

THE ROLE OF SOCIAL MEDIA IN PROMOTING BULUKUMBA TOURISM

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Abstract--In connection with the growing development of the internet and its use, especially social media, it makes almost all aspects of life inseparable from it, including the tourism sector. This research examine the role of social media in developing tourism in Bulukumba. This study wanted to know whether social media had a role in promoting and providing information about tourism in Bulukumba. This study examines the role of social media in the promotion of tourism in Bulukumba using a quantitative approach. We collect data by surveying tourists using a questionnaire. In addition, we also observed official government social media accounts. The results showed that social media has a role in promoting tourism in Bulukumba. Second, the official social media accounts belonging to the Tourism Office seem to have no role in tourism promotion. This is due to poor management.

Keywords: Facebook, Instagram, Promotion; Social Media; Bulukumba Tourism; Youtube.

I. INTRODUCTION

Bulukumba is one of tourism icon in South Sulawesi. The number of tourist destinations in this area is quite large, ranging from natural, marine, cultural and other tourism. The most tourism in this regency is natural and marine tourism. Some of the popular natural and marine tourism destinations in Bulukumba district include Tanjung Bira beach, Bara beach, Appalarang cliffs and many other beach charms. In addition, there is also a very famous phinisi boat craft tour and beautiful and charming islands that are very suitable for snorkeling, diving or just enjoying the underwater beauty of Bulukumba tourism.

In connection with the growing development of the internet and its use, especially social media [1], it makes almost all aspects of life inseparable from it, including the tourism sector. One of the uses of the internet in the tourism sector is the use of social media as a medium for tourism promotion. Promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold [2]. Tourism promotion through social media is very important given the very large number of social media users, especially in Indonesia. The number of social media users until February 2019 was recorded at around 150 million people [3].

The use of social media as a promotional medium is no longer a new thing, almost all types of businesses are promoting

through social media either directly or through advertisements such as Facebook ads. There are many people who carry out promotions on social media werw failed to deliver their products to consumers target.

Several studies on the promotion of bulukumba tourism have been carried out, including the promotion of tourism and Bira beach service facilities [4], making a guide catalog that contains photos and complete information about beach tourism in Bulukumba district [5], development of the creative economy in the Ammatoa area [6], the development of the Tanah Lemo coastal area as the center of the Phinisi Ship industry [7] and various other promotional programs through the public relations office of the Bulukumba district tourism [8].

From these studies, no one has specifically discussed the use of the internet, particularly social media in tourism promotion in Bulukumba. So, in this research, we want to examine the role of social media in developing tourism in Bulukumba. We wanted to know whether social media had a role in promoting and providing information about tourism in Bulukumba. Furthermore, we would like to examine the things that are still lacking in promotion.

Previous research found that the Bulukumba Regency Government, in this case the Tourism Office, had not optimized the use of social media in tourism promotion [9]. This can be seen where the Facebook and Instagram accounts of the Bulukumba district tourism office are not very active. Furthermore, we also tried to contact via Facebook messenger but did not receive a response immediately. Thus, this study will not focus on the role of official government social media accounts. However, in general, it will examine the role of social media accounts which are likely to indirectly promote Bulukumba tourism.

After this introduction, the next section will discuss research methods, explaining how this research was carried out. The next section is about the results of research that reviews the official social media accounts belonging to the Bulukumba government, the role of social media in promoting Bulukumba tourism based on tourist experiences, and will also discuss the role of several social media accounts in the promotion of Bulukumba tourism.

II. METHOD

In contrast to several studies such as [10], [11], [12] which examined the role of social media in tourism promotion using qualitative methods, this study examines the role of social

media in the promotion of tourism in Bulukumba using a quantitative approach. We conducted a survey of tourists visiting Bulukumba to gather information about the role of social media in their tourism activities to Bulukumba. The survey was conducted using a questionnaire structured in such a way as to determine: 1) Tourist activity in using social media; 2) The experience of tourists using social media to find tourist information; and 3) Do tourists also upload their tourism activities to their social media accounts?

