The Effect of Social Media Destination Branding: The Use of Facebook and Instagram

Abdul Basit
Communication Science Study Program
Universitas Muhammadiyah Tangerang
Tangerang, Banten- Indonesia
basit.umt@gmail.com

Adie Dwiyanto Nurlukman
Government Science Study Program
Universitas Muhammadiyah Tangerang
Tangerang, Banten- Indonesia
adiedwiyanto@gmail.com

Achmad Kosasih
Government Science Study Program
Universitas Muhammadiyah Tangerang
Tangerang, Banten- Indonesia
kosasih1957@gmail.com

Abstract— **The growth of social media in terms of features and number of users makes its use broader, including in destination branding. The conventional destination branding model is transformed by utilizing social media, which tends to have a positive impact. This study attempted to find out about the effects of social media in the branding of Kampung Bekelir destinations in Tangerang City through Facebook and Instagram. The effects showed the branding of the destinations of Kampung Bekelir through image, recognition, and differentiation on Facebook and Instagram of Kampung Bekelir, which did not cause a positive outcome. In general, the use of social media in destination branding does not always guarantee effectiveness, but also depends on how the users involved in branding to create creative and interesting content in promoting their destination..**

Keywords: social media, Facebook, Instagram, destination branding, Kampung Bekelir

I. INTRODUCTION

The features available in social media, make its use broader, especially on its potential in the field of marketing [1]; [2]; [3]. The growth of its users makes this phenomenon is a fairness. Based on *smartinsight.com*, the number of social media users worldwide in 2019 is 3.484 billion, and continues to increase by around 9% year on year [4]. Still based on data from the website, Indonesia is one of the countries with active social media users, about 56% of the total population in Indonesia is active as a social media user.

The use of social media as a marketing and promotion tool has shifted the conventional marketing and promotion model, because specifically, social media has formed a strong communication pattern "mouth to mouth".

Social media can facilitate consumers to share experiences and provide these experiences to others, social media can have a positive effect on consumers if there are satisfied customers or also have a negative influence on others if there are those who are dissatisfied [5].

The effectiveness of social media marketing and promotion communication patterns is not only limited to goods products, but also to destination marketing and promotion [6]; [7]; [8]; [9]; [10]. Social media as a tool for marketing and promotion, utilizing its interrelated and interpersonal nature. This allows ads, reviews and social experiments to be integrated on one page. With this, destination branding can be defined from various narratives and real experiences from visitors [9]. Although the level of success of destination branding through social media tends to be effective, the research conducted by María Munar [11] reveals that the success of social media use in destination branding depends on the users. Furthermore, this research reveals that most destination management organizations are not ready for innovative patterns of branding through social media. This can make destination branding through social media able to run ineffectively.

Based on several previous studies, destination branding through social media tends to be more efficient, and this has contributed to its adoption in marketing and promotion of destinations in order to increase the number of tourists. Tangerang City, one of which is Kampung Bekelir, which tries to adopt a new model of destination through social media. Kampung Bekelir is one of the tourist villages produced by residents of the Babakan Village to change the image of the slums that it has carried, transformed into a village that has a tourist attraction. Villages that have attraction ranging from colorful painted houses and walls made with mural paintings which contain local wisdom values are expected to attract the attention and interest of local and foreign tourists to visit Tangerang City.

Kampung Bekelir has to make an image branding strategy by highlighting the uniqueness of tourist attractions within Kampung Bekelir in order to become a special attraction for local and foreign tourists. The Branding Strategy is one of its efforts because it has great strength in the tourism industry, especially through social media [12]. To achieve this goal, a strategy was designed to make Kampung Bekelir known and attractive to tourists. The stakeholders of Kampung Bekelir, which consists of initiators and a number of people living in Kampung Bekelir together with the Tangerang City government themselves, are intensively promoting and uploading things related to Kampung Bekelir through Facebook, Instagram and so on [13]. this strategy in accordance with the opinion of Suryajaya [14], in his book entitled "Wonderful Indonesia Revolution Tour and Digital Travel" states that social media gives access to users to

share content on a limited or public network, so that the process of disseminating information related to Kampung Bekelir can easily accessed by local and foreign tourists.

