: Researcher's processed results (2019)

Based on Figure 14 it can be concluded that almost all respondents chose social media in getting information, and some respondents chose electronic media, print media and chose other options (word of mouth, community) in getting information. This means that social media can be an effective promotional tool in the dissemination of information that is wide and fast.

10. Duration in accessing the internet

The results of data collection from 220 respondents can be seen in Figure 15 as follows:

Figure 15 Duration of Use
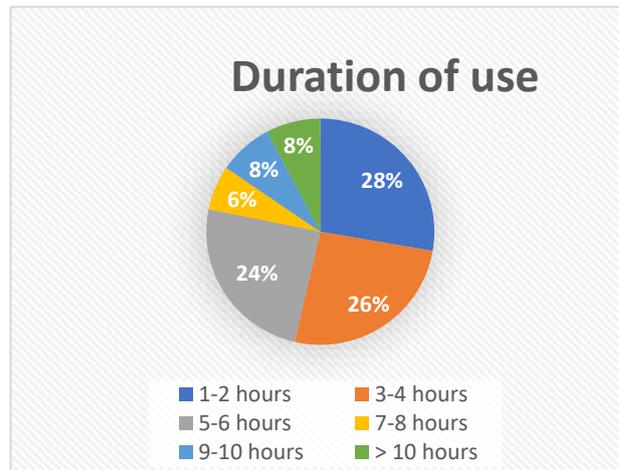
Source: Researcher's processed results (2019)

Based on Figure 15 it can be concluded that the characteristics of respondents in using social media are around 1-2 Hours (28%), 3-2 Hours (26%), 5-6 Hours (24%), 9-10 Hours (8%),> 10 Hours (8%) and 7-8 Hours (6%). This means that many respondents usually spend about 1-6 hours a day at certain times that do not interfere with their activities or work.

3. Dissemination of Information and Promotion through Social Media

Dissemination of information through the media so s ial by respondents when they are on the way or after the trip is of sufficient importance to respondents. The results of data collection from 220 respondents can be seen in Figure 16 as follows:

Figure 16 Dissemination of Information on Social Media
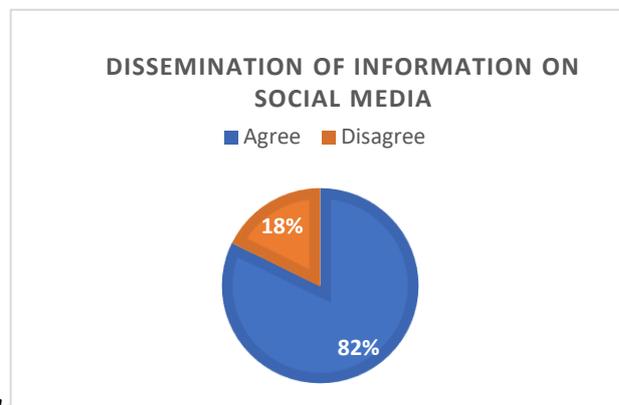
Source: Researcher's processed results (2019)

Based on the figure above the respondent agrees (82%) by always sharing any information either before, during the implementation or after carrying out a tour. There were also respondents who

stated they disagreed (18%) with the dissemination of information related to their travels. This means that respondents have social media not only to get the information they need but social media can be an effective means of disseminating information conducted by respondents.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Indonesian internet users are getting higher every year, internet is becoming a need for Indonesian people to access information in a complete and fast way.
2. The behavior of internet users in Indonesia especially in West Java society is an important requirement, according to the survey results that internet users in West Java have more than one social media and they rely on social media as their needs in accessing important and needed information. They can spend around 1-6 hours accessing social media they have.
3. Social media can be one way to promote and disseminate information quickly, easily, cheaply and widely. Social media has become one of the sharing media for internet users, according to the survey results that usually internet users who use social media always share information related to travel that they do either before, during implementation or after implementation. This means that social media can be an effective means of promoting tourism.

Recommendation

1. Tourism business / tourism stakeholders and local government should be able to optimize official social media to disseminate more information related to tourist destinations in their area.
2. The Government and tourism stakeholders may cooperate with travel vlogger/selebgram and public figures who are active in using the media social to promote tourism destination through media social.

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