

Social Media Usage by Teenagers as Tourism Promotion Means in Sawarna Beach, Lebak Regency

Rika Yessica Rahma

Communication Studies Courses, University Of Mercu Buana Jakarta

rika.jessica@mercubuana.ac.id

Abstract

The development of tourism in Indonesia experienced significant improvement. The increase in the number of foreign tourists is seen from visiting Indonesia increased from year to year. The tourism sector in Indonesia has become one of the priority programmes of the Government should be improved because tourism will bring a significant impact on the economy. Melalui Government's tourism Ministry in year 2016 sets out 10 priority destinations that will be the focus of the development of tourism in Indonesia, which are expected can accommodate about 12 million foreign tourists with foreign exchange earnings Rp 172 trillion. Talking about tourism flagship which is in Banten area i.e. Beach Tunjung Dimples, which is located in the province of Banten, there are tourist destinations that are worth accounted for pariwisata in Indonesia, namely the Sawarna Beach. Sawarna is a village in district of Bayah, Lebak District. Complete with a variety of Landscape as a mountain, forest, with langkanya plants, River with its unique pattern, the sprawling nature of the hills sloping, steep coral Hill, the lowlands that run parallel to the line the beach. In this study to find out and analyze how the utilization of social media by teens as Sawarna Beach tourism promotional efforts, the District of Bayah District of Lebak Banten. From the results of research and discussion about the utilization of social media done by teenagers in Lebak Regency, Banten follows current use of social media can spread a message simultaneously and give a positive effect for the message promotion as tourist attractions. The advantages of social media with its own karakteristiknya that make information rapidly, and easy to share, create a posting good photos, as well as videos become viral. This happens on some of the key informants, who became the Sawarna coasts postingannya viral in cyberspace. Due to viral in the virtual world, the public is becoming more about the tourism potential there is no less beautiful and interesting in the area of Lebak, Banten.

Keywords: Teens, Social Media, Promotion, Tourism, Lebak Sawarna Beach

INTRODUCTION

The development of tourism in Indonesia experienced significant improvement. The increase in the number of foreign tourists is seen from visiting Indonesia increased from year to year. The tourism sector in Indonesia has become one of the priority programmes of the Government

should be improved because tourism will bring a significant impact on the economy. At the time it was felt that the development of tourism can contribute to the development of the Indonesian economy. Of the Indonesian tourism sector has contributed as much as 4% of the total economy. In the year 2019 the Government target of around

8% pertumbuhannya, so the Government determines the target tourists visit as many as 20 million foreign tourists. For tourism academicians may target the Government set at the very unreasonable because the numbers are too large and will not consider pemerintah impact on environmental sustainability.

Tourism as a strategic sector and become a media integration programs and activities between sectors of development, so that tourism is very sensible set to become the leading development. The intention of becoming a leading development is able to move his nation's economy. As delivered Minister of tourism, Arief Yahya that Tourism is a key to development, prosperity and happiness. At least there is some reason the tourism sector worth in push its development.

First, with the growing tourism and investment destination in Indonesia, making tourism as a key factor in export earnings, job creation, business development and infrastructure. The tourism sector's contribution to GDP in the last five years year 2010 -2015 is always increasing. According to BPS/Ministry of tourism, year 2010 contribution tourism sector to GDP amounted to 261.05 T be 461.36T\$. The contribution of the tourism sector against foreign exchange amounting to 7,603.45 million dollars in the year 2010 be 12,225.89 million (2015) and the

contribution to the Workforce by 4 million people of the year 2010 be 12.1 million or 10.6% of the total national workforce .

Talking about tourism flagship which is in Banten area i.e. Beach Tunjung Dimples, which is located in the province of Banten, there are tourist destinations that are worth accounted for pariwisata in Indonesia, namely the Sawarna Beach. Sawarna is a village in district of Bayah, Lebak District. complete with a variety of Landscape as a mountain, forest, with langkanya plants, River with its unique pattern, the sprawling nature of the hills sloping, steep coral Hill, the lowlands that run parallel to the line the beach. It has panoramic views of pristine natural beauty, so can indulge the eye and satisfy the hearts for the travellers who come. A number of objects of coastal tourism in the village. As The Beach Ciantir Sawarna, Cape Sawarna, Beach Scenes, Legon Pari, Sawarna, Coral Coast Taraje, Sawarna.

