

The role and use of social media as a medium for marketing tourist attractions and increasing tourist visits

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Abstract - This research aims to provide solutions to marketing activities of the tourist attraction in increasing the number of tourist visits in the form of a marketing model that is cheap, easy, right on target and can reach all elements of society without time and place limits, namely by using a social media platform. With this model, it is hoped that it can be used by the management and can further increase the number of tourist visits to a tourism object. This tourist attraction has experienced problems in terms of the number of tourist visits since the Covid 19 pandemic. Until now the number of tourist visits has not returned to normal. On normal days it is still around 150 tourists, but it can increase to 800 people during Galungan holidays. Even though the price of admission is 15,000 for children and 20,000 for adults, while foreign tourists are 30,000/person, with a low number of tourist visits, managers will still have difficulty covering their operational costs. The tourist attraction is located at Kukuh village, Marga sub-district, Tabanan district is a nature tour managed by the local village community so that it is also a mainstay for villagers who work in this tourist attraction. Some of them work in the managerial field and some are souvenir traders who also serve as guides at the tourist attraction. Souvenir sellers at these attractions are also given the opportunity to become local tour guides at these attractions without asking for payment, but at the same time they can offer their wares to the tourists they guide. While the tourism products offered by the tourist attraction are closely related to the preservation of nature and animals. This is perfect for educational tours. That way the market for this tourist attraction is actually very broad, especially for school children, students, teachers, lecturers and other environmental observer communities. To create a social media platform-based marketing model, primary and secondary data will be sought. Primary data was obtained by conducting interviews with the object manager and secondary data obtained from offline and online library sources. The data was then reduced, described, categorized and concluded, and analyzed using a qualitative descriptive analysis technique.

Keywords: digital marketing; number of tourists; kedaton base; social media platforms

Introduction

We can find more than one interesting tourist object in Tabanan regency. One of them is Alas Kedaton in Tabanan district not far from Denpasar. This tourist attraction is experiencing problems with tourist visits where the income derived from visitors cannot cover the operational costs of the tourist attraction. This research aims to find a marketing model that is easy, cheap, right on target and

can reach a wide community without regional boundaries and is suitable for use by policy makers on these tourism objects.

The previous research has shown that they have used social media platforms to market these attractions but are still not very consistent and massive (Budiarta, et al, 2020). There is still a lot that needs to be fixed and improved so that marketing will continue to be sustainable.

The Covid-19 pandemic has certainly dealt a severe blow to the management of this tourist attraction where there was a time when this tourist attraction was completely closed and did not receive tourist visits. As a result, managers have to work hard without relying on income from entrance tickets to provide food to 2,500 monkeys in an 18 hectares protected forest located in Kukuh village, Marga sub-district, Tabanan district (Yusuf, 2022).

The main icon and attraction of this tourist attraction is the protected forest and monkeys, besides that there is also the Kedaton temple inside. At the back there is also a playground for children as part of the tourist attraction. The monkeys in Alas Kedaton live wild, while the food supply from the protected forest is very limited. Therefore, it is necessary to get additional food supplies from the manager of the tourist attraction. If not, the monkeys will look for food in the gardens and agricultural land of the surrounding community.

Even though PPKM has been revoked by the government, the number of tourist visits is still very limited. On normal days the number is around 150 tourists and on Galungan holidays it can increase to 800 tourists (Simabur, 2023; Wirawan et al, 2021). Of course, the operational costs exceed the revenue from the entrance ticket to the tourist attraction.

One of the keys to success in a business is how to carry out the marketing function of a business or company, including tourist attractions. Assauri (2004; c.f. Angela et al, 2022) argues that marketing is a human activity directed at fulfilling wants and needs through exchange. Now marketing is no longer conventional, where there are meetings between sellers and buyers directly, but with advances in technology, it makes it easier for us to do marketing and purchase goods or services.

While a successful marketing strategy must be developed based on two main things. First, the marketing strategy must be built from five tourism variables, namely (1) development of destination locations (2) time (3) accessibility (4) education and socialization for all stakeholders. Second, the marketing strategy must be built based on the awareness that tourism provides a number of benefits (Hasan, 2015).

