

Social Media Analysis In Attracting Tourists (Case Study: Gunung Pasang Panti-Jember)

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Abstract: Tourism promotion is one of the important keys for the success of efforts to increase the number of tourist visits in a tourist attraction. In today's modern era, of course there is a more effective and efficient way of doing promotions, namely through social media. Mount Pasang Panti is an agro-tourism place that has natural beauty that is still preserved as well as an educational tourist spot that has a coffee factory, so that visitors can learn about the process from coffee cultivation to the production process. The more people who access social media, the greater the opportunity to promote a product or service to attract the attention of its users. Actually, the use of social media for pro-motion has long been used by business people. However, it is still unknown how the promotion was carried out to attract broad tourists to be interested in visiting Mount Pasang Panti through social media. This study aims to analyze the social media used by Gunung Pasang Panti in conducting promotions. The research method used is descriptive qualitative. Data collection techniques used are observation, interviews and documentation. Based on the results of the study, it shows that Gunung Pasang Panti only uses WhatsApp and Facebook to carry out promotions, so it is less effective and efficient in attracting the number of tourists. Therefore, it is necessary to add other social media to expand the spread of promotion, it is hoped that later the number of visitors will increase with the addition of social media. It can be concluded that social media can be an alternative that is quite effective and efficient in carrying out promotions, besides saving costs it also makes it easier for every user to find updated information about the location they want to visit.

Keywords : promotion strategy 1; social media 2; traveler 3

INTRODUCTION

Indonesia is an archipelagic country that has natural beauty and tourist attractions that can support tourism development. The tourism sector has now become an important aspect in the economic progress of a country. In this case, the role of the promotion strategy for tourism planning is very important needed. One of the tools used for promotion is the media.[1] Media is one of the elements of communication that is used as a means of producing, reproducing, processing and distributing to convey information. It can be said simply, a communication medium is an intermediary in conveying information from a communicator to a communicant that aims to be efficient in disseminating information or messages. Communication is one aspect important in tourism sector marketing an area.[2] Along with the development of the internet and technology, the media in communication has developed very rapidly, one of which is new media or new digital media, one of which is the emergence of social media such as Facebook, Instagram, Twitter, YouTube and others.

The Internet is a medium that is able to converge all the characteristics of the media from the previous forms, which focuses on the communication process.

Social media is no longer a static media, which provides information direction, but also two-way because there is interaction between users in it. Social media helps deliver information efficiently, Jember Government used social media to provide information on Jember tourism to society, mainly the local or foreign tourists. [3] Along with the growing use of the internet through-out the world, the flow of information exchange can occur in a very fast matter, it can even be said that in a matter of seconds we can already exchange information from within or outside the country, ranging from information from the fields of politics, entertainment and even information about places to visit. vacation or tourism place. They compete to recommend various tourist attractions that are beautiful, unique and where cool photos are the main value. Indonesia's tourism potential has not been fully explored. One of the causes is marked by the lack of promotions carried out. To maximize this potential. The government is asked to continue to maximize the role of the millennial generation to boost the tourism sector through social media. Efforts to develop the tourism sector can be done with the right promotion, one of the effective ways is to promote it through social media.

Rapid development of Information and Communication Technology (ICT) is a great opportunity for private as well as government sector to market their product. [4] The development of technology, information and communication that keep increasing make the number of internet user is also higher in the worldwide each year, including Indonesia. [5] The rapid development of the digital world, of course, will be no stranger to social media. Currently, social media is used for various things, including for tourism promotion. Indonesia is one of the countries with the largest population of internet users in the world. According to the We Are Social report, there are 204.7 million internet users in the country as of January 2022. [6] From this data, it can be seen how the potential can be obtained from promotions on social media. The more people who access social media, the greater the opportunity to promote a product or service to attract the attention of its users. Actually, the use of social media for promotion has long been used by business people.