The survey was conducted by meeting tourists in person and interviewing them based on the questions in the questionnaire. Data collection is carried out at tourist locations in Bulukumba such as Bira Beach, Bara Beach, and Apparallang Cliffs. There is no limit to the number of respondents. Data collection was carried out in October 2019. We collected responses from as many tourists as we could meet at the research location during the study period.

In addition, to complement this research, we also conducted content analysis on several social media accounts that promote Bulukumba tourism, including the official Bulukumba government account.

III. RESULT AND DISCUSSION

We have conducted a survey and successfully interviewed 173 tourists who were willing to become respondents for this study. 50% of respondents are loyal visitors to Bulukumba. They have made Bulukumba as a favorite tourist destination. Tourists who are respondents in this study are local tourists (43%) and domestic tourists (57%). Researchers were unsuccessful in meeting foreign tourists in tourist destinations in Bulukumba during the data collection. This shows that the number of foreign tourists visiting Bulukumba is still very small.

The majority of respondents traveled with friends (53%) and family (41%). Only a small proportion of respondents (6%) come with colleagues. This shows that Bulukumba is also an office destination for carrying out activities such as business trips, outbound, work meetings, and others even though the number is very small.

Social media activities

The number of tourists who are social media users is quite large, namely around 94.2%. Based on the results of searches conducted, it is known that of the various social media used by tourists, Facebook and Instagram are the most popular networked social media used, followed by WhatsApp as the social messaging social media. This indicates that social media has great potential for promotion. Facebook, Instagram and WhatsApp are platforms that are very suitable as social media promotions compared to other platforms.

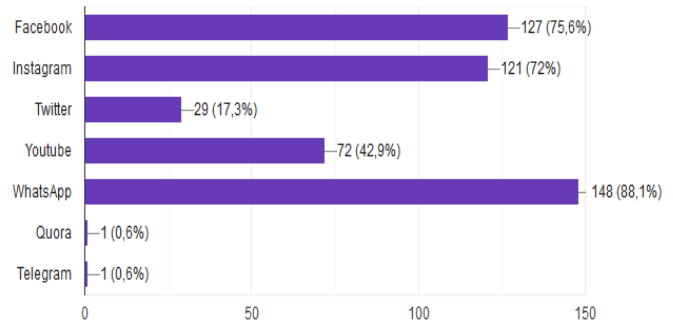


Fig 1. Social media accessed by tourists

Social media as a source of tourism information

Regarding whether tourists search for information about Bulukumba tourism before they visit Bulukumba is shown in Figure 2. About 74 percent stated that they had searched for information first. In addition, 90 percent stated that they wanted to visit Bulukumba tourism because they saw posts about Bulukumba tourism through social media.