Sawarna Beach conditions very different from the other coast sights in Indonesia, especially in the area of West Java and Banten. Sawarna Beach got its own uniqueness starts from the beauty of the beach (surf, sand, weather, scenery), access to transportation, extreme pathways, access ATM, to how to face/interact with residents who live around the beach. The beach

has clean white sand on one side and a towering crag on the other hand many be the fruit of the lips by many tourists because of its natural beauty that is so endearing. This beach is one of the prime tourist attraction in Banten because its beauty is one of the most beautiful beach which is in Banten Province.

A few years ago, not even the many tourists who visit there because of the difficult and quite poor access roads to reach Sawarna. Thanks to Word of mouth promotion and promotion through online media, a growing number of tourists who are interested in coming to this hidden paradise.

A variety of promotional activities at the beauty of this beach a lot done and published on the website of which Indonesia Charm that promote a variety of activities that can be carried by travelers with Teen segmentation i.e. surfing or surf. Promotional message in between “here will be captivating beaches await your eyes and your heart. If you are a hobby of surfing or surfing why not feel the spectacular waves has even sampled a surfer from America, Australia, Japan, and Korea.. You can also feel the snorkel to greet various ornamental fish and coral reefs. Discover its beauty on the beach Ciantir Beach, Tanjung Karang Beach scenes, and likewise, the beaches of the coral Coast, Coral Seupang Taraje, and Gulf Coast Legon Pari. In addition to the beautiful objects in the cave tourism.

Other promotions in a more Sawarna.net promote Sawarna through groups of photos that the goal is more to teenagers with beauty that can describe their experience with a holiday on the beach Sawarna. Not only is it a variety of articles and also packages offered from lodging, dining and more. In addition Sawarna. NET also supplement with contacts and also the comments of the visitors or potential visitors. If seen from the targets they are teenagers. Because the beach is there providing facilities that cater to teen from surfing, beach balls, volley, swimming to enjoy the sunset. Objectives of the promotion of pariwisata this is a teen especially those located on the coast of Sawarna, because the teenagers there to be able to do the activity promotion through social media such as Facebook, the Path as well as Instagram.

Therefore, in this study, researchers interested in knowing the perception of teenagers especially those living on the coast of Sawarna, in delivering the message of the promotion done in social media in their efforts of promoting Beach attractions Sawarna in Lebak Regency, Banten. Because it is becoming important to know how teenagers especially those living on the coast of Banten respond or even appreciate the beauty of its domestic tourism itself.

RESEARCH METHOD

This research uses the constructivist

paradigm. Researchers assume that the paradigm of Constructivism is the most appropriate paradigm used on this research by reason of the essential characteristics of this paradigm is the emphasis on the definition. Researchers will not be researching the production of text, but only as how informants acknowledge and give meaning to the text that finally produced a 'truth', the Guide behaved and 'reality' that is constructed by the informant himself. The research method used is descriptive kualitatif. The subject of this research is a key informant who fall into the category of teenagers between age range 13-18 years residing in Lebak Regency, Banten. According to Bogdan and Taylor defined the data analysis is: "as a process that breaks down endeavor formally to find themes and formulating hypotheses (idea) as suggested by data and as an effort to provide assistance on the theme and the hypothesis that ". (Moleong, 2005:186) Based on explanation above, then the technique of data analysis will be done for researchers can examine these problems, namely with the following steps:

1. Collect data relating to the promotion of tourism through the upload photo key informants in the social media.
2. Media promotions about the beach Sawarna would ask researchers to each informant to do in-depth interviews.