In the era of relatively cheap and fast marketing information technology, digital-based marketing is. It is stated that digital marketing or digital marketing. Digital Marketing refers to using digital channels to market products and services to reach consumers. This type of marketing involves using websites, mobile devices, social media, search engines and other similar channels. mobile devices, social media, search engines and other similar channels.

Digital marketing involves some of the same principles as traditional marketing and is often seen as a new way for companies to approach consumers and understand their behavior (Barone, Adam, 2022). Factors that influence the effectiveness of Digital Marketing (Silviana, 2020; Fuadi et al, 2022). A) Target market. This is the most important factor in choosing a target market. It will involve huge costs if you want to promote your product on every platform on the internet and want to focus on millions of internet users as a target market. B) Technology. As we know, technology is the backbone of digital marketing, so for marketers it is very important to stay updated about technology. C) Content. Content is where you will be able to stand apart from other players in the industry. Your site and message should have relatable and rational language. D) Budget. Digital marketing is cheaper than traditional marketing, but it is certainly not free. Thus, arises the need to prepare a very specific budget for it. E) Social media. Many businesses are involved in social media. Today's organizations remain dynamic and have a healthy online network record. organizations also ask their employees to do the same to connect with their clients. Many organizations promote through web-based social networks.

Social media platform is a form of organization that provides services for public users to disseminate speech, expressions, information, or other content (usually content that includes messages, videos, photos, and/or sound files) to other users or the public. Social media platforms including, but not limited to, YouTube, Facebook (n/k/a Meta), Twitter, NextDoor, LinkedIn, and

Instagram, Google, Reddit, Facebook Messenger, WeChat, TikTok, Weibo, Wikipedia, Snapchat, and Pinterest and others (Lawinsider.com., n.d).

Kanwal stated that social media platforms are websites or applications that allow users to create and share content or participate in social networks. Social media platforms are interactive digital channels focused on creating and sharing thoughts, ideas and information through virtual networks. This platform allows users to take part in social networks by creating content, sharing their thoughts, commenting on other users' content and reposting (Kanwal, 2022).

While igi-global.com/dictionary describes the notion of Social media platforms as technologies that enable sharing and user interaction that form online communities such as Twitter, Instagram, Facebook, Pinterest, Snapchat, YouTube, Tumblr, where everyone can share their views (igi-global.com/dictionary., n.d.).

Social media content can be text, images, videos, GIFs, etc circulating in virtual communities or networks. Social media platforms are widely used in communication services along with marketing strategies. As of April 2022, there are more than 4.65 billion social media users in the world, which is about 60% of the world's population. Top platforms – Facebook, YouTube, Instagram, WhatsApp, TikTok and Twitter (Kanwal, 2022).

In Indonesia, it shows that the most widely used type of social media platform is Facebook where users reach 41.6%, followed by Instagram, YouTube and Tiktok (Wolff, 2022). In 2023 social media users in Indonesia will be 167 million.

The We Are Social report shows that the number of active users of social media in Indonesia is 167 million people in January 2023. This number is equivalent to 60.4% of the population in the country (Widi, 2023). Meanwhile, the Statista Report notes that in 2020 the most social media users in Indonesia are aged 25-34 years. In detail, male and female users are 20.6% and 14.8%, respectively. The next position is users aged 18-24 years. In detail, male and female users are 16.1% and 14.2%, respectively. The least number of social media users in Indonesia are aged 55-64 years (Annur, 2020).

If it is related to school age, they are actually the main market for Alas Kedaton tourism objects and if it is related to users of information technology, the number of these two generations is proportionally very high. They live in an era where information technology is developing rapidly and it is not surprising that they are the most social media users.

Starting from the problem of the decline in the number of tourists in Alas Kedaton and the development of communication technology which is widely adapted, especially by the millennial generation and generation Z, we conducted research on marketing the Alas Kedaton tourist attraction based on social media platforms in the hope of producing a cheap digital marketing model, easy, right on target, and can reach a wide community without limits.

Previous research has shown that Digital Marketing variables include social media, search engine optimization (SEO), paid click-based advertising (PPC), customer relationship management and product variety have a positive and significant effect on purchase intention variables (Yacub et al, 2020; Sangari et al, 2021).