The use of Facebook and Instagram as a branding media from Kampung Kelir is also based on social media user statistics in Indonesia. The latest data states that almost 56% of the population in Indonesia is active as a Facebook user [15]. The selection of Instagram as part of the media branding is supported more by its features which can showcase the visualization of Kampung Bekelir.

Based on these data, it can be seen that the facebook page of Kampung Bekelir has a total of 125 followers and 120 total likes while Kampung Bekelir Instagram has 1,767 followers and 445 content that has been uploaded. Kampung Bekelir uses facebook and instagram as a promotional media, which is one strategy by sharing photos of activities that take place with the #ayokekampungbekelir and #kampungbekelir fence marks. Through instagram Kampung Bekelir providing complete information for communication facilities, from tourism branding to user-generated content to photography [16].

This study will analyze how the effectiveness of destination branding strategies on social media through Kampung Bekelir Facebook and Instagram influence interest in increasing the number of tourists visiting Kampung Bekelir.

II. RESEARCH DESIGN

This study wants to look deeper into the role of social media in the city of Tangerang, specifically the interaction and community participation on Instagram and Facebook, in promoting Kampel Bekelir tourist destinations and making this destination increasingly known (branding). More specifically, this research tries to reveal which social media platform is being used, which strategy or creative attraction is used, what is the spread, and the strategy of consumer involvement in social media. [17]. The case studies used in this study were Instagram and facebook of Kampung Bekelir, how to use social media in promoting Kampung Bekelir as a tourist destination in Tangerang City. There are two social media that are used, in Instagram with the name @kampungbekelir and facebook page.

Destination branding is a concept of a destination that can construct a social image so that it looks better than actual reality [18]. Elements to assess the effectiveness of a destination's branding consisting of image, introduce, differentiation, brand massage after the image is created, consistency, emotional response, and creating expectation. From the elements used to assess the branding effectiveness of a tourist destination stated by Blain, Levy, & Ritchie [19] can be used as a reference for the branding of Bekelir Village by using several elements in accordance with the current research, image, recognition, anddifferentiation.

H1: Facebook has a significant influence on the image in destinationbranding.

H2: Instagram has a significant influence on the image in destinationbranding.

Image provides an important role for a brand, how a brand is built with public perception. Social media is a source of information on forming an image and becoming a medium for social media users. So that the image has the potential to affect the audience with an attractive appearance and make it easier for users to interact with each other [20]. Opinion will be formed through social media by involving tourists with strategies through interesting image content [9]. Aaker & Joachimsthaler [21] said that destination branding has a long-term goal by planning a successful tourism concept, while the image is more to adaptation to short-term changes. The essence of the branding process is to build a strong and profitable image. Effective imaging allows travelers to get to know each other's cultural background from various countries with the tourist destinations they aim for. Ideally, these efforts lead to emotional relationships, reduce feelings of discomfort and create relationships that benefit the image [19].

H3: Facebook has a significant influence in creating recognition of the destination

H4. Instagram has a significant influence in creating recognition of the destination

Social media generates engagement and encourages telling stories about brands by offering a conceptual framework based on sociological concepts of storytelling, performance, performativity and mobility [22]. Often, citizens and local communities are put aside in the branding process, and this leads to very little connection and understanding of ownership and ties, relationships, and networks that determine communal community organizations. As a result, the level of identification with this lower brand does not promote authenticity, recognition, acceptance, and commitment by the local community [23]. Brand recognition is an important first step in the consumer decision process to make choices. In general, brand recognition uses the logo or the iconic symbol of the tourist spot [19].

H5. Facebook has a significant influence in creating differentiation as a characteristic of a destination.