DISCUSSION

Lebak Regency is also becoming as one autonomous region in the area of Banten Province that have a variety of potential resources adequate to carry out efforts

improved the welfare of society, be it a natural resource or resources the power of culture. Sights in Lebak Regency is interesting and promising to be developed in the future.

Tourist Village is Sawarna which has some potential for tourism, nature tourism, cultural, Culinary, and historic sites. Sawarna is a village in district of Bayah, Lebak District. complete with a variety of Landscape as a mountain, forest, with langkanya plants, River with its unique pattern, the sprawling nature of the hills sloping, steep coral Hill, the lowlands that run parallel to the line the beach. It has panoramic views of pristine natural beauty, so can indulge the eye and satisfy the hearts for the travellers who come.

A number of objects of coastal tourism in the village. Some time back to the present, there is a tourist beach in the area of Banten which talked and started many tourists, both local and foreign tourists and travelers. The beach called Sawarna beach. The beach has clean white sand on one side and a towering crag on the other hand many be the fruit of the lips by many tourists because of its natural beauty that is so endearing. Believe it or not, the beauty of the beach Sawarna is align the coast with beautiful beaches outside Banten. This beach is one of the prime tourist attraction in Banten because its beauty is one of the most beautiful beach which is in Banten

Province.

The famous Sawarna beach is about 150Km from Rangkasbitung and in the village of Sawarna sub-district of Bayah Lebak Regency of Banten Province. Sawarna itself is actually the name of the village where the beach is located. Sawarna beach is the beach overlooking the Indian Ocean, so it has the hallmark of South Beach with the waves of the great and powerful arusnya. It is remote and access is a bit hard to reach places make Beach Sawarna like heaven is hidden in the remote region.

A few years ago, not even the many tourists who visit there because of the difficult and quite poor access roads to reach Sawarna. Thanks to Word of mouth promotion and promotion through online media, a growing number of tourists who are interested in coming to this hidden paradise.

The village of Sawarna also provides lodging facilities Homestay contained around the beach in a residential community. In the village of Sawarna is indeed there has not been a classy lodgings as well as Sawarna Village, because the hotel did not deter tourists or local mancan State who came to the place. To get to this Sawarna Village, can be reached through the access point 3. For the first line of attack-Pandeglang-Malingping-Cikotok-Sawarna, and for the second line the Rangkas Bitung-

Cileles- Mount Kencana-Malingping-Cikotok-Sawarna, then the third line namely Bogor-Sukabumi- Harbour Queen-Cikuray-Bayah Sawarna. Unfortunately, the access road to this tourist attraction still many complained of by tourists.

In mileage towards the village of Sawarna is far away and some roads are damaged and. Not only is damaged, small roads and lack of illumination is not proportional to the desire of the community to visit kesuatu and other natural attractions in the village of Sawarna. Due to the village of Sawarna can be promising unspoiled scenery. All of this is what makes the Village Sawarna as one of the tourist villages in Lebak.

Key informant first Afria, who has a hobby of the streets and photo selfie this is the third of five children. Afria always spends time with his holiday travelling/sightseeing in tourist spots not far from the residence. The reason is because the Atria is limited by his own parents to travel far. But not turned his traveling, he is more often the roads on holiday to its territory of its own.

The key informants both Fachmi, was the first of the two brothers, has a hobby of photography and often capture every moment and upload it on Facebook social media accounts and Instagram. In addition the family lodging business has Fachmi in coastal Sawarna, hence Fachmi almost often are in

Sawarna for helping his family take care of lodging, and often also friends Fachmi every weekend to visit and stay in there.

On key informant Rafika, that both his parents are indeed genuine and born in Bayah has culinary hobby and streets, he claiming to always update in its activities in the social media Facebook account. Rafika is the second child of four children, women who are in daily wear hijab it claims to be very proud of his native region of it.

Another key informant Lutfi, who had just stepped on a college first semester Jakarta, claims to be very proud of his native place Reef Beureum, Sarwana. Lutfi who was also beprofesi as a model, claims to be more than happy to spend time in his residence rather than in Jakarta. Men whose hobby is watching, the streets and photographed this claiming to have obsessions opening business pariwisata in areas Sarwana.