Research in Jordan shows that digital marketing, has a major impact on consumer buying decisions. Jordanian students purchase various product categories on digital media platforms, and digital marketing influences student decision making. Finally, the results of this study suggest that companies adopt strategies to take advantage of the digital world and technology, increase brand awareness through digital platforms to continue to compete in today's commercial environment (Al-azzam & Al-Mizzeed, 2021).

In another study, it was stated that the influence of eWOM (electronic word of mouth) is undeniable, with 91% of individuals viewing blogs, product reviews, or other online comments made by users before buying a product or service, 84% of respondents said they trust online reviews. as many personal recommendations, and 74% of consumers say they trust a company more when they get a positive review. For example, in 2012, according to a Travel Daily News survey (Travel Daily News 2012), 87% of respondents thought that reviews on TripAdvisor had helped them choose a hotel with more confidence, and 98% thought reviews on the site were satisfactory (Zelenka et al, 2021). Meanwhile, Budiarta et al's research stated that the social media platform had not been used optimally by the manager of the Alas kedaton tourist attraction (Budiarta et al, 2020).

Method

This research is a qualitative descriptive research. The data in this study consisted of primary data and secondary data. Primary data was obtained by interviewing informants and secondary data was obtained from library sources, both print and online. The collected data will be reduced by data then the results will be carried out in group discussions with stakeholders.

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To obtain accurate data, it is necessary to make interview guidelines with resource persons. The following is an interview guide: (1) Does the management have a website? (2) Is management active in selling personnel using email? (3) What type of social media do you use the most? (4) Is the social media always updated? (5) Who is the target market for the Alas Kedaton tourist attraction? (6) How many people understand social media? (7) What types of social media do you already have? (8) What content is included in social media? (9) How much does it cost for promotion each year? (10) Which tourist groups mostly come to Alas Kedaton?

Results and Discussion

3.1 Social Media Platform

From the data obtained in the field and from the results of group discussions it is known that management has not utilized social media platforms optimally. This happened because of budget constraints, and manpower or human resources. The following is a table for the utilization of social media platforms at the Alas Kedaton tourist attraction.

Table 1 Utilization social media platforms								
Num	Social Media Platform	Availability		Update Status		Maintenance Status		
		Available	Unavailable	Update	not updated	No	Sometimes	Always
1	Website		V					
2	Facebook	V		V				V
3	YouTube	V			V		V	
4	Instagram	V		V				V
5	Twitter		V					
6	WhatsApp Group		V					
7	Pinterest		V					
8	Snapchat		V					
9	Tumblr		V					
10	TikTok	V			V		V	
11	NextDoor		V					
12	LinkedIn		V					
13	Google	V			V		V	
14	Reddit		V					
15	Facebook Messenger	V		V			V	
16	WeChat		V					
17	Weibo		V					
18	Wikipedia		V					
18	Email	V		V			V	

3.1.1 Website

One of the digital product marketing tools that has an important role is the website. Website is like a shop but in cyberspace. Website is a collection of web pages and related content identified by a common domain name and published on at least one web server. A business or company, including

a tourist destination, at least has a website where this website makes it easy for visitors to find out the contents or products of that company.