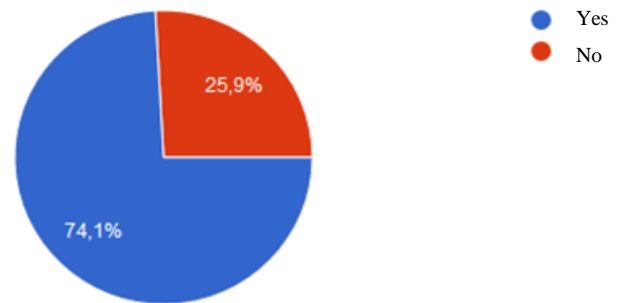


Fig 2. Finding information in Social Media before traveling

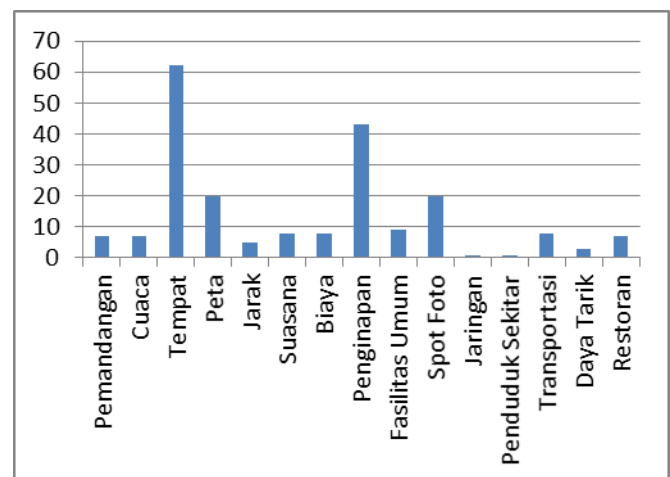


Fig 3. Tourist information needs

The information needed by tourists if they want to take a tour is very diverse. Some say that what they most need is information about the atmosphere or beauty of tourist attractions, location coordinates and maps, other facilities such as transportation and lodging, weather, routes and road access, distances, costs, places to eat, photo spots, current situation,

residents' habits, what attractiveness and advantages the tourist spot has. The information most sought after by tourists is the location/place of tourist destinations and lodging information. In details are shown in Figure 3.

The importance of knowing the information needs that tourists need is in order to fulfill tourist information in every promotional content created.

Figure 4 show percentage of travelers who like information content in a certain form. The most preferred form of posting by tourists is in the form of images or photos compared to animated videos or text. With this, it is better if the promotional content created should be more in the form of images or photos, followed by videos and animations. However, basically, tourists like all types of content, even in the form of text or words.

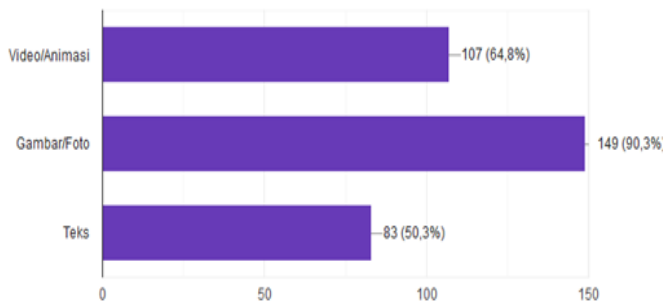


Fig 4. Tourist attraction to types of social media content

Social media as a medium for showing tourism activities

It has become a habit for almost everyone to share their vacation activities. Figure 5 shows the percentage of tourists who said they uploaded or would upload their holiday activities in Bulukumba. This shows that tourists will become tourism promotion agents through their personal social media accounts.

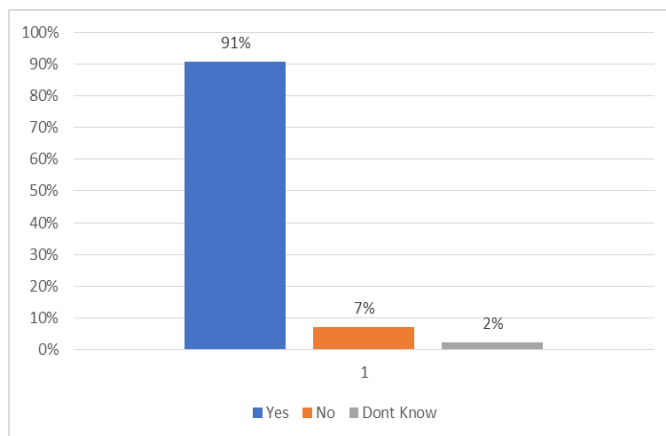


Fig 5. Percentage of Tourist that will post their tour activities

The media that is a favorite of tourists in posting their travel activities are Instagram, Facebook, WhatsApp and YouTube. Instagram is a most favorite platform to share vacation activities (See Figure 6).