According to Tjiptono (2015:387) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. [7] Promotion is an activity to inform the product or service that will be offered to potential consumers/tourists who are the target market. [8] Tourism promotion is one of the important keys for the success of efforts to increase the number of tourist visits in a tourist attraction. Through promotions, tourists will know that there are interesting locations to visit. Tourism promotions provide information to the public that there are beautiful natural scenery, there is a local culture that is unique, and there are delicious culinary delights that are ready to pamper the tongue. With optimal promotion, all the potential of a tourist destination can be known by the wider community and can boost the development of the tourism sector in an area.

However, there are still many business actors who have not maximized social media to promote the products and services they offer. There are several things that need to be done to utilize social media properly. Especially during a pandemic like today, which weakens the economy from various aspects, including tourism. Business owners can still promote tourist attractions during the pandemic through online channels. Types of social media that are generally owned by the public: WhatsApp, Facebook, Instagram, Youtube, Tiktok and Twitter. [9] So that when tourists are allowed to travel, these tourist destinations can become destinations for visitors.

Tourism as a global phenomenon, has become a basic need that involves hundreds of millions of people. As basic needs, travel should be part of human rights, which must be respected and protected. This has finally made various organizations such as the World Tourism Organization (WTO), recognize that tourism is an inseparable part of human life, especially regarding social and economic activities. [10]Tourism is everything related to tourism, including exploitation of tourist objects and attractions as well as related businesses in these fields. Tourism is a growing industry in the world. For a long time, tourism for developed countries has become part of the necessities of life. The potential of social media as a media of tourism promotion is vastly massive. Nevertheless, the problem is on how to get social media can be widely known and has a bundant followers for the publicized content could be accepted by the crowd. To improve people welfare and national development, people can rely on the tourism sector. One of the reas that have a lot of tourism potential is the Gunung Pasang Panti which is located in Jember Regency, East Java Province. [11]

Gunung Pasang Panti is an agro-tourism place, in which there are tourist activities involving the use of Perhutani land or related facilities that are an attraction for tourists. This tourist spot also has an educational concept where there is a coffee factory that can provide knowledge to visitors and researchers in terms of growing coffee to the production process. Its natural beauty is still maintained by utilizing existing resources, able to attract a lot of attention of local and foreign tourists for vacation, as a place to hold events, as a place for prewedding, education and various other interests.

Table 1.1
Visiting Data From Gunung Pasang Panti

Year of 2021

Number	Month	Visitors
1	January-December	797

Year of 2022

Number	Month	Visitors
1	January	2.992
2	February	622
3	March	792

Sumber: Gunung Pasang Panti visitors data report

Based on the table, it is known that in 2021 there were 797 visitors to Mount Pasang Panti tourism for 1 years. Entering the beginning of the year in January 2022, the number of visitors increased to 2,992 but in February and March it decreased. It is still seen that there are ups and downs in terms of tourist visits. This is due to the ineffective use of social media. Sometimes it goes down, sometimes it goes up. Therefore, the use of social media must be further improved, so that visitors in the following months continue to increase. Based on the results of interviews with the head of tourism and several Gunung Pasang staff, that the social media used are only WhatsApp and Facebook. It is not yet known whether it is quite effective and efficient in promoting through social media. Therefore, researchers are interested in analyzing how before and after promotion through social media, whether it is effective and efficient enough to increase the number of tourists at Gunung Pasang Panti-Jember. The effectiveness of the promotion can be influenced by the characteristics of the audience and the characteristics of social media that are measured interest, want and action.

Digital marketing promotion strategies such as Mount Pasang Panti is carried out, where the tourist attractions use WA and Facebook accounts as promotional media, based on the background above, the research questions are as follows:

1. How important is the promotion strategy using social media at Gunung Pasang Panti?
2. Why does Gunung Pasang Panti Agrotourism only use WA and Facebook as promotional media?
3. What are the obstacles and conveniences of Gunung Pasang Panti in promoting using social media?

Benefits of this research theoretically; is expected to be useful as a source of information in answering the problems that occur in promoting through social media. In addition, it is expected to be useful in developing effective and efficient tourism management science in attracting tourists. While the practical benefits; is expected to be a study material in social media promotions that are carried out to be more effective and efficient in attracting tourists to Mount Pasang Panti. And it is hoped that it can be an alternative solution if there are problems or obstacles to inefficiency and effectiveness in conducting promotions on social media.

