

The role of social media Instagram of community towards tourism promotion in Baubau City

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ABSTRACT

Tourism potential of Baubau City tends to be unable to compete in promotion with several other regions. Tourism policies carried out by local governments have not been able to make tourism as the main asset of the City of Baubau. This study examines the role of community social media in the promotion of tourism in the City of Baubau, especially on Instagram social media accounts. The study focused on Instagram accounts that have tourism content, and conducted searches that have the most posts about attractions. The research method used is descriptive qualitative. Next to check the validity of the data, what the researchers did was to make prior observations on various relevant Instagram accounts at random. Then the data that has been obtained is confirmed, described, categorized which views are the same, different and which are specific from the data sources. Finally, the data are analyzed by researchers to produce conclusions. The analysis technique used by these researchers is the analysis of source and content triangulation techniques. The results showed that the community account on Instagram is very helpful in providing promotion for tourism in the City of Baubau, besides the popular hashtags that are used to make it easy for people to get information about content, location and access to several tourism objects in the City of Baubau.

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1. Introduction

The existence of social media is believed to have a linear relationship with the distribution of information to the public (Xie et al., 2020). Because of the reachability and distribution of information that can be done by social media, making this as a qualified medium in disseminating information, including information about tourism in one region (Pencarelli, 2020). The tourism sector today becomes one of the sectors owned by the region to be developed as a source of local income (PAD).

In addition, tourism is also an unlimited economic resource, only in its utilization this field requires adaptation to the social conditions of the community and technological developments (Baloch et al., 2021). For the region, the tourism sector also has a causality relationship that is strong enough to influence each other's economic growth (Cave & Dredge, 2020). A good tourism policy, will continue to strive to ensure that visitors are served in such a way as to maximize benefits to stakeholders while minimizing the negative effects, costs and impacts associated with ensuring the successful achievement of the goals (Waheed et al., 2019). However, the current era has changed to the logic of the Internet of Things (IoT). Where information connectivity, regions until humans

become connected. This allows people to easily get information about everything without having to come from the provider of the goods or services (Jehn et al., 2011).

As well as tourism objects, people now easily disseminate info, images, to about services that can be used to travel anywhere and anytime, without having to ask or find out tourist information from the local government (Brida et al., 2020). According to Santoso (2021) The local community becomes a link between the outside world and the community (netizens) of every item of tourism objects in the area. Baubau is one of the cities on the island of Buton in the south of Southeast Sulawesi. In the profile of tripadvisor.co.id, mentioned that baubau city has tourist attractions (Santos-Roldán et al., 2020), sultanates such as those in Yogyakarta, Solo and Cirebon named Sultanate of Buton. In addition, this tourist city you can also find several attractions such as Fort Keraton Buton, Nirwana Beach, Lakeba Beach, Kalampa, Bukit Palatiga, Kali Bau bau, Lakasa Cave, Ntiti Cave, Kaisabu Cave, Bungi Natural Baths, Samparano Waterfall, Tirta Rimba Waterfall, Laguna Waterfall, Kokalukunadan Beach, and other charming attractions.

However, along with the potential of baubau city tourism tends to be unable to compete in terms of promotion with some other areas (S, 2020). Tourism policy carried out by the local government has not been able to make tourism as the main asset of Baubau City, which is also known as a transit area or cloak with the ownership of ports and airports as a link between the western and eastern regions of the archipelago. It's just, in the last few years (Shaheen et al., 2016). Some online observations were made as data on this study that the growth of community-based social media was quite significant (Xie et al., 2020). This for example can be observed in the growth of digital products made by the community and community. For example Baubau Buying and Selling (in Facebook Group), Buton Youtuber (Youtube), Info Buton Raya (Instagram) and others based on the promotion of community activities and community-based business creativity (Edy et al., 2019).

In terms of efficiency, through social media, the provision of tourism information, tourism promotion, tourism agendas will reduce costs for limited promotion operations, resources, and physical infrastructure (Wibowo et al., 2019). With social media, it is simply understood that the tourism of an area is able to build a positive image that is interrelated with the promotion of tourism. In the language of the tourism industry, advertising as an information medium for tourists agrees to form destination image (citraobjek wisata). Then, Damanik (2019) stated that the image of tourist attractions is very important in determining the efficacy of a tourist attraction.

