

# Social media instagram for promoting tourism in the eastern Indonesia

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## ABSTRACT

Indonesia consists of many islands and cultures, so there are many tourist destinations in Indonesia. It is appropriate to introduce tourism in Indonesia by having various tourism destinations. Many methods can be used to introduce Indonesian tourist objects, including current social media that can also be used to promote tourism. This study aims to reveal the influence of social media as a tourism promotion in the eastern part. In this paper, Instagram is the social media focused on researching eastern tourism promotion. Social media Instagram has a large number of users. Currently, the number of Instagram downloads is 1 billion. In this paper, data collection on Instagram accounts that have tourism promotion content will be carried out. Data taken, such as the number of followers and the number of posts, then an account will be determined, which will be the object of research so that later it will produce an analysis of how the Instagram account promotes tourism. Indonesia complies with the elements of the 7C framework.

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## 1. Introduction

The natural beauty of Indonesia is very enchanting and has a variety and charms ranging from Sabang to Merauke. The number of islands in Indonesia that have been spatially verified (having names, coordinates, and polygons) is 16,684 islands, and as of April 2020, 17,162 islands were declared valid, leaving 229 islands still to be studied [1]. Indonesia's cultural diversity adds to the richness of Indonesian culture. Geographical environment, background, history of regional development, ethnicity, and religion or belief give their characteristics to each region in Indonesia. From this data, the potential for nature tourism in Indonesia will be endless to be explored. There are still several tourist objects that are still not recognized by many Indonesians. One of the tourist objects in question is Maluku Province. Maluku is a province in Eastern Indonesia. Maluku has various ethnic groups, religions, and languages. Most of the inhabitants of Maluku are native Maluku people consisting of various tribes and nations, such as the Alifuru, Ambon, Buru, and Kei tribes. Most Maluku population is Muslim, with as many as 988,365 people in 2020. Meanwhile, 736,580 Protestants and 128,527 Catholics. In 2017, 18,075 foreign tourists visited Maluku [2]. This number is tiny compared to foreign tourists in Bali, central Indonesia. It was recorded that in 2017, 5,697,739 foreign tourists entered Bali [3]. This is unfortunate considering there are so many tourism potentials in Maluku, which are as diverse as interesting ones, such as Bair Island, Dodola Island, Lake Laguna Ternate, Liang Ambon Beach, and Ambon City, which is famous for tolerance between religious communities.

Currently, technology is developing very rapidly, and even the use of technology is familiar to humans in various parts of the world. One of the impacts of this technological development is the emergence of social media. With social media, information can be obtained easily. Promotion of products, services, and tourist destinations can be done through social media. The total population of Indonesia is currently 274.9 million, and internet users in Indonesia in early 2021 have reached 202.6 million. Compared to 2020, this number has increased by 15.5 percent or 27 million people, meaning that internet penetration in Indonesia in early 2021 reached 73.7 percent. This is written in the latest report from the content management service HootSuite, and social media marketing agency. We Are Social in a "Digital 2021" report. HootSuite reports that internet users aged 16 - 64 have various electronic devices such as smartphones, smartwatches, PCs, etc. Of the various types of smartphone devices, there are many users, and 96.4 percent, or 195.3 million Indonesians, use smartphones to access social media [4].

Instagram is the result of the idea of Kevin Systrom and Mike Krieger, and Instagram was released on October 6, 2010. Instagram is an application that allows users to upload short photos and videos, even equipped with filters and location information (Pratt, 2018). According to the latest report from NapoleonCat, one analyst firm based in Social Media Marketing in Warsaw, Poland, Instagram users in Indonesia in November 2019 reached 61.61 million. This means that 22.6%, or almost a quarter of Indonesia's total population, are Instagram users [5]. With this information, we have selected the social media to be used, namely Instagram. Social media is no stranger to Indonesia but can be downloaded for free, and Instagram is more accessible using smartphones.

East Indonesia Tourism Promotion uses commercial advertisements such as Wonderful Indonesia, which often appears on television. The Ministry of Tourism and Creative Economy is also trying to promote Eastern Indonesia tourist destinations through the ministry's official website, namely kemenparekraf.go.id. The site contains information within the scope of the Ministry of Tourism and Creative Economy. Kemenparekraf also has Instagram social media with the account name @kemenparekraf.ri. The promotion of Eastern Indonesia tourist destinations can be seen on these social media accounts. However, the number of promotions is not significant because the account does not only focus on Eastern Indonesia tourism but also tourism in other regions. People and foreign tourists who want to dig up news and information about Eastern Indonesia tourism will have a hard time.

