

Social Media Utilization for Tourism Development

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ABSTRACT

Trend of social media utilization rises in Indonesia's society, and it does not prevail for individuals but also institutions or organizations. A variety of institutions either the government or private companies, uses social media as their information media. Moreover, many sectors use social media and one of them is tourism sector. The sector itself includes in the priority sector in the government of President Jokowi. Therefore, Giriasih Village located in Gunungkidul, Yogyakarta close to Parangtritis Beach is intended to develop village tourism. Obstacle to realize the goal is because human resources are not adequate yet. Village apparatus did not understand how to develop village tourism and its strategy to be carried out to empower villagers in the development of tourism village. Therefore, the Research Team did the problem mapping encountered in the village through the community development research with the theme on social media utilization for tourism development. The research method was case study qualitative approach with focus group discussion technique. The solution offered in this research is to know the existing problems and provide input on the role of social media for village tourism development. Social media coverage is relatively wide and it has great impact for society, and therefore, it can be utilized to expose potential village tourism.

Keywords: social media, tourism, tourism village

1. INTRODUCTION

Entering 2010 is the momentum to start the utilization of social media for business interests called *technopreneurship*. A business pioneer of *technopreneurship* in Indonesia is Koprol, the startup made in Indonesia and acquired by Yahoo and then it becomes inspiration for other digital industries. Other factor that stimulates the rapid growth of social media in Indonesia is the more advanced infrastructure and technology. The use of computer and handphone has been growing, and the penetration of Internet uses by Indonesians is increasingly widespread. It is prospect for industrial growth and in the hand of the government, infrastructure is being prepared (Abugaza, 2013).

The Internet presence also emerges new trends in public, a new trend is social media. The survey carried out by Indonesian Internet Service Providers Association (APJII) shows that three social media that are mostly visited are *Facebook*, *Instagram* and *Youtube*. *Facebook* occupies the first ranking with total number of 71.6 million users, *Instagram* totaling 19.9 million users and *Youtube* of 14.5 million users (Hidayat, 2016).

Trend of social media uses dominated by young people with the most frequently accessed content through Internet is social media. It shows that Internet and social media have great impact so that in the development the users are not only from individuals but also institutions and companies in various sectors (Sugiharto, 2016). There are many examples of governmental institutions and private

parties which use Internet and social media as their information media. Today all state ministries have official websites that can be accessed and become information media for public. It is carried out to keep up the time and in fact Internet is profitable due to easy access, affordable costs and wide coverage.

Today Internet and social media are used in various sectors. The users are not merely from the government and private parties particularly for their information media. Internet and social media are mostly utilized for the development of business, economy and tourism. Tourism includes in one of the five priority development sectors in 2017. Tourism becomes national priority in the Medium Term Development Plan: RPJM 2015-2019. Gradually from year to year in the period of 5 years in RPJM 2015-2019, the tourism development gives priority and it is given the target of achievement. As the strategic sector, tourism becomes the integrated media of inter-development sector researches and programs. Therefore, the sector is stipulated as the leading development. The intent of the leading development is to move national economy. Minister of Tourism Arief Yahya states that tourism is the key of development, welfare and happiness. (Tahun 2017 Kita Genjot Sektor Pariwisata, 2017)

Today tourism studies have become the focus of attention in the development of communication studies. Communication helps tourism marketing in various marketing elements and in this matter, it has role in communication media and content as well. In communication media, there are various communication media as marketing channel, destination, accessibility and

media channel of human resources and tourism institutionalization (Bungin, 2015). Moreover, Bungin explains that communication has role of preparing message content to be transmitted to public or tourists about what they should know on marketing media, destination, accessibility and human resources and tourism institutionalization (Bungin, 2015).

It can be recently seen from researches and conferences on tourism communication. For example, the research theme on tourism communication perspective of local people in Sade Village, Lombok. It tells about social shifts in local people of Sade Village, Lombok for tourism. The shift can be seen from adaptation, face expression and flexible communication to attract tourists' interest and attention (Paramita, 2017). Another research relates to tourism communication is Public Relations Strategy for Tourism in Bali, and it tells about Public Relations in external Bali for the development of tourism quality (Putra, 2008).