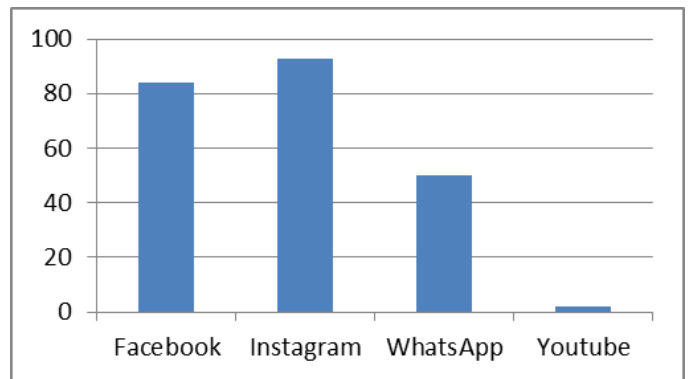


Fig 6. Social media options for posting tour activities

Tourism promotion on the official social media accounts of the Bulukumba district government

This section will discuss the role of official government social media in promoting Bulukumba tourism. The study was conducted by analyzing the contents of these social media accounts. The social media accounts analyzed included Instagram, Facebook, Twitter and Youtube.

Instagram

When searching for the Instagram account of the Bulukumba Tourism Office, two accounts were found in the name of the Bulukumba tourism office, namely @dinas.pariwisata.bulukumba and @disparpromosibulukumba_. From the two accounts, the active account is @disparpromosibulukumba_ with 26 posts and 230 followers. Recent posts were uploaded on November 24, 2020 in the form of video content and images regarding documentation of the 2020 Phinisi Festival activities held in Tanah Beru Waters. This post get 13 likes from instagram user.



Fig 7. Display of Bulukumba Tourism Office Instagram account

Tracing this account's posts further, it turns out that there were no previous posts informing about the 2020 phinisi

festival plan. This shows that this Instagram account has not been used more specifically to promote Bulukumba tourism activities. Only limited to documentation of activities.

Facebook

The Facebook page of the Bulukumba Tourism Office is <https://www.Facebook.com/dinaspariwisataBulukumba> that shown in Figure 8. As of 19 December 2020, the number of likes of this page is 590 and 610 followers. The last post uploaded to this Facebook page is in the form of photo content along with information about the reopening of the Tanjung Bira tourist area on a limited basis while adhering to health protocols.



Fig 8. Display of Bulukumba Tourism Office Facebook account

This post includes content that promotes Bulukumba tourism objects, but unfortunately it only received 2 likes. This indicates that the spread of this post is not very wide, only limited to followers and friends of the account owner who like the post. If traced further, the number of people who saw the account's posts was not that many. The number averaged under 100 every post. This is indicated by the number of views of the account's video posts.

Twitter

Based on observations, the Twitter account of the Bulukumba tourism office (@disparBulukumba) shown in Figure 9 is not very active and never even active. This account was created in February 2018 while the last posting of the account was on February 4, 2018. There is only one follower of this account. This indicates that this account was created and then abandoned. This account was never created and never played a role in the promotion of Bulukumba tourism.



Fig 9. Display of Bulukumba Tourism Office Twitter account

Twitter is a social media choice to inform something in semi realtime. Although currently Twitter users have decreased, some tourists still use Twitter to interact. as this study also found that about 30% of respondents are Twitter users. So there is nothing wrong if the Tourism Office continues to use Twitter for tourism promotion, especially providing information about events / activities quickly.

Youtube

The Bulukumba tourism office has also created a Youtube account. Youtube is used by its users to create interesting video content. Like television, Youtube also provides shows that can be enjoyed by internet users. With Youtube, everyone can have some kind of their own television station or their own production house. If the content served can get subscribers and a large number of impressions, it will be possible to earn money through advertising.