One of the Instagram accounts that promote Eastern Indonesia tourist destinations is @maluku\_punya. As the name implies, this account focuses on promoting tourist destinations in Maluku Province in Eastern Indonesia. An example of the content in this account is a tour of Waetina Waterfall, located in Bara Village, Maluku Province. The content is a photo of a waterfall which is a repost from someone else's account so that more people can see the tourism content of Waetina Waterfall from that person's account. So, the Instagram account @maluku\_punya can be used as an object of research to prove the benefits of social media in promoting tourism in eastern Indonesia.

## 2. Literature Overview

### 2.1. Social Media

Social media is a system or application that functions as a place to interact with one another. Usually, social media applications can be web or android based [6]. For internet users worldwide, social media is a new "territory" that will become the center of destination with the existence of the internet. This condition makes social media will continue to grow to become a platform that provides various kinds of content on the internet with a large capacity [7] [8] [9]. The development of innovative content-like products in the internet sector can open up opportunities for social media to step into a new era. This will change traditional media to become more modern [10]. Social media development focuses on the various behaviors and activities of individuals involved in it, such as sharing personal information, identities, and influence [11]. The comparison proposed by Funk / Levis & Association can be seen in Fig. 1. Recent studies have proven that social media's power is genuine and requires more attention from various parties [12]. One of them is 86% of internet users in the United States and 79% of users from Europe who use social media activity with continuously developed content according to existing topics [13]. In addition to Indonesia alone, 139 million active users use social 87% are Internet users in Indonesia [14].

Traditional Media	Social Media
Customer	Collaborator
Talk to	Talk with
Selling	Sharing
Voice=Company	Voice=Citizen
More expensive	Less expensive
Professional media outlets	User-generated content
Push marketing	Pull marketing
Broader market	Targeted markets
Static content	Evolving content
Short lived	Long life
One-sided	Multiple opinions

Fig. 1. Comparison of traditional media and social media

## 2.2. Instagram

Instagram is a social networking application initially made for sharing short photos and videos. As time goes by, Instagram has also experienced relatively rapid development. Many features have been added that attract users' interest. Instagram's journey began in 2010 with Systrom and Krieger and was then acquired by Facebook for 1 billion dollars in 2012. In 2013, among smartphone users, Instagram was the fastest-growing media, and in 2016, it generated 1, 53 billion dollars, which is 8.4% of Facebook's global mobile ad revenue [15]. Not only as a social media, but Instagram has also become one of the most popular marketing platforms due to its large number of users and visual excellence through user-generated content [16]. Visual content effectively builds brand awareness, increases conversions, and facilitates information dissemination [17]. Instagram has five pages in it, namely:

- Home

This page contains posts uploaded by Instagram accounts that users follow. Besides that, it will automatically show other users who are uploading Instagram stories, so this is where users can share information. Some subsystems can be used, such as direct message

- Explore

This page will display uploads from various accounts, including those users do not follow. Usually, the uploads that are displayed are uploads that are currently popular and uploads that users frequently see. The types of posts displayed are not only photos but include videos and igtv.

- Upload photos and videos

In the middle, there is a page for uploading photos or videos, which is the main feature of this application.

- Market

Furthermore, Instagram provides a new page, namely the market. There will be displayed accounts offering their products so that Instagram can be used as a medium for marketing products online. Nevertheless, there are no buying and selling transactions between Instagram sellers and users on Instagram.

- Profile

All settings regarding personal accounts can be arranged on this page. Besides that, it will also display how the main page of the user's Instagram account will appear, and this page will provide complete information about the account that is owned, complete with information on the number of followers.

Here are some of the main features of Instagram:

- Photo and short video upload feature

Following the primary purpose of this application, Instagram can share short photos and videos owned by users with other users. Media that will be posted can be edited on Instagram, such as using filters, after which the user can provide a caption along with hashtags. A feature can also mark another user's Instagram account in the photo or video to be uploaded.

- Instagram story feature

Almost the same as the previous feature, this feature can also upload photos and videos. The difference is that the upload only lasts 24 hours. More than that time, the upload will be automatically deleted. Just like the previous feature, videos and photos to be uploaded can be edited and tagged with other Instagram users.

- Comments and likes feature

This feature serves to provide feedback to the account owner. The account owner can find out the responses from other users, such as how many like the upload and the comment feature to provide interactions between Instagram users.