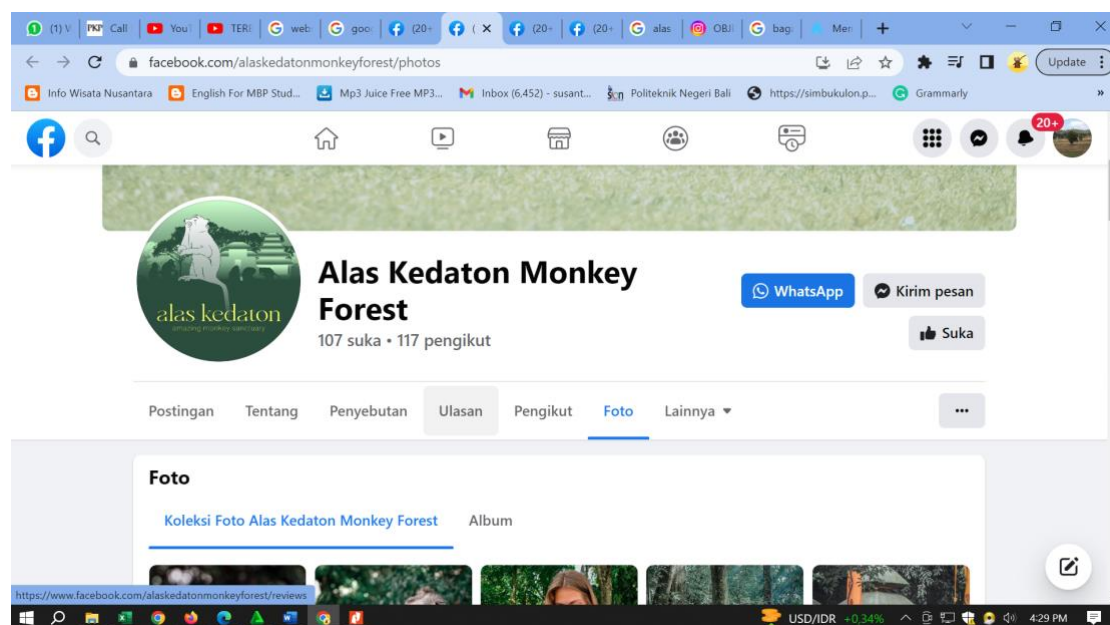
On the website, apart from listing the products, there are also contacts and addresses where the products are sold. From here facilitate interaction between sellers and buyers. Websites can be used as the estuary of all forms of social media such as Instagram, Facebook, Tik Tok, Twitter and other forms of social media. Links from the website can be placed on other forms of social media so viewers will easily connect to the website and can get more complete information.

When someone is looking for information about Alas Kedaton, in general, people will do a search on Google with the keyword Alas Kedaton. The hope is to find the website of the tourist attraction and get complete information about the tourist attraction, both regarding entrance tickets, opening hours, full address, and other supporting facilities.

3.1.2 Facebook.

Alas Kedaton tourism object already has an official account on Facebook with the link:

<https://www.facebook.com/alaskedatonmonkeyforest>.



Alas Kedaton on the Facebook platform has 117 followers and 107 likes. Last post on May 14 at 14:02. Of course, the followers of this Facebook account still need to be increased by always updating activities at Alas Kedaton which are attractive to millennials and generation Z, because more than 50 Indonesians are millennials and generation Z. That's if you choose the domestic market. Besides paid promotion updates via Facebook, it will also affect the

3.1.3 Youtube

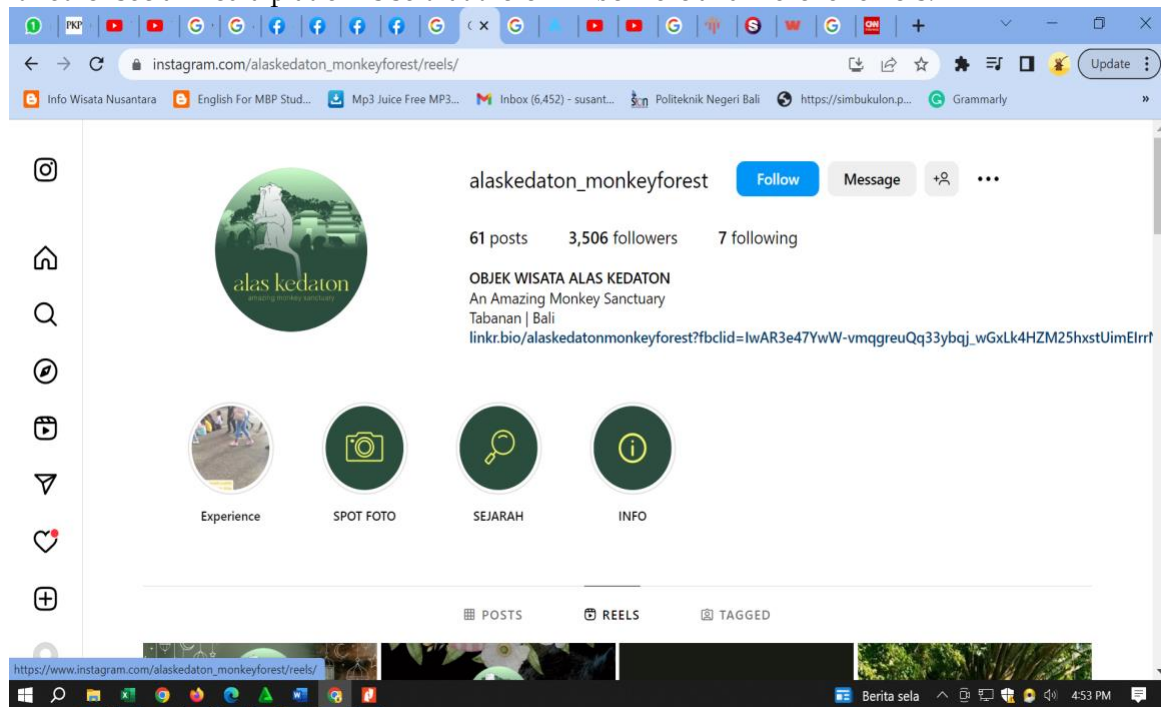
Alas Kedaton doesn't have an official account on Youtube yet, but there are many other YouTube accounts that report about Alas Kedaton. Google has a share of over 91% of the global search engine market wherein Google also has Youtube. It was revealed in a survey conducted by Populix from March 30 2022 showing that 87 percent of respondents accessed social media in the past month.