This research intends to explain the role of community communities in their virtual capacities, but only specifically on tourism promotion practices. This is seen from the share and shaping done by the community through existing social media (Nzeku & Duffett, 2021). That way the role of the media as mediation will provide good tourism promotion capabilities by utilizing a window that enables us to see exaggeration of what is around (McQuail & Windahl, 2015). Joshua Meyrowitz added three parables; media as a channel, media as a language, media as an environment (Benaissa Pedriza, 2021).

Through the description of the phenomenon above, this study examined the role of community social media in the promotion of tourism in baubau city, especially on Instagram social media accounts. Research will be helped by searching hastags. Where, that hashtag is an Instagram feature that is used to make it easier for usersinstagram to search for the desired image in the search field (Sloan et al., 2017). This information will greatly strengthen the tourism image of Baubau City. Thus, the social network will be used as input for the formulation of public policy regarding tourism development in Baubau City.

2. Theoretical Framework

2.1. Computer Mediated Communication

To be able to achieve the above goals, an approach is carried out with the concept of Computer Mediated Communication (CMC). According to Russell (2021) "Computer Mediated Communication is a process of human communication via computers, involving people, situated in particular contexts, engaging in processes to shape media for variety purposes." Computer-mediated communication is the process of communication between humans through computers that occurs in

a particular context involved in the process for various purposes. With a shorter description, CMC is communication that occurs between two or more people through a computer as its medium (Burton & McQuail, 2021).

2.2. Dimensi Sosial Media

One of the most widely used interactive computer-media media is through social media defining social media as the activities, practices, and behaviors of online communities to share information, knowledge, and opinions using interactive. Social media allows engagement with your audience. To be able to build engagement, there are four dimensions of social media that need to be considered in the use of social media. The dimensions according to Hauer in (Solis, 2010).

- a) Context is how we frame our stories. How one frames a story through the use of language and the content of a message. It can be an interesting graphic, color, and design;
- b) Communication is how to share stories or messages (information) as well as heard, respond, and grow in various ways that make users feel comfortable and the message conveyed well.
- c) Collaboration is a collaboration between the giver and receiver of the message, between the account and the followers so that the message can be delivered effectively and efficiently.
- d) Connection: "The relationships we forge and maintain" is how to maintain sustainable relationships so that social media users feel closer.

2.3. Promotion

Promotion is a means by which companies seek to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they sell Furthermore, (Tjiptono & Fandy, 2015) describes the purpose of the promotion as follows:

- a) Informing, this includes raising awareness of a new product, explaining how it works, suggesting new uses of a product and building an image of a company.
- b) Persuading target customers (persuasive), this includes encouraging brand transfer, changing customer perception of product attributes, influencing customers to buy now and wooing customers to come.
- c) Reminding that includes reminding consumers that products may be needed in the near future and maintaining consumer awareness (Tjiptono & Fandy, 2015).

2.4. Hype

Although it has become a terminology that is often used to refer to as something trending or current, the notion of hype has not been found in many scientific journals (Nurullita, 2021). Powers states the term hype is closely related to a number of other communication phenomena, such as buzz (rumor) or spin (propaganda), and is sometimes used interchangeably which refers to coordinated and interesting promotions (which is not necessarily true). Another notion of hype is found in Webster's Unabridged Vintage Edition, which is intense publicity for an event and is done conspicuously or dramatically excessively to emphasize the importance of the event.

Based on the above understanding, hype can be interpreted as an intense effort / promotion and tends to be more in creating interest / interest in something. The hype on the study also refers to something that went viral due to intense publicity. This intense publicity is made possible through social media. The characteristics of social media, especially sharing (dissemination) produce content that is created, consumed, and distributed as well as developed by its users (Nasrullah, 2014).