- Search feature

This feature is used to find other user accounts and hashtags to search for, making it easier for users to find their destination.

### 2.3. Tourism

Tourism is a set of activities, either traveling outside the city, foreign or domestic, performed by an individual or family to travel from the place of origin to other places to travel and not for work or a place to live [18]. Tourism is an economic sector that has a significant contribution to the economy. According to the Central Statistics Agency (BPS), tourist arrivals to Indonesia in 2019 recorded a growth of 16.1 million or 1.88%, and the tourists are mainly from Malaysia, Singapore, China, Australia, and Timor Leste.

### 3. Method

The method used in this research uses descriptive research where the results of this descriptive study will result in the form of interpretation of the researchers regarding a phenomenon or event following the existing situation and the emphasis on description.

The data collection is done by observation on several social media accounts, such as Instagram has tourism promotional content. The purpose of looking for some of these Instagram accounts is to see facts that occur on social media and the impact of Instagram as a promotional media and a means of promoting tourism in Eastern Indonesia. Later, accounts with qualifications will be selected according to the research being carried out. The following is a collection of accounts that have tourism promotion content on Instagram show In [Table 1](#).

**Table.1** Tourism Instagram Account Reference

Instagram User Name	Total Post	Total Followers	Total Following	Verified Information
@lensaindonesiatimur	198	1.993	699	unverified
@pesonaid_travel	1575	340.000	127	verified
@wisatatimur	208	6.483	7.103	unverified
@pariwisataindonesiaofficial	543	25.1rb	18	unverified
@exploreindonesiatimur	45	538	23	unverified
@kemenparekraf.ri	15.000	744rb	240	verified
@pariwisata.jogjakota	573	13.1rb	300	verified
@maluku_punya	1427	58.3rb	7.343	unverified
@indonesiatraveler_official	439	9.468	12	unverified

From the results of data collection carried out by researchers on each Instagram account. Several accounts were taken to be analyzed to answer the truth about influential Instagram as a tourism promotion medium, namely @maluku\_punya, and the following are the results of the analysis of these accounts:

- Instagram: @maluku\_punya

This account has 58.3 thousand followers, with a total of 1,426 posts that contain photos and videos about tourism in the Maluku area. This account has several likes of more than 2,000 likes and has positive comments. The method taken by this account is by reposting posts from other accounts that have a suitable location and good image results and include the source of the account name.

- Instagram: @kemenparekraf.ri

The account has 744 thousand followers with 15 thousand posts and is the official account of the tourism and creative economy ministry. Instagram has verified this account. The account contains photos and videos about travel and promotes activities such as seminars and others. The account has an average number of more than 2,000 likes and positive comments. The method taken by this account is by posting pure tourist location content from the account, with a description of the name of the place and a description of the location.

The author will determine the research focus, namely analyzing the use of Instagram social media on the @maluku\_punya account with 7C Framework elements and supporting and inhibiting factors for using Instagram @maluku\_punya social media in promoting Eastern tourism. The following are the objectives of the 7C framework [19], including:

- **Context:** the look and feel of a display between the face and the user.
- **Content:** determines the digital information in the situation, including audio, video, images, and text.
- **Community:** forming a sense of membership through the involvement or attraction of the same. The community can be understood as a user interaction through one-to-one or one-to-many interaction.
- **Customization:** the ability of the site to display content appropriate for each user.
- **Communication** refers to the dialogue between the organization (company) and the user.

- **Connection:** the level at which a site can connect to other sites, usually displayed to users as underlined or highlighted text, images, or graphics. When the user clicks on the link, it will immediately display a text, graphic, sound file, or web page that combines these files.
- **Commerce:** an activity interface (interface) consumer supports the site to conduct financial transactions. This feature is the most important in a site that is more dominant in product sales, but it is also not uncommon in situations where information or services are dominated. Functional tools that support e-commerce include, for example, registration, shopping carts, security with encryption and authentication technology, credit card approvals, orders through affiliates, configuration technology, order tracking, and shipping options.

#### 4. Results and Discussion

The research begins with analyzing the quantity and quality of content uploaded to the @maluku\_punya account. The number of uploaded content on the @maluku\_punya account in 2020 has an average of 10-20 uploads per month. The content varies, such as video posts, photos, and other (paid) content. Nevertheless, unfortunately, in 2021, the @maluku\_punya account was inconsistent; in 2020, the account did not download content in February and March.