Tourism Promotion activities by Key Informants

The four key informants were selected in this study is an active teen use of social media. In addition they were chosen because most active to share about the activity/activities to stay at Sawarna Beach, Banten. Generally they are more often using social media facebook, Instagram and Path with reason, as in the statement of key informants Afria: "I am more often active on facebook and instagram, because the number

of my friends there most nearly 400 in Facebook, if also had many followers Instagram almost sepuluhribuan, little else could be so selebgram he he." According to the second Afria active owns social media has its own uniqueness.

The same thing also happens to key informants Fachmi, who claims to be more convenient and often use social media facebook. Fachmi who have joined over the past four years on Facebook, already has a number of friends who are a lot of good known as well as unfamiliar. In addition Fachmi also incorporated in community tourism Sawarna on his Facebook account. "Initially I use social media Facebook, but now more often play a special application because Instagram, create upload photos or video. If on Facebook I have some community groups, can exchange information and also so add lots of friends. "

Fachmi added if during her tour group on Facebook, friendship requests become more numerous. Not only add to the number of friends, but the presence of social media join the expedited business tourism which is a family business. In addition to Facebook, Mousavi is Instagram also had its own media, i.e. uniqueness is more application allows uploading of photos and videos. On other key informants, student in Lebak Rafika says: "I'm the longest use Facebook,

more exciting and easier to make friends there. Use Facebook also was almost four years old, and the family also all use Facebook so get all hospitality. Now-now yes prefer Instagram or paths in addition to the share site also its application more immediacy.

Rafika added activity or activity in social media are more used to things that are positive, such as exchanging information, upload your activity plans to communicate with old friends or relatives who live far away from her. Rafika recognizes many additional good friend friends past to new friends. Key informants Lutfi who was a college student majoring in law at private universities in Jakarta claimed to have a lot of social media, like Facebook, Twitter, Path, Wishper until Instagram. But because Facebook is social media the longest she had almost more than five years, he still actively doing the upload photos on Facebook. While the account is Instagram and other social media recently he made over a year lately. Social media is used as a self existence and publication activities.

Lutfi that often becomes this advertising model, claims to be uploading all activities in social media has become a regular activity each day. He thinks any activity other than for personal documentation but can also be a means of promotion for either himself or the companies that use the service himself. But native son

mempromosibagai sep Lebak priadi with awareness, He often promotes its area including Sawarna.

Based on the results of interviews conducted to the fourth key informant researcher, and also through the observation of activities either directly or through social media, there are a lot of uploads conducted key informant on Sawarna Beach, tourist attractions in Lebak Banten. As well as conducted by key informants Afria. Afria himself often visiting attractions such as the beach, Tanjung Sawarna screen, Legon Pari and others. Afria usually go together with his school friend or a friend who was curious see photo uploads Afria on Facebook. According to him, a friend of his who lives in Jakarta, for example, often asking her photo uploads.

From the upload on Facebook according to Afria, many of his friends who became interested in from Jakarta to visit there. Although the terrain course rather hard to reach because of the condition of the course is less nice, but doesn't discourage friends for trips to the beach of Sawarna. In addition to seeing your uploaded her picture on Facebook, friends Afria also looking for information on package tours at Sawarna. According to Afria, postingannya on Facebook at the moment are on the coast of Sawarna, deliberately done to promote its area.

Afria, this cheery dispositions which has claims to be happy if sights Sarwana is visited by a minimum of local tourists. For him the sights in the area it is also no less Bayah good with tours in Indonesia that are already well known worldwide in addition to not even too expensive, a lot of things that can be done in Sawarna and is suitable for teenagers like himself, who loves to swim, main sand or want to get a good photo.