YouTube (94 percent) and Instagram (93 percent) occupy the positions as the two most used social media platforms by respondents, followed by TikTok (63 percent), Facebook (59 percent) and Twitter (54 percent).

Marketing really needs to build an image of the Alas Kedaton tourist attraction on the YouTube platform and not rely on other parties to promote this tourist attraction. Considering that 94% of social media users are looking for info via YouTube. This is an opportunity that has not been maximized.

3.1.4 Instagram

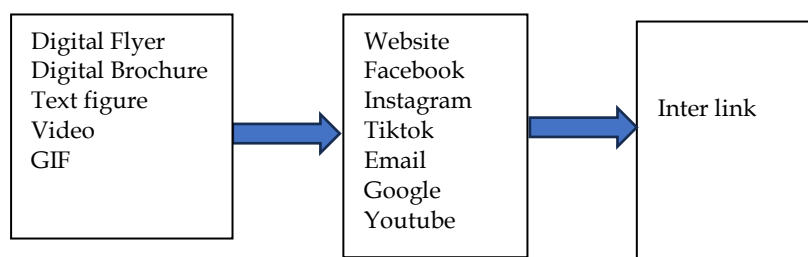
Alas Kedaton already has an official account on Instagram. The link is here. https://www.instagram.com/alaskedaton_monkeyforest/. It is recorded that it already has 3,506 followers and has 61 posts. Of course, posts must be continuously updated and must be connected with other social media platforms so that there will be more and more followers.



3.1.5 TikTok

An account on the Tiktok platform already exists but it seems that it is not properly maintained. Evidently his followers are still empty and his posts are very minimal. Meanwhile, content uploaded on social media platforms also needs to be maximized again. From the survey, it was said content data that people like is music (Rahman, 2022; Nxumalo, 2019). It would be interesting if the content in the form of a video was given a background music. It is also interesting that education is ranked 5th. Creating animal-based educational content including monkeys and bats and the protected forest in Alas Kedaton will certainly attract people's interest to see it.

3.2 Digital Marketing Models



It can be explained that the creation of content related to Alas Kedaton tourism object products can be done in various forms such as digital flyers, digital brochures, text, digital images, videos and gifs. These contents are then uploaded on social media platforms such as websites, Facebook, Instagram and others. On each platform, the link is copied and pasted or a hashtag can also

be added to each content so that each social media platform will be interrelated. This is done to make it easier for viewers to find information about Alas Kedaton.

Conclusions

Utilization of social media platforms needs to be improved. This can be done by hiring staff who are in charge of it. The content on each platform needs to be updated regularly so that viewers will always be updated with what is happening at Alas Kedaton. Joining the Whatsapp group whose members are tourism actors is also very necessary

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