H6. Instagram has a significant influence in creating differentiation as a characteristic of a destination.

Branding also applies to the tourism industry. Branding is very useful to help identify goods or services from one seller or group of sellers, and for differentiation of good services from them to competitors [24]. The key to the success of branding is that consumers understand differentiation between brands at the product level because brands that succeed have distinctive characteristics, so that they will always be remembered [25]. In fact, in increasingly fierce market competition, branding is a unique way of communicating to show identity, so that it can distinguish itself from its competitors [25]; [26].

This encourages them to get involved in it by posting quality content in order to create a brand that is desired by the market through posting on social medial [6]. An element of assessment of destination branding effectiveness, to create a strong brand differentiation is needed to be easy to remember [19].

A. Methodology

This research is *ex post facto* non-experimental correlational. Members of the population in this study consisted of three regions: Tangerang Regency, Tangerang City, and South Tangerang ranges in age from 15 to 24 years, with the number of each region: Tangerang Regency with

642.162 people, Tangerang City with 369.195 and South Tangerang totaling 261.778, the total being 1.273.135 people. While determining the sample in this study, using probability sampling methods, with a proportionate stratified random sampling, a sample taken of 400 people adjusted to the division into the three regions.

III. RESULT

A. Descriptive Data

Distribution of populations in the three regions of Tangerang is quite diverse, this can be seen from table 1 listed below. In the Tangerang Regency area, the number of respondents aged 15-19 years is more dominant than the age of 20-24, with a total value of 52%, this is because researchers assume that senior high school age uses social media more often than the age level above it. If we look at Table 1, from the three regions with ages 15 to 19, Kota Tangerang has a greater percentage of social media use at 58.62%, which means that people living in cities are more adaptive in using technology. Tangerang peoples adapt to technology faster, because of the situation that makes them have to be able to keep up with developments. Tangerang City government presents one application called Tangerang Live, to facilitate its people in any situation and for all the surrounding conditions. So that in building the tourism potential in the city of Tangerang, especially the Kampung Bekelir can be included in it. While for the South Tangerang region, the number of 20-24 year olds dominates in using social media, compared to the age of 15- 19 years with a total value of 58.54%, this is because generally the South Tangerang area is dominated by offices and housing.

Table 1: Sample age range

Age Range	Tangerang Regency		Tangerang City		South Tangerang	
	Total	%	Total	%	Total	%
15 – 19	105	52	68	58,62	34	41,46
20 – 24	97	48	48	41,38	48	58,54
Total	202	100	116	100	82	100

In this study, it was also analyzed the interests and hobbies of the respondents (Table 2). Founded on these information, it seems that the traveling hobby is very dominating with 41.58% in the Tangerang Regency region and 47.56% in the South Tangerang region. While what is quite interesting is data from the City of Tangerang, photography hobbies get the highest score from the others, with a percentage of 41.38%. This is possible because there are quite a lot of places to be photographed in the area. The lowest value in the three regions is to paint by 0%, seeing that value for the hobby of painting is indeed very rarely cultivated by teenagers today. Looking at descriptive data from hobbies, the ones who keep the first order are travel, photography, sports, others and the last is painting.

Table 2: Hoby

Hoby	Tangerang Regency		Tangerang City		South Tangerang	
	Total	%	Total	%	Total	%
Photography	47	23,27	48	41,38	19	23,17
Traveling	84	41,58	44	37,93	39	47,56
Painting	0	0	0	0	0	0
Sport	46	22,77	24	20,69	5	6,10
etc	25	12,38	0	0	19	23,17
Total	202	100	116	100	82	100

B. Perceived Security

Regarding the use of the social media platform used, based on data in Table 3, it can be seen that Instagram social media has dominated the two regions of Tangerang City and Tangerang Regency, above 50%. This social media is now pretty much used by teenagers, Instagram. That's why we want to study more in the data. While the lowest was obtained by Facebook with the achievement of 4.88% in the region of South Tangerang, this is interesting to find out why the region in the region has the smallest value. Whereas some areas in the southern Tangerang area are directly bordered by DKI Jakarta as Capital City.