Caption details in the travel content upload are pretty short. There are only tourist locations, reposted accounts, invitations to follow the @maluku\_punya account, and three hashtags designed to attract more tourists. The hashtags are #mallow, #instamaluku, and #exploremaluku. The hashtag function helps bring up content that uses the hashtag that Instagram users are looking for without needing to know the Instagram account's name.

On average, there are around 10 to 40 comments for each upload of travel content. The content of the comments mostly gives appreciation to the uploaded tourist destination content. Meanwhile, there are only less than five comments on uploading promotional content. Uploads in 2021 with the highest number of comments are on the upload of the Togutil Tribe content, which amounts to 40 comments. The content of the comments asks for the truth and continuity of the content because the content is incomplete.

After making observations and collecting information data from the @maluku\_punya social media account, the account will be linked to the 7C Framework method following Royport & Jaworski's explanation. As follows:

- **Context**

The look of the @maluku\_punya Instagram account is still simple. The profile picture is less attractive and does not use the Instagram highlight feature. Sponsored content does not follow the theme of tourism, such as endorsements of slimming products, clothes, and others. Things like this can undoubtedly damage the appearance of @maluku\_punya's Instagram or disturb the reader's comfort because it comes from the concept presented by the @maluku\_punya account. But the selection of images that are posted has good quality, such as pictures and videos that look clear and not blurry, have an aesthetic value to make them look attractive, and take proportional pictures.

- **Content**

The digital information in the @maluku\_punya Instagram account is in the form of videos and images, along with detailed locations and captions made by the account owner. On this account, posts in the form of images and videos posts have a balanced composition. For example, in July 2020, the account uploaded 19 posts, including 10 photo posts, 3 video posts, and six other promotional content. Besides that, in August 2020, the company uploaded 12 posts, including 3 photo posts, 7 video posts, and two other promotional content. From the research that has been done, it was found that within one month, the @maluku\_punya account could post 10-20 pieces of content. However, unfortunately, this account tends to apply the reposting method by re-uploading posts from other accounts to the @maluku\_punya account but still including the source account name from which the post was taken. Each post is given an attractive caption and hashtag, making it easy for Instagram users to find.

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- **Community**

Using hashtags can make collecting or finding communities with the same interests and interests easier. For example, the @maluku\_punya account uses the hashtag #exploremaluku with 62.4k similar posts. Of course, the interaction between Instagram users has somewhat interactive engagement

- **Customization**

The content in @maluku\_punya can attract the attention of Instagram users. The types of natural tourism that are uploaded are various, such as beaches, islands, mountains, and buildings that have artistic value and meaning for the area. In addition to providing travel content, @maluku\_punya also displays content through product promotions. Although it is outside the concept of this account, product promotions it can be helpful for users. Indeed, very useful for users.

- **Communication**

Communication is critical in providing information, where customers can dialogue about tourist attractions to be addressed, such as the place's location, facilities, etc. In this Instagram social media, a comment column can function as a means of communication between followers and account owners. On the @maluku\_punya account, this feature goes well, each post has at least one comment, but there is also a Dodola beach video post located in Maluku Tenggara, Indonesia, a source from the @ilhamarch account, which has more than 80 comments, and on average has positive comments, but those who comment are only @maluku\_punya account visitors. Communication will run better if the @maluku\_punya account also responds to other users' comments.

- **Connection**

On Instagram social media, there is a feature in each post with a three-dot option at the top right, namely, report, copy the link, and share. With this feature, the @maluku\_punya account can be connected to other social media, so it will help to share content on other social media. In addition, because the @maluku\_punya account uses the repost method for each post, there is also a connection between the @maluku\_punya account and other Instagram accounts.

- **Commerce**

There are financial transactions on the Instagram account @maluku\_punya, namely a paid promotion service. With the paid promotion, the goods, services, and tours will be displayed on the Instagram post @maluku\_punya, an example of paid promotion related to tourism is a culinary destination so that it can provide references to visitors to culinary in the eastern region.

#### **4.1. Supporting and Inhibiting Factors Use of Social Media Instagram On @maluku\_punya account in Promoting East Regional Tourism**

The supporting factor for using social media Instagram @maluku\_punya is that the Instagram application can be downloaded for free and has various features, so this application has many users. Instagram has more than 1 billion downloads. Therefore, by utilizing social media, Instagram can make it easier to find an audience and disseminate information easily and quickly. The content uploaded on Instagram is in the form of short photos and videos, equipped with a like feature that can provide followers' responses to uploads, a comment feature that can be an interaction between followers and account owners, a save feature that can function to increase followers' collections and there is a sharing feature that is used to share content with fellow Instagram users. The @maluku\_punya account also uses the hashtag feature on Instagram to attract many people to view the account's content and create a community network with the same concept. Instagram, there are also Instagram ads that can make it easier to promote tourism content. Instagram uses the leading media in the form of photos and videos so that it is possible to show the beauty and attractiveness of tourism.