METHOD

This study used a qualitative research methods. Qualitative research was chosen because it can describe the phenomena that occur more clearly and in depth. The type of research used in this research is descriptive qualitative with a case study approach. Based on the explanation above, it can be concluded that qualitative descriptive research with a case approach is to reveal and identify unique events or cases, phenomena and circumstances that occurred during the research by presenting what actually happened and trying to explain it in full and in depth.

This study uses a purposive technique to determine the person who becomes the informant. According to Bungin (2015:107) Purposive is a technique of collecting data sources with selected criteria that are relevant to certain research problems .[12] There are 4 informants in this study consisting of staff employees, namely; head of tourism, creative/development staff, security and cleaning staff.

This research was carried out at Gunung Pasang Panti with the address at Afdeling Boma Mount Pasang, Argopuro, Guplek, Suci, Kec. Panti, Jember Regency, East Java 68153. Sources of data obtained in this study are primary data sources and secondary data. The primary data in this study are the results of direct interviews with tourist site owner and some staff. In addition to primary data, this study also uses secondary data. Secondary data is data obtained from documents of tourism actors, libraries, the internet which are directly related to information about tourism which is the object of research and the preparation of this research report.

Data collection techniques according to Sugiyono (2015:224) are the most strategic steps in research, because the main purpose of research is to obtain data.[13] Without knowing the data collection techniques, the researcher will not get data that meets the data standards set. The data collection techniques in this study include: observation, literature study, interviews and documentation.

RESULTS AND DISCUSSION

a. The importance of promotion strategysing social media at Gunung Pasang Panti

According to Chakti (2019: 20) Digital Marketing is currently it has become a part of society. People who were previously unrelated to Digital Marketing have now become interested in this field.[14] An era where a person will be questioned if he does not have a social media account. This is an opportunity that marketers and companies can take advantage of to penetrate the Digital Marketing market, especially in Indonesia, which has enormous potential.

Like the Mount Pasang Panti Tourism Nature, take advantage of this digital era as a medium for promotion, with this digital media entrepreneurs are required to innovate to bring out their advantages so that the business can survive. This tourist spot is located in the Holy Village, Panti District, Jember Regency with a distance of about 15 km from the center of Jember City. Mount Pasang tourist park is highly recommended for those of you who want to spend your holiday time with family or with friends and co-workers. Every day this place is always crowded with visitors on weekdays and on weekends, as usual when visiting this tourist park, visitors almost never forget to capture the moment with natural scenery and other sports photos that exist in this Mount Tidal tourist park.

Access to this place is very easy, you can use a car or motorbike to go to this tourist area of mountain tides, along the way to the tourist sites you will be presented with green natural scenery with a calm, peaceful and cool atmosphere. For the ticket price, the entrance fee to the Mount Pasang area is only IDR 8,000. With a very affordable entrance ticket, you can enjoy natural tourism and other photo facilities provided by the area officer.

Along the way to this tidal mountain nature tour, you will be presented with green and beautiful natural scenery. The expanse of trees and also several residents' houses are clearly visible when viewed from the road leading to the tourist spot of the tidal mountain itself. In this Mount Pasang Park nature tour, you will be presented with a clear and fresh river flow from the foot of the mountain. This place can also be used for photo sports, playing water, even for bathing. The flow of the water is also quite heavy, so you have to be careful not to get hit by rocks along the river. For the flow of water along this river, a dam has been made by the officers of the tidal mountain area which is used as a swimming pool so that it can be enjoyed by every visitor, both children and adults who want to swim in this area. In this mountain swimming pool area, a tire rental area has been provided, so for parents and small children who cannot swim, you can rent tires from the pool area staff. This place is provided by the manager of the Mount pairs tourism park as a place to rest for visitors as well as a place to take shelter from rain and sunlight. In this place you can rest, or eat with your family.