Table 3: Social Media that is often used

Social Media	Tangerang Regency		Tangerang City		South Tangerang	
	Total	%	Total	%	Total	%
Facebook	71	35,15	33	28,45	4	4,88
Instagram	106	52,47	72	62,07	41	50
Etc.	25	12,38	11	9,48	37	45,12
Total	202	100	116	100	82	100

B. Data Inferential

Based on regression analysis calculations in which there are several statistical tests (Table 4). The hypothesized relationship was tested using stepwise multiple regression analysis. First, we see the correlation to see the research variables used to see the relationship between variables. Facebook to image, facebook to recognition, facebook to differentiation, instagram to image, Instagram to recognition, and instagram to differentiation. The data obtained from these tests are quite varied and varied. The

interesting thing about all the tests carried out based on regeresi analysis, there is no single influential hypothesis. Facebook on the image above shows the value of the t test (Standardized regression coefficients / β = -, 010, p <0.05), facebook for recognition (β =, 019, p <0.05), facebook for differentiation (β =, 061, p <0.05) instagram for the image (β =, 082, p <0.05), instagram for recognition (β =, 013, p <0.05), and instagram for differentiation (β =, 084, p <0.05). This means that the value of sig. for the influence of facebook on the image is 0.841> 0.05 and the value of t count -, 200 <t table 1.986. To be said can be influential or the hypothesis is accepted if the value of sig. <0.05 or t count> t table then there is the effect of variable X there is variable Y. Looking at the hypothesis discussed earlier, shows that of the six hypotheses H1-H6 is rejected or does not significantly influence.

C. Discussion

This research leads to social media users to develop tourist branding, which is focused on how social media users understand and are involved in it. This research has explained how social media users can be directly involved, social media is one form of promotion for its users.

The result of the data processed is as follows:

Table 4: Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Adjusted R²	Sig. F Change
		B	Std. Error	Beta			Tolerance	VIF		
H1	Constant	31,591	1,591		19,854	,000	1,000	1,000	-,002	,841
	Facebook on image	-,010	,050	-,010	-,200	,841				
H2	(Constant)	28,642	1,632		17,553	,000	1,000	1,000	,004	,102
	Instagram on image	,084	,051	,082	1,641	,102				
H3	Constant	30,548	1,753		17,429	,000	1,000	1,000	-,002	,706
	Facebook on recognition	,021	,055	,019	,377	,706				
H4	(Constant)	30,746	1,804		17,048	,000	1,000	1,000	-,002	,799
	Instagram on recognition	,014	,057	,013	,254	,799				
H5	(Constant)	29,553	1,749		16,893	,000	1,000	1,000	,001	,223
	Facebook on differentiation	,068	,055	,061	1,220	,223				
H6	(Constant)	28,686	1,797		15,964	,000	1,000	1,000	,005	,094
	Instagram on differentiation	,095	,057	,084	1,678	,094				

The social media content is quite diverse, users can interact directly and comment. The results from table 4 show that Facebook and Instagram have no effect on the branding of Bekelir villages. Carah & Shaul [27] in their research, instagram as an image machine that is easily captured and easily understood quickly. This opinion is different from the results obtained in the field, instagram should be able to build the image of Bekelir village with the image display. In table 4, social media users from the three regions studied, Tangerang City, which is the highest at 62.07 percent, this figure should have a good effect on the branding of bekelir villages, since Kampung Bekelir are in the Tangerang City area. The three areas of the population used indicate that Instagram is ranked first and the average user is above 50%, while the second is Facebook and the last is other social media platforms. Facebook users for the South Tangerang region amounted to 4.88%, it turns out that in the region, Facebook is less attractive. Even though the results of Wearessosil Hootsuite's research in January 2019 social media users in Indonesia reached 150 million or 56% of the total population and most were active on Facebook [28].