3. Method

This The research method used is qualitative descriptive (Trisnayuni et al., 2020). The reason researchers use this method is because researchers try to describe and obtain information about phenomena or events systematically as they are. As in the phenomenon of the use of Instagram social media by the community that is used as a means in romanticizing the tourism potential of the region. This research process is entirely done through community-based social media searches on

Instagram, where in the content it conveys relates to tourism objects in Baubau City (Utama et al., 2021). To facilitate data search, the study also tried to use hashtags (#) as keywords to find out and string data related to hashtags used as a medium for spreading tourism content.

Next to check the validity of the data, what the researchers did was to observe previously on various randomly relevant Instagram accounts (Casaló et al., 2020). Then the data that has been obtained is confirmed, described, categorized where the same view, which is different and which is specific from the sources of the data. Finally, the data analyzed by researchers did not produce conclusions. The techniques used by the researchers are techniques for analyzing the triangulation of sources and content.

4. Results and Discussion

4.1. Baubau City Tourims Profile

Before describing the tourism conditions of Baubau City, this study needs to provide a brief explanation of the profile of Baubau City. Is one of the cities located in the province of Southeast Sulawesi, with a land area of 221.00 km², the sea area reaching 30 km² is a potential area for the development of marine transportation facilities and infrastructure (Nizar, 2015). Consisting of 8 (eight) sub-districts and 40 (forty) villages, with a population of 261,454 people at the end of 2018. Territorially, Baubau City is located in a connecting area, which allows for rapid trade and service. This can certainly affect the social, economic, cultural conditions and also the political views of the community.

The city of Bau-Bau was once the traditional seat of government of the Sultanate of Buton. Bau-Bau City has several attractions including historical cultural tourism, such as Fort and Keraton Wolio Wolio Cultural Center Wolio, natural attractions such as Lakasa Cave, Ntiti Cave, Palagimata Hill, Wantiro Hill, Kolema Hill, Kalampa. Sulaa, latoundu Cave, Kaisabu Cave, Kali Bau-Bau, Wakonti Nature Reserve, Sampora Waterfall, Bungi Bathing and TirtaRimba.

Marine tourism is Kolagana, Nirwana Beach, Lakeba Beach, Kokalukuna Beach and Kamali Beach. Around kamali beach there is also a monument named with the Dragon monument which is made a symbol by the Bau-Bau City government. Tourism is a very strategic sector and in accordance with the vision of Bau-Bau City as "Economic and Tourism Gateway in Southeast Sulawesi" (Zain et al., 2018). Cultural traditions, historical relics, natural beauty both at sea and land and other supporting facilities are potential that need to be developed and preserved so as to provide a touch of tourist attraction both domestically and abroad.

It's just that this condition is not balanced with adequate data about the tourist attraction of Baubau City, which can be calculated through the number of tourist visits. According to data from BPS Kota Baubau, through 2016 data the number of hotel guests from 347 foreign tourists to 126 in 2017, and domestic tourists in 2016 from 103,600 to only 7,702 tourists in 20 sultra.antaranews.com 17. This certainly gives an indication of many things, one of which is tourism promotion that has not been able to increase the number of tourists.

4.2. Baubau City Tourism on Social Media

As the development of globalization that continues to bring change with various modes of modernity will continue to challenge every system of people's lives, because globalization has touched on all aspects of life. One of them is the interaction model of globalization mediasocial such as facilitating the flow of information into people's lives, it is able to create a different lifestyle than before.

Social media then became one of the dominant media in influencing public perception of something. On the other hand, social media has the power to help government policies and correct government policies. Previously there have been many ways that social media use is considered easy, cost-effective and effective in tourism awareness for an area, so it makes social media possible in demand for communication facilities and used in advancing tourism, such as using promotions on TV, advertisements, brochures, and exhibitions (Purwaningtyas et al., 2021).

In a time that is always connected (connected) like today, it is also used by the community in Baubau City to promote tourism (Damanik et al., 2019). It's just that this process is conscious and unconscious. This can be observed with the content disseminated into people's Instagram posts (feeds), on those who realize the power of social media in the promotion of posting photos with a number of other info, while those who do not realize it is just posting photos for the purposes of existence and hobbies (Wang et al., 2021).