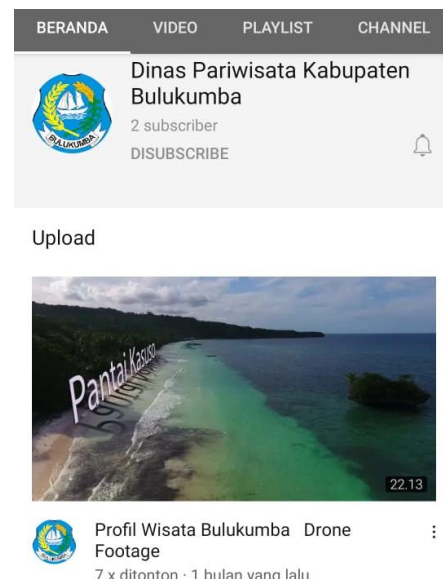


Fig 10. Display of Bulukumba Tourism Office Youtube account

Youtube should also be used by the government, in this case the Tourism Office, to promote regional tourism. The Bulukumba Tourism Office Youtube account was created in December 2010 (display in Figure 10). Since then until 2020, only three videos have been uploaded to the Youtube channel. There are only 2 subscribers and there are only 128 video views. This indicates that the Bulukumba Tourism Office is not very serious about using Youtube for tourism promotion.

As a comparison, the researcher made content about Bulukumba tourism on his Youtube account (Ayah Bunda Faiq). The researcher uploaded four videos about Bulukumba tourism which are shown in Table 1.

TABLE I
 Performa Youtube Content Bulukumba Tourism in Ayah Bunda Faiq Channel

Video Content	Date	Views	Comment
<i>Perjalanan Makassar-Bulukumba</i>	27/8/20	433	1
<i>Pantai Panrangluhu</i>	29/08/20	180	2
<i>Titik Nol Kilometer Sulse</i>	29/08/20	570	1
<i>Pantai Bara</i>	4/9/20	419	1
		1602	5

In less than four months, the four videos have received 1,602 views and 5 comments. Among the five comments, three of them indicate that the video content has played a role in Bulukumba tourism promotion. For example, comments that asking the inn's contact number, comments that say they will go on vacation to Tanjung Bira, and comments that say "I want to, sometime". This shows that social media, especially Youtube, has a role in tourism promotion. Correct management of tourism social media accounts will certainly increase the role of social media in tourism promotion. This is in accordance with the results of Amin's research [13] which found that the use of YouTube in promoting the Mandeh Tourism Area in Pesisir Selatan Regency is very dependent on how the video is uploaded.

Discussion

Social media has a big enough role in promoting Bulukumba tourism. This can be seen from the relatively high percentage of respondents who seek information about Bulukumba tourism on social media. However, the results of observations on social media accounts belonging to the Bulukumba tourism office indicate that these accounts seem to have no role in promoting Bullukumba tourism. This is due to the lack of effort by the account manager to increase the number of followers / likes / visitors of these social media accounts.

There are several things that can be done by the tourism office in utilizing social media in tourism promotion, including:

1. Uniform content on all social media accounts.

The tourism office can form a special team to create content such as photo / video / copywriting. The tourism office also needs to create English-language content.

2. Linking accounts between different social media platforms.

Posts on Instagram, can be arranged so that they become

Facebook page posts at the same time. Videos uploaded on Youtube can also be shared on Facebook and Instagram Pages at the same time.

3. Increase the number of friends / followers / likes / visitors of social media accounts.

The tourism office can take advantage of the advertising feature on Facebook / Instagram / Youtube to promote annual tourism activities such as the Phinisi Festival, so that information about these activities is not only seen by friends / followers, but also reaches people who like traveling. In addition, the tourism office can create a social media content contest regarding Bulukumba tourism where each participant is required to like / follow the tourism agency's social media account, is required to share information on Bulukumba tourism activities. This can increase the number of followers / likes / visitors of the social media page. The tourism office can also make promos such as a discounted entry fee if you follow / like / subscribe to the tourism department's social media accounts.

IV. CONCLUSION

We have conducted a survey and shown the tourist experiences including content analysis on official social media accounts belonging to the Bulukumba Tourism Office. We have described that social media has a role in promoting tourism in Bulukumba. Second, the official social media accounts belonging to the Tourism Office seem to have no role in tourism promotion. This is due to poor management.

We have also provided some suggestions for managing official social media accounts belonging to the Department of Tourism such as uniform content in each account, linking accounts on different platforms and increasing the number of friends / likes / followers / subscribers of social media accounts.

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