According to Afria, beaches in Sawarna area is very calm and beautiful just less publications from the local government. According to Afria with her photograph while on holiday in Sawarna, his friends have been many who give like on Facebook and give you a lot of comment, from an expression of admiration to their desire to get to the Sawarna to see the beauty of the beach directly. This is because not only her photograph selfie, but he also often capture moments of beauty of the coast of Sawarna, as seen in the photo below:



Picture 1. Sawarna Beach

The same thing also happens to key informants Fachmi often spend a lot of time in the area of Bayah. This is because his family have business lodging near the beach Sawarna. Fachmi who is trusted by his father to take care of that business, admitted to repeatedly do promotion not only create brochures and also put up banners at her lodgings, but also He often post their activities on the beach of Sawarna is good when he and his lover private activities, as well as with friends. According to Fachmi, promotional efforts are doing in social media not only benefits the business his family solely but also help local governments in order to increase its revenue through

pariwisata, because according to him have Sawarna Beach great potential for demand by tourists origin supported means of adequate roads, so that tourists want to visit. According to him, this is important because many people are reluctant to Sawarna due to constrained transportation problem, as many buses do not dare take the risk to drive to Sawarna.

“A lot of interesting things from the beaches of Sawarna, so my post on Facebook as well as Instagram in addition to exist also as Sawarna Beach promotional efforts, which must be good and sorry if never came here.”

Fachmi, often getting the number of likes a lot of friends on Facebook as well as followersnya on Instagram. "They write messages in Inbox or DM Instagram, many have asked that photos which, asked various Yes I help tour until they come here. The average of my friends who've come here pleased and some even hold back here."

This is certainly not only a lucrative business that manages Fachmi in the coastal areas, but also in social media become postingannya viral. Key informants Fachmi yang is active in the community on the Facebook group about Sawarna, photographs and captionnya are often shared by friends in the group. This is according to a caption because Fachmi he created in the photo also made friends in the social media be curious. For example, he once wrote, "I was in heaven". When the caption that he wrote many of the questions in the comments about testimoninya about Sawarna beach. They feel interested and pay a visit to the beach of Sawarna.

From the results of research conducted on adolescent researcher who lives in Lebak, Banten, the activity they are doing in social media one is part of a tourism promotion efforts in the regions. The promotion itself is defined as a form of communication that is used for marketing activities by way of providing information on a product or service with the goal of keeping the consumers want to consume, use of such products or services. The promotion is in fact all activities or marketing activities that are intended to convey or communicate a

product or service to share goals, to give information, influencing/persuading, and remind target market about the existence of a company or organization, in order to be willing to accept, purchase and loyal. (Fandy Tjiptono,2000:219).

In this case it is the product or service is tourism, and the consumer is pengunjung tourism or tourists. Promotional efforts conducted the fourth key informant this, consumers are friends in their social media both in Facebook, Instagram or Path. The way they provide tourist information through the posting of photos as they are in the middle of the beach Sawarna by adding a caption that mempersuasi so that their friends who viewed the postings provide likes running mates and give the comments are positive. Not just to get a positive response. Key informants also wanted the post diunggahnya makes his friends want to visit and excursions to the beach Sawarna.

According to key informants promotion they were doing in social media often become viral, for example when their photos dipantai Sawarna, their tags to tour communities such as @explore account Sawarna that is on instagram. In addition to social media Facebook Instagram, also can be used as containers by key informants to resonated in the community of Sawarna, and share stories about the beauty of the beach. Usually this information is spread very quickly and even to people who are not known to key informants, and their many ask about Sawarna. This is due to the characteristics of the social media according to characteristics – Rusdianto

(2014:81) are as follows: the message is not only for one person alone but can be keberbagai a lot of people. This message was spread because of friendship on Facebook as well as seen by their followers as well as Path both on Instagram.

One part of the new media is the "Network Society". "Network society" is a social formation berinfstruktur of groups, organizations and communities of the masses who insists an early form of organization of all establishments (individuals, groups, organizations, and social groups). In other words, the fundamental aspects of formation of the theory of it is all that has extensive relationships in kolektivitas (Van Dijk, 2006:20).