From the theoretical explanation at above, research team wants to see the willingness of Giriasih Village located in Gunungkidul, Yogyakarta to develop their village as a tourism village. It is because natural condition of Giriasih Village is lack of natural resources particularly low water supply. For the natural condition, the village agricultural sector cannot become basis for the village economic development. Moreover, when tourism becomes the priority sector by the central government, Giriasih Village government plans to develop tourism in the village for its location close to Parangtritis Beach.

The purpose of establishing Tourism Village is to increase the position and role of local people as the important subjects or actors in tourism development as well as they can make synergy and partnership with the stakeholders to increase tourism development quality locally, develop and grow attitude and positive support among local people as the host through the realization of *Sapta Pesona* values for the growth and development of tourism in local level and its benefits for regional development and social welfare and introduce, preserve and take benefit potential tourism attractiveness in each region.

The Function of Tourism Village is a direct place for public who are aware of potential tourism and the *Sapta Pesona* development in tourism destination and as the partnership elements of Provincial and Regional Government (District/Municipality) in an effort of realizing and developing tourism in the regional level. Concerning the criteria of developing Tourism Village, the formula is $4A + C1$, i.e.:

1. Having Attraction of the attractiveness of leading tourism.
2. Having Amenities (*institutionalization*).
3. Having Accessibility/adequate Facility-Infrastructure.
4. Having Ancillaries/Accommodation for supporting tourism.
5. Having Community Involvement

On the basis of the provisions at above, the research team decides to carry out a research and the research problem concerns **how Utilization of Social Media for Tourism Development**. The research is a part of realizing Three Main Functions of Higher Level Education that will involve lecturers in Tarumanagara University Faculty of Communication.

2. METHODS

In the introduction, it has been explained on situational analysis and the problem formulation encountered in the village. Based on this matters, the research team uses case study quality methods with the data collecting technique of observation, interview and Focus Group Discussion in local people of Giriasih Village Purwosari Sub-District, Gunungkidul District, Yogyakarta Province.

The research will be carried out in some phases. The first phase is to carry out audience with the Village Government. From the first phase, the research team will know situation analysis and problems encountered by the partners. The second phase is to hold discussion to find the best solution on the problems together with the partners. Moreover, the solution having been decided is written in the form of research proposal to be carried out by the team with the partners' support. In this matter, partners will give assistance in a kind of providing facility to hold the counseling research. Moreover, material and equipment will be prepared from the research team of Tarumanaga University Faculty Communication.

The third phase is the execution of the counseling research. It is directed to Village Apparatus of Giriasih Village, Gunungkidul, Yogyakarta. The counseling material will focus on the utilization or uses of social media to increase village tourism. The next phase or the fourth phase is to carry out research evaluation. The evaluation will be conducted to know whether the proposed solution successfully solves the partners' problems and brings benefits to the partners. As the final results of the research and output, the research results will be seen to the partners as the reference for them to develop the village apparatus resources for the village tourism development. Moreover, the research team will publish the research in a form of journal or prosiding as well.

This research uses a qualitative research approach using Case study method to learn more about the phenomena in this research is Viral Marketing. The subject of this study the authors collected research-related information by conducting interviews both face-to-face and online with the interviewees, as well as using data from library studies and documentation to strengthen the research.

3. DISCUSSION

Research Team of Tarumanagara University Faculty Communication visited the research location on January 17, 2018. The location was at Village Meeting Hall of Giriasih Village, Purwosari Sub-District, Gunungkidul District, Jalan Panggang-Parangritis km 7.5 Desa Giriasih Post Code: 55872. After arriving in the location, the team met the guide from Giriasih Village, i.e. Ms. Madu Terbit Sefe Hepi. In this occasion, Ms. Madu guided the team walking around the village to know general condition of Giriasih Village. Moreover, the guide explained the general problems that Giriasih village had to face concerning their economic problems.