The timeline on the bekelir village instagram should be able to display so many images, because there are quite a lot of followers for the beginning of July 2017 up to now as many as 1,765 followers. Timeline shows important moments for users and can be commented on, with the addition of hashtags or hastags can also help in searching. Up to now the image shown is 450, this is still far compared to Instagram kampung_inggris.pare which has existed since December 2017 in the Kediri Selatan area of 1390 images posted with followers of 181 million. If you look at the photos published by Bekelir village, the average number of photos published in the range of July 2017 to April 2019 is 445, on average only posting one photo in two days. Whereas kampong english.pare with a period of December 2017 to April 2019 on average, three to four times a day can post photos. While Facebook from Kampung Bekelir, there are 574 followers with only 12 photos, and this is relatively small, whereas supposedly unique images are one of the data of their own attraction and can help publications be optimized, so they can introduce more about Kampung Bekelir. When look on hobbies (Table 2) actually support how the percentage of the first and second level of photography, these two hobbies greatly contribute to social media. The involvement of young people is very helpful in this regard, they can contribute greatly based on data from 2017-2019. More followers will become more widely known. New followers will introduce Kampel Bekel to each other with photos, hashtags and interesting comments. Kampel Bekelir should be able to display interesting photos and invite young people or teenagers to be involved in promoting this destination to be more widely known. The three aspects in branding such as image, recognition, and differentiation have relevance, how the image of Kampung Bekelir can be good, if it does not introduce and is unique in distinguishing it from other destinations. The image of the village of Bekelir is not felt by the surrounding community, so many people do not know about the existence of the tour. The Tangerang City government should be able to provide direction and information that the community can be involved, especially teenagers. Bekelir village is one of the tourism assets that has great potential, because it is close to Cisadane River which is a tourist attraction in Tangerang City.

IV. CONCLUSION

The emergence of social media makes it easy for people to interact with each other and get to know directly with people around the world. The role of social media is quite helpful at this time in introducing a brand. Brands that are introduced not only in commercial form, but also in non-commercial forms. How brands are packaged in such a way as to appeal to social media users. Destination branding is an interesting one now, how tourists can see and what tourism is like through social media. Investigating this research sees the role of social media in destination branding, Facebook and Instagram as a tool in this study. The results of the data show that there is no relationship or influence from Facebook and istagram on tourist destinations which indicates there are image, recognition, and differentiation. This is very different from the results of previous studies discussed above, that social media has a role in tourist

destinations. When looking at several components in the instagram Kampung Bekelir and Facebook have only a few followers since 2017. This indicates that just being active in social media is not enough, but also must be supported by creativity about how users can display interesting images and content in social media. It must be recognized that the participation of the local community is also the most important support, especially teenagers who are always close to social media. The Tangerang City Government that has the area must take part, especially the Tourism Office. The government as the regional executive must have ideas to provide input and participate in social media. Events and experiences from visitors can be contents of interesting content that can be included in it. The event, which is packed lively and creatively in the Kampung Bekelir area every year, will become a destination branding attraction, how visitors can capture activities and share experiences on social media with Hastag. Of course, the event must have strong promotions on various social media and other advertising media. Kampung Bekelir has an attractive branding destination if it is built creatively and the characters are different from other places, especially in the area of Tangerang City can be an attractive tourist spot for the people of Tangerang. Introducing this tourist spot not only through social media, but also through other online sites such as the web, blogs and the like. Something different and unique will be a strong memory for people who are just seeing, so it is always the most important part of their minds and minds when they want to mention Tangerang's tourist attractions while introducing them to others.

REFERENCES

[1] Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, *35*(9), 770–790.

[2] Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, *52*(4), 357–365.

[3] Yan, J. (2011). Social media in branding: Fulfilling a need. *Journal of Brand Management*, *18*(9), 688–696.