The advantages of social media with its own karakteristiknya that make information rapidly, and easy to share, create a posting good photos, as well as videos become viral. This happens on some of the key informants, who became the Sawarna coasts postingannya viral in cyberspace. Due to viral in the virtual world, the public is becoming more about the tourism potential there is no less beautiful and interesting in the area of Lebak, Banten.

According to Dunlap (2003:352) promotional purposes it is necessary to set out in advance because the promotions are done to find out where the intended direction so the bull's-eye that is about to be reached. The purpose of the promotion include: a) to modify the Behavior that is the promotion of trying to change the behaviour and opinions of the person and give a good impression about the institutional promotion.

b) tells I.e. promotion of its nature is informative, providing information about products or services, and build the image of a company. c) Persuading I.e. promotion that is persuading (persuasive) is expected to influence the consumer to purchase the product or service and also done for mrmberikan a positive impression. d) Reminds these promotions to its record and do maintain the brand image in the minds of consumers, even though there are brand new but consumers continue to believe that the product of the first still good compared to other products.

Promotional purposes to modify behavior, applied in the activities they do to invite friends or followers moved them to pay a visit to the beach Sawarna that are not less interesting with other tourist destinations in the area. Even one caption key informants expressed Sawarna as heaven of the world, making the beach Sawarna impressed very interesting and no less exotic beach in Bali.

Changes the behavior of friends or followers key informants, make them want to come and pay a visit to the beach of Sawarna not just once but several times visits, though to get there somewhat difficult travel. Like posting a friends key informant in their social media posts also in account @explore sarwana instagram who share the experience of tourism in Sawarna. Efforts to persuade are persuasive conducted key informant, in each caption as well as their good chat in the comments or write a message in the inbox or Direct Message. Conversations are not only limited in social media to conduct persuasion

but also continues with contacting friends or followers of those who want to come to Sawarna through conversations on the phone or chatting in whats app for asking for more details about transport, accommodation and so on.

To maintain the brand/brand that happens is businesses key informant to accompany and be tour guides when they pay a visit to Sawarna and also do activities that can be done there like surfing, swimming up the photographs while waiting for sunset or sunset.

Promotional efforts undertaken by the teenagers on their social media accounts, contributing to the local government or assist in digging the tourism potential. Pride over the works and local tourism is one of the entrances for travellers to want to visit and vacation in Lebak, Banten. According to Kotler in (Lupiyoadi and Hamdani, 2006:123-124) there are eight main steps in developing a program of communication and effective promotion, namely:

1. Identify the target audience. In this stage of determining who the target audience, the target audience may be a special individual, community group, or the public. Identify the sasaran has been performed by the four key informants, see their target segmentation is a teenager. The activity or activities in the beach of Sawarna match with teenagers, such as surfing, swimming, play sand and others.
2. Determine the purpose of the

communication after knowing the target audience and its characteristics, it is then able to determine what a desired response. As for the purpose of communication desired by key informants from simply want to promote area attractions include, in addition to several key informant other than promotional tour they did while offering products such as lodging, tours and tour packages also.

3. Designing effective messages compose Message. Ideally a message should be able to give attention (attention), interest (interest), evokes the desire (desire) and generate action (action), or commonly referred to by the method of AIDA.

The fourth key informant who fall into the category of this adolescent, developmental tasks based on adolescence according to Hurlock (1991:75) developed the concept and intellectual skills are badly needed to do a role as community members. Key informants who is a citizen or local penduduk around Lebak, Banten has been held tugaa of its development as a member of society there with presents to attempt doing promotional tours in the residence. Tourism is one of the sectors that continue to be developed in the Regency of Lebak. This is normal given the natural beauty, good beaches or places of interest which is in the Regency of Lebak and pretty much interesting. Structuring tourism continues to

be done in order to increase the comfort of the visitors who come to enjoy the beauty of nature in the Regency of Lebak. Not only is the tour, lots of crafts as well as the beautiful Lebak batik is still not published. This still continues its promotional efforts will be enhanced by both the local government and also the communities in the district, Lebak.