"The villagers have handicraft products but we do not know how to market these products to buyers. We usually sell our products in *Facebook* group or *Whatsaap*. All craftsmen sell their produts over there, so there is no one who want to buy them," Ms. Madu (the village guide) said sadly.

Moreover, according to Ms. Madu, the villagers of Giriasih Village, Purwosari Sub-District, Gunungkidul District, "have already had social media, such as *Facebook*, *Instagram* or *Whatsaap*" but they are not able to utilize the social media to purchase their handicrafts products. Moreover, the problem that the villagers have to face is their difficulty to get drinking water in dry season.

"the most difficult situation in Giriasih village is lack of drinking water in dry season; the villagers have to purchase drinking waters to other villagers whose land have water source. One tank of drinking water is sold Rp 120,000, and in general they have to totally allocate Rp480,000 per month. The expense causes additional burden on the villagers. We hope that the related parties can help us to distribute water source to each house of the villagers," Ms. Madu (the Village Guide) said hopefully.

As our Village Guide, Ms. Madu also explains that Giriasih Village potentially has beautiful nature. The research team of Tarumanagara University Faculty Communication admits it. The team can view mountains, rice field and plantation. Moreover, Ms. Madu expects that the presence of Research Team of Tarumanagara University Faculty Communication has positive impact to the villagers of Giriasih Village. Ms. Madu hopes that



Figure 1: When the village water drought (Source: Data Online)

"We expect that the arrival of our friends from Tarumanagara University Faculty Communication can open our perception on village development particularly for the development of small-and-medium size businesses. We want that our village can be developed in future," Ms. Madu said hopefully (the Village Guide).

Giriasih Village located in Gunungkidul has natural obstacles, i.e. lack of water supply. Every year Gunungkidul including Giriasih Village suffers from drought so that local people are difficult to get drinking water for daily need and agricultural activities. In dry season the villagers have to purchase drinking water from others to meet their daily need. Therefore, the sector of agriculture in Giriasih Village cannot be developed to support the villagers' economy. The village only can plant and get drinking water supply in rainy season because rice fields and gardens can be planted and get sufficient water. Moreover, Giriasih Village, Purwosari Sub-District, Gunungkidul District, Yogyakarta suffered from great natural disaster, i.e. flash flood in December 2017. As quoted from www.radarjoja.com, total loss for the flash flood disaster in Gunungkidul amounts to Rp10 billion. The disaster increases the villages' life burden in Giriasih Village. Moreover, the development of Giriasih Village for tourism village gets obstacle because the village apparatus does not have adequate understanding on how they should develop the village tourism for their village and empower the villagers for the purpose. Therefore, the village apparatus had invited lectures of Tarumanagara Univesity Faculty Communication to come here and assist them on the village tourism development.

Figure 2: the atmosphere of giriasih



(Source: Google Map)

Therefore, Giriasih Village is intended to develop other potential the village has so that these will support their economic activities and increase their living standards. The village location being close to Parang Tritis Beach makes villagers of Giriasih Village to develop their village as tourism village. Moreover, the tourism development is elected because it is the program of the Central Government as well. To support the tourism development, the Central Government will develop infrastructure in various regions.

Giriasih Village finds it difficult to develop the village as the tourism village; therefore, they ask for help from Research Team of Tarumanagara University Faculty Communication for the solution. After the team received the request letter from Giriasih Village, it submitted a research proposal for the purpose. The solution that team took was in the form of counseling on the utilization of social media to support tourism development.

The village development for tourism village itself has been carried out in other villages throughout Indonesia. It is proved to improve their living standards by utilizing potential tourism in the region. One of them is Kemiren Village or Osing Traditional Village in Banyuwangi. The villagers over there sell culture and traditions they have so that these activities make it as a tourism village and attract many tourists to come there. Kerimen Village is success as a tourism village it is not because they sell their potential nature but they create festivals and promote them. As a result, tourists in great number come to the village. Coffee Festival held here in October per year is success to attract tourists to the village. The festival is packaged with local wisdom and culture in combination with good promotion technique so that finally it is success to make Osing Traditional Village as the tourism village. Osing Traditional Village has website and social media to support their tourism village development as well.