In the search of accounts conducted through the Instagram feed, it was found that some accounts were seriously used as a medium for tourism promotion of Baubau City. In addition to slipping information on the photos posted, Instagram also does interesting editing and graphic design touches. Interest is being seen in the many community responses to every post made through the account. The study then categorized the Instagram account on 5 (five) Instagram accounts, including:

Table 1. Instagram Account on Baubau City Tourism Content

<i>Account Name</i>	<i>Number of Followers</i>	<i>Number of Posts</i>	<i>Content Type</i>
@infobutonraya	25.600	1.554	Info about Greater Buton region
@baubau_hitz	12.960	64	Videos with a Popular Place in Baubau City
@beritabaubau	7.112	576	Collection of Information About Baubau City
@explorebaubau	4.113	264	Photo Media Tourist Locations and Popular Locations in Baubau City
@like_buton	2.939	660	Tourist Attractions in Buton Island
@_baubaukeren	316	42	Baubau City Location Photos and Private Trip Service Offers

From some of the above account distribution data related to the tourism content of baubau city, showing data that the number of account followers and the number of followers have a considerable difference. It can be concluded that, content posts can reach more people and a larger public. That way, tourism promotion by using a number of media above is believed to provide more information to more people. The use of social media can also be said as social media can also be used to express the experience through photos and videos can be in the form of comments as a form of interaction not only with family but also with others (Wibowo et al., 2019). In addition, social media posts like the above methods can at least affect public perception. Like Instagram which is relatively new and has a big impact also in encouraging mobility of tourists (Han et al., 2021).

While observations in terms of the power of hashtags (#) that make it easier for people to find information connected through hashtags. From the searches conducted there are many varieties of hashtags that can lead people to get the information they want. Included in the search for information related to tourism locations in Baubau City. Some of the hashtags that have the highest number of posts and followers are as follows:

Table 2. Distribution Map 5 (five) Hashtags (#) Popular on Instagram

<i>Hashtag (#)</i>	<i>Jumlah Postingan</i>
#baubau	293k
#baubaukeren	27.1k
#kotabaubau	12.2k
#baubauinfo	1000+
#baubauhitz	1000+

The main point in the use of hashtags is that it makes it easier for an info to be found in a search engine. Using certain hashtags is able to direct searches towards something easily in the same column. In this search for data, it was found that #baubau was the most widely used in posts reached 293 thousand times, followed by #baubaukeren 271 thousand times, this indicates that the content searched through baubau keywords will be.



Fig. 1. Some Popular Pots about Baubau City Tourism

Looking at this data then, it can provide an explanation that in addition to the use of Instagram accounts that are able to become a medium of tourism promotion with wide reach and low cost. The use of hashtags is also felt to be able to provide convenience when people want to find content related to the desired keywords (Anderson et al., 2021). This condition certainly provides benefits for local governments in disseminating tourism information, by utilizing community social media. This condition allows for a cheap tourism promotion policy and has a wide reach (Nizar, 2015). In line with that, that using social media tourists or consumers can share their experiences and can also be used as a source in the search for information about tourism dissemination. In addition to the many people who start doing online bookings can promote tourism, social media can also make the tourism industry more prosperous to create business opportunities (Kurniawati, 2017).

In addition, using tourism promotion through social media is considered cheaper (Maulana, 2018). It's just that it is still demanded by the need for innovation and narrative that can provide information that is easy to understand and gives an impression to the community. Research from Halim (2019) shows how Instagram makes tourism destinations in Indonesia, especially in Bali and Malang. Instagram is also useful in the promotion of gorobogan tourism through the experience of images posted (Kurniawati, 2017).

4.3. Social Media as an Effective Promotional Medium

In early 2020, a survey conducted by WeareSocial and Hootsuite revealed that internet users around the world had reached 4.5 billion people. These figures show that internet users have reached more than 60 percent of the world's population or more than half of the earth's population. From the data also turned out that 3.8 billion people already use social media. Facebook is still the most popular social media in the world with 2.449 billion accounts, followed by Youtube 2 billion accounts and Instagram as many as 1 billion accounts (Prihantoro et al., 2020). This certainly makes social media a public information exchange space with a large amount of interaction.