Promotional efforts of local government itself has done but the results have not been fullest, it is recognized by the head of Lebak, Hayat Syahida Dispar, besides Sawarna Beach tourism, beach tourism, and Bagedur hot water, further Hayat, Lebak Regency other tourist destinations which has still a lot of unknown people, as well as sightseeing waterfall or Curug. However, according to Hayat, the potential attractions difficult known public or tourists if only relying on the promotion done by the local government.

Local government in this District of Lebak continues to perform various efforts in order to increase the number of visits to the various attractions that exist that is, by adding a number of infrastructure facilities and infrastructure facilities as well as structuring tourist attractions. If all the tourism potential can be dug up, the community's economic growth can be increased. Development of Sawarna Beach tourist destinations based on Regional

Tourism Development master plan (Rippda). During this time, the coastal area Sawarna make the icon trips at Lebak Regency since visited thousands of domestic tourists to foreign tourists.

Social media are currently utilized by key informants as a means of tourism promotion of Lebak, Banten can synergy with the management of the website of the local government. This is so that local governments can focus on the development of coastal tourism Sawarna because it is a commitment of the Regent Iti Octavia to support the programme's "Lebak Prosper "; so as to improve the wheel of the economy of the community. Tourism is one of the new industry able to produce rapid economic growth in the provision of employment opportunities, increased income, standard of living and productivity menstimulus other sectors as well as the role of young people in the effort promotion of tourist attractions on the beach Sawarna is the effort realized nor unconscious. The posting key informant who initially just for self-expression in social media without deliberately thus attract others or their friends in the virtual world to know the beach Sawarna with all its beauty. Social media is not currently a free promotional media will look and the ability to be something the power to spread the message/viral to all people.

CONCLUSION

From the results of research and discussion about the utilization of social media done by teenagers in Lebak Regency, Banten follows current use of social media can spread a message simultaneously and give a positive effect for the message promotion as tourist attractions. The advantages of social media with its own karakteristiknya that make information rapidly, and easy to share, create a posting good photos, as well as videos become viral. This happens on some of the key informants, who became the Sawarna coasts postingannya viral in cyberspace. Due to viral in the virtual world, the public is becoming more about the tourism potential there is no less beautiful and interesting in the area of Lebak, Banten.

The posting key informant who initially just for self-expression in social media without deliberately thus attract others or their friends in the virtual world to know the beach Sawarna with all its beauty. Social media is not currently a free promotional media will look and the ability to be something the power to spread the message/viral to all people.

Ideally a message should be able to give attention (attention), interest (interest), evokes the desire (desire) and generate action (action). Posting photos and videos uploaded by the teens in their social media account

turned out to be not only gives attention to the form of likes or comments but also the existence of the (desire) than on social media to find out more about the beauty and what they can do on the beach Sawarna. After the desires or wishes of friends social media key informant ever perform actions, in the form of a visit or go to the beach or Sawarna good personal friend and one of their group.

BIBLIOGRAPHY

- Barker, Chris, 2004., Yogyakarta:
- Bungin, Burhan. Cultural Studies; Theory and practice of creative discourse 2009. The qualitative Research. Jakarta
- Gamal, Suwanto, 2002. The Basics of Tourism. Yogyakarta: Andi Publisher: Kencana.
- Kaplan, Andreas. M. and Haenlein, Michael. 2010. Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons.
- Kotler, Philip. Marketing Management, Volume One, Millennium Edition. Jakarta. PT. Prenhallindo, 2000.
- Lupiyoadi and Hamdani, 2006. Marketing management services second edition. Salemba Jakarta: Four Publishers.
- Mueller, D.C. 1989. Public Choice II. Cambridge University Press, Cambridge.
- Moleong. 2007. The qualitative Research Methodology. Bandung, PT Remaja Rosdakarya
- Fandy Tjiptono, 2014. Marketing Services, C. V. ANDI OFFSET: Yogyakarta