[4] Chaffey, D. (2019, December 2). Global social media research summary 2019 | Smart Insights. Retrieved April 20, 2019, from SmartInsight website: https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

[5] Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*, *73*(5), 90–102. https://doi.org/10.1509/jmkg.73.5.90

[6] Lim, Y., Chung, Y., & Weaver, P. A. (2012). The impact of social media on destination branding: Consumer-generated videos versus destination marketer-generated videos. *Journal of Vacation Marketing*, *18*(3), 197–206.

[7] Munar, Ana Maria. (2012). Social media strategies and destination management. *Scandinavian Journal of Hospitality and Tourism*, *12*(2), 101–120.

[8] Munar, Ana María, & Jacobsen, J. K. S. (2013). Trust and involvement in tourism social media and web-based travel information sources. *Scandinavian Journal of Hospitality and Tourism*, *13*(1), 1–19.

[9] Oliveira, E., & Panyik, E. (2015). Content, context and co-creation: Digital challenges in destination branding with references to Portugal as a tourist destination. *Journal of Vacation Marketing*, *21*(1), 53–74.

[10] Pike, S. (2005). Tourism destination branding complexity. *Journal of Product & Brand Management*, *14*(4), 258–259.

[11] María Munar, A. (2012). Social media strategies and destination management. *Scandinavian Journal of Hospitality and Tourism*, *12*(2), 101–120.

[12] Christou, E. (2015). Branding social media in the travel industry. *Procedia-Social and Behavioral Sciences*, *175*, 607–614.

[13] Abidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and# OOTD advertorial campaigns on Instagram. *Media International Australia*, *161*(1), 86–100.

[14] Suryajaya, M. (2018). *Wonderful Indonesia Revolusi Tour and Travel Digital*. Jakarta: PT Elex Media Komputindo.

[15] statista.com. (2019). Number of internet users in Indonesia 2022. Retrieved April 26, 2019, from Statista website: https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/

[16] Fatanti, M. N., & Suyadnya, I. W. (2015). Beyond User Gaze: How Instagram Creates Tourism Destination Brand? *Procedia-Social and Behavioral Sciences*, *211*, 1089–1095.

[17] Tuten, T., & Ashley, C. (2014). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement.

[18] Bungin, B. (2015). Komunikasi pariwisata (tourism communication): Pemasaran dan brand destinasi. *Jakarta: Prenadamedia Group*.

[19] Blain, C., Levy, S. E., & Ritchie, J. B. (2005). Destination branding: Insights and practices from destination management organizations. *Journal of Travel Research*, *43*(4), 328–338.

[20] Költringer, C., & Dickinger, A. (2015). Analyzing destination branding and image from online sources: A web content mining approach. *Journal of Business Research*, *68*(9), 1836–1843.

[21] Aaker, D. A., & Joachimsthaler, E. (2012). *Brand leadership*. Simon and Schuster.

[22] Lund, N. F., Cohen, S. A., & Scarles, C. (2018). The power of social media storytelling in destination branding. *Journal of Destination Marketing & Management*, *8*, 271–280.

[23] Aitken, R., & Campelo, A. (2011). The four Rs of place branding. *Journal of Marketing Management*, *27*(9–10), 913–933.

[24] Aaker, D. A. (2009). *Managing brand equity*. simon and schuster.

[25] Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, *32*(3), 465–476.

[26] Marine-Roig, E. (2014). A webometric analysis of travel blogs and review hosting: The case of Catalonia. *Journal of Travel & Tourism Marketing*, *31*(3), 381–396.

[27] Carah, N., & Shaul, M. (2016). Brands and Instagram: Point, tap, swipe, glance. *Mobile Media* & Communication, 4(1), 69–84.

[28] katadata.co.id. (2018, September 2). Berapa Pengguna Instagram dari Indonesia? | Databoks. Retrieved April 25, 2019, from Demografi website: https://databoks.katadata.co.id/datapublish/2018/02/09/berapa-pengguna-instagram-dari-indonesia