The main point of promotion on social media is the personal experience obtained by users. Like Instagram which has a vitur that makes it easy to know the location of a tourist attraction. In the Fatanti & Suyadnya study, it provides the rule that user-based social media or User Generated Content (UGC) provides easy access for users to access information and also spread it to the public. Various interactions such as likes, comments, or even include hashtags as a sign of a particular object (Asrina et al., 2018). Instagram's "hospitality" as a personal social media is still quite personal making it a favorite channel used by tour operators to promote tourist destinations (Ge et al., 2021).

In what happened in the tourism promotion conducted in this study explained that, the community Instagram account and the use of hashtags on every post in the tourist attraction provides easy access for the wider community to access tourism information. It's just that social media that is currently used is still community or managed independently, but there is no derivative of regional policies that can support the social media movement. Some identification regarding the short comings of this is still not optimal use of information technology in regional policies (Zhaldak, 2021).

On the other hand, the concept of smart city that is being carried out by the baubau city local government is only limited to revamping regional bureaucracy. This concept has not decreased in service processes or policies that provide services to the public by utilizing information technology. However, with the baubau city tourism data that has been posted by the community and the community is able to compensate for the less than optimal tourism promotion policy carried out by the government.

One of the challenges of using social media as a tourism promotion route is also in the smart city concept. For in Baubau, this concept continues to be revamped in its implementation. A study that raises the potential of developing the Smart City concept mentions that one of the opportunities that baubau city needs to do in the development of smart city concepts is collaboration with the community (Halim et al., 2019).

A number of other studies, claim that the Internet allows its users to interact directly in some form Mangold & Faulds (2009), In contrast to conventional advertising that is only unidirectional, social media allows users / consumers to ask questions, comment, input, or feedback. Examples of forms of social media include blogs (WordPress), micro-blogs (Twitter), tourist behavior social networks (Facebook), photo/video media sharing sites (YouTube, Flickr), and Internet forums (Suriyah et al., 2017). The point is that, the success of tourism promotion of an area is not only determined by the enterprising local government only, but also by the activity of community entities in the activity of sharing and shaping regional tourist attractions to netizens. That way, the development of Internet Of Things (IoT) technology makes the role of local governments will be less with the participation of the community.

Looking at the above conditions, in some studies on social media mentioned that the activity of interagency in social media is very important to increase the effectiveness of promotion, which in this case is the promotion of tourism (Hamzah, 2013). With social media, mutual interaction is created. While there was a publication by Jupiter Research in 2009 that 50 percent of internet users consult first into blogs before making a purchase. Nielsen's research also indicated that surprisingly, 81 percent of internet users saw other people's opinions or reviews before vacationing, 90 percent of internet users trusted the recommendations and only 14 of internet users trusted ads (Hamzah, 2013).

However, these conditions may differ in each region depending on the policies of each region and the infrastructure of the region concerned. This can be observed in some areas in Indonesia, such as Bandung, Bali, Banyuwangi, Jember, Solo, Purwakarta, Ambon, and Makassar. Tourism promotion is not only the duty of the local government, but becomes content that is often disseminated by the community. As with baubau city, tourism potential is often only a potential without affirmative policy space in controlling the development and promotion of tourism. Although the opportunity for digitalization is currently growing rapidly by the community, the use of social media makes it possible to support tourism promotion policies in the region.

5. Conclusion

The development of the era which also guides regional policies in the realm of digitalization, makes information technology a future policy direction that the Baubau City local government needs to immediately respond to (Utama et al., 2021). Social media is one of them, which in this study explains that the use of social media as a means of tourism promotion provides several advantages, including social media can provide personal experiences by users, provide convenience in searching, the ability to find out the location of a tourist attraction (Herman Lawealai et al., 2021). Meanwhile, the direct link with tourism promotion is that social media is able to reach a wider public, cheaply and opens up space for community participation and collaboration to support tourism promotion policies for the Baubau City area.

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