Moreover, another example of tourism village is Jodipan colorful village located in Malang. It is success as new tourism destination. In the beginning, Jodipan Village is a slum area. For creative idea of students from UMM Faculty Communication with the support of the CSR program from Indana Paint, they paint house roofs and walls in the Village. It makes the village attractive as a selfie location. Finally, many people upload their photos on their social media and many tourists visit the village. Finally, the slum area changes into new and unique tourism object in Malang.

Based on the two examples, Giriasih Village can utilize social media in their development of tourism village. The team would present material when they did the counseling. The team was firstly planned to come in October 2017, and it was withdrawn to January 2018 for waiting the research proposal to be approved and bad wheather in the end of December 2017. Finally, the team could came to the location on January 17-20 and they would do the research.

In initial arrival, the team did field observation on the situation and condition in Giriasih Village. Based on the

observation results, the team concluded that the village infrastructure was relatively good to support the village development for the tourism village. The Central Government has build and improved roads so that the incoming access would be easier.

In the second day, the counseling research was planned to hold the event at the village meeting hall. In the first plan, the participants would be only village apparatus. For the event was very important, the stakeholders of UMKM (Small-and-Medium Size Business), Karang Taruna (Village Youth Club), and PKK (*Family Welfare Empowerment*) were also invited to participate in the event. The counseling event was open with the greeting from Village Secretary of Giriasih Village. Moreover, the research team presented the material.



Figure 3: Research Team of Tarumanagara University Faculty Communication When Doing Counseling (Source: Personal Documentation)

The team presented the material on the tourism development program as the main agenda of the Central Government. Furthermore, it presented the development of tourism industry in Indonesia, obstacles and challenges encountered in the development and how the role of social media in tourism development. The team also provided various examples of villages being success as tourism villages without any potential natural support, such as Kemirin Osing Village in Banyuwangi and Kampung Warna-Warni Jodipan (*Jodipan Colourful Village*) in Malang. The two villages are succes as tourism villages and they create their own tourism products without any dependence to nature. The following is Research Team of Tarumanagara University Faculty Communication when they did counseling to local people of Giriasih Village Purwosari Sub-District, Gunungkidul District, Yogyakarta.



Figure 4: Participants of Counseling Event (Source: Personal Documentation)

After the research team presented the material, the team and participants held discussion as well as questions and answers. The participants asked about the importance of having social media for tourism village development. It was because the local villagers had already had *Facebook* and *Instagram* but they did not understand potential and effects of the social media. They understood the has tag function (#) when they write *caption* in the social media. A participant told his plan to open an Islamic boarding school and made it as religious tourism where children could stay for 1-2 months and there they learned religious knowledge and nature. However, he did not know how to start the promotion of the Islamic Boarding School. The counseling material that the team had given opened the participants' vision and began to understand that they could start it from small things, such as posting the views of their village on social media by using caption and hash tag (#).

From the counseling results conducted by Research Team of Tarumanagara University Faculty Communication, local people of Giriasih Village understand and know how to develop their tourism village by utilizing the existing potential in this village. The potential starts when they propose the tourism village together with the government, society and the stakeholders. After carrying out the counseling research on "The Utilization of Social Media for Tourism Development," the banquet was held together with villagers of Giriasih Village, the local government and Research Team of Tarumanagara University Faculty Communication.

4. CONCLUSIONS

Main conclusion that can be obtained from this research is that the social media utilization for tourism village are not

ideal yet. It occurs because human resources, lack of water supply and local government apparatus are not maximum. If social media can be utilized properly for the interests of tourism village and good infrastructure management, Giriasih Village Purwosari Subdistrict Gunung District will become a tourism village that can compete with other villages in Yogyakarta.

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