The inhibiting factor for using Instagram social media on the @maluku\_punya account is that even though the @maluku\_punya account has 58.3 K followers, not all of its followers give likes and comments on every upload on their @maluku\_punya account. So that the number of likes and comments is not proportional to the number of followers. This can be because the time users use Instagram is different, and each user has different tastes. Second, the spread of feedback from each user cannot be controlled because the comments column on Instagram is free, so every

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@maluku\_punya follower can comment freely, and it cannot be denied if there are negative comments on their uploads. These comments cannot be prevented quickly by the @maluku\_punya account owner because, on Instagram, there is no feature to filter out nasty comments, so the account owner performs manual methods such as deleting comments one by one. Even though Instagram has a story feature, the @maluku\_punya account does not use this feature properly. This is quite unfortunate because the story feature is an Instagram feature that Instagram users often see. After all, Instagram stories can be seen automatically on the home page without opening an @maluku\_punya account.

As for some of the content that should be on the @maluku\_punya account, namely:

- Host a webinar and promote it by posting posters

On the @maluku\_punya Instagram account, there are posts in the form of pictures or videos of nature tourism and some paid content (endorsement). Promoting tourism on social media is not only about pictures or videos. Digital media currently has various types, such as meetings or meetings that can be done virtually. Example of application is zoom and google meet. With this facility, events such as seminars can be held online or remotely, so there is no need to come to a location (or it can be called a webinar). Therefore, webinars can be implemented to introduce tourism, and existing webinar posters can be promoted through the @malukuiliki Instagram account.

- Create original content so that it gives an original, attractive impression

On the Instagram account @maluku\_punya, the majority repost uploads from other accounts, making the uploads on the account not have their characteristics. The @maluku\_punya account should still create its content so that no other account has it, and it is original. In addition, it is necessary to add information that is not only the location but also the price of entrance tickets and a description of the location to attract visitors' attention.

- Providing information about eastern cultures, such as food, customs, etc., so that it does not seem monotonous

Not only uploading tourist locations, but in the @maluku\_punya account, you can also add information about the eastern region, such as existing cultural customs and regional specialties, so that the content provided is not monotonous and followers do not feel boring, besides that it can also provide education or information to followers about the area

- Maximizing the features on Instagram, such as highlights and igtv

Instagram has a variety of features that its users can use. One of the relatively new features is igtv and highlights. However, unfortunately, the @maluku\_punya account does not take advantage of this feature. Igtv is almost the same as uploaded videos on Instagram, but what distinguishes is that the videos uploaded on igtv are longer than usual. Moreover, the highlight is a feature that stores Instagram stories, where Instagram stories usually only last for 24 hours, so followers do not miss existing content and can review stories that have been uploaded for more than 24 hours

- Using the hashtag broader and more general

In every post in the @maluku\_punya account, hashtags are used, but unfortunately, only three hashtags are used, namely #maluku, #instamaluku, and #exploremaluku, so the search for hashtags by users is not widespread, only in the same section. Meanwhile, if the hashtag is further expanded, it can help get a wider following, such as using the hashtags #indonesiatimur and #wisataindonesiatimur.

## 5. Conclusion

Without realizing the development of technology is increasing, coupled with the wide range of social media on Instagram. Utilizing social media to disseminate information is the right decision, considering that social media can be downloaded for free and have many users. Of course, it has slight advantages and disadvantages, but it still depends on how it is used. Likewise, you can also take advantage of Instagram social media in promoting tourism. As you know, Indonesia has many regions, each with its sights. Unfortunately, many tourist sites are still unknown to the public, especially in the

eastern regions. So, choosing social media Instagram to introduce tourism in the eastern area is the right choice.

The Instagram account @maluku\_punya influences promoting eastern tourism. Account 7C meets the six elements of the framework context, content, community, community, connection, commerce, and customization. In addition, there are supporting factors and obstacles in utilizing the @maluku\_punya Instagram account, such as the one Instagram users are already quite a lot, but preventing nasty comments can not be done quickly. The disadvantages of the @maluku\_punya account are that they do not take advantage of the features provided by Instagram, and some content must be added, such as insight into the area such as customs, and culture.

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