Although the location is fairly cool and access to the location is quite easy, it turns out that at the beginning of the establishment this tourist spot was still empty of visitors. This is because the promotion is only limited to word of mouth, the place is also far from the city center of Jember, about 15 km. Along with the development of technology, the manager took the initiative to start using social media. For this initial stage, the only social media used were WA and Facebook. The use of WA and Facebook is actually not an official account of Gunung Pasang Panti tourism but is a personal account belonging to employees who disseminate information through the features available on the two social media. The use of social media for the past 2 years (not too active) is quite effective in increasing the number of tourist visits.

“The promotion is very important because it also affects the number of visitors. The most effective and efficient promotion is through social media. But for now Gunung Pasang only uses WhatsApp and Facebook. The use of social media lasted for 2 years and was not very active in conducting promotions. For 2 years running, there is a difference before and after using social media, the number of visitors is increasing.”

From this statement it can be concluded that there is a difference in the number of tourist visits before and after promotions carried out through social media, although promotions through WA and Facebook have not been actively carried out. This shows that it is important for business people to innovate in today's digital marketing era. One of the innovations made by the Gunung Pasang Panti tourism manager is to change the way of promotion through social media and this has proven to be effective in increasing the interest of tourist visits.

The success of the manager in attracting tourists to visit Mount Pasang Panti did not last long. Recently, there have been negative issues reporting that the Mount Pasang Panti tourist spot is prone to flash floods. This has the effect of reducing the number of tourists. This is supported by the statement of Mr. Ganda as a counter officer who said that;

"The number of visitors here has fluctuated, especially since yesterday's issue was about flooding which caused the number of visitors to drop drastically, from at least 200-500 people per day, currently less than 50 people per day. This will be a problem if the issue is not addressed. straightened out quickly, so it is very necessary to have social media, especially the official Gunung Pasang account both on Instagram, Youtube, Facebook and other social media accounts to promote at once, if later there are negative issues again, it can be straightened out by posting through the official social media account."

From the statement above, it can be concluded that before there were issues of flash floods visitors could reach hundreds of visitors per day, but after the issue appeared, the number of visitors dropped drastically to tens of people per day. This is where the role of social media is needed, the management must often inform the state of tourist attractions every day to get rid of these negative issues. So that people know the actual conditions in the field. Therefore, it's time for the manager to think about how to have an official account to promote Mount Pasang Panti tourism which can provide information about tourist locations to tourists who will visit every day and this official account must be held by someone who is competent in the field.

b. Mount Install Orphanage Using WA and Facebook As Promotional Media and Visual Communication.

In carrying out digital marketing strategies and introducing its business, Gunung Pasang Panti uses social media, namely WA and Facebook as the main media in promotional activities, but WA and Facebook here are not official accounts of Gunung Pasang Panti but personal accounts belonging to employees. So for example, I am an employee there, through my personal account both through WA and Facebook, I share information about Mount Pasang through WA stories, Facebook stories, upload photos on Facebook and others. Mount Pasang Panti displays complete information starting from the address (available on Google maps) and contact person if tourists have difficulty finding the location. In this case, the way WA and Facebook work is to brand or introduce Mount Pasang Panti to social media users, especially WA and Facebook to find out what infor-

mation and facilities Mount Pasang Pantii offers. Some of the things that the Gunung Pasang Pantii tour does in forming a brand image for consumers, the concept used has several parts including:

1. **Visual**, Visual in question is a photo filter which is used in postings on social media WA and Facebook to build perceptions to target consumers. In the visual, Gunung Pasang Pantii uses a filter that looks like a vacation at the top of a mountain.
2. **Caption**, on related strategy activities in words, Gunung Pasang Pantii uses formal words and inserts a few motivational words and also information regarding the contact person for the reservation.
3. **Products**, in marketing activities are usually target consumers find out what products are offered by entrepreneurs and what price ranges are offered, in this case Gunung Pasang Pantii makes highlights or highlights in WA and Facebook regarding the products that are served so that targets can see and know the products offered clearly.

c. Constraints and Ease of promoting Mount Pasang Pantii tourist attractions using social media

According to Harahap (2011; 190) SWOT analysis compares the external actors Opportunities and Threats with internal Strengths and Weaknesses. [15]The results of the SWOT analysis of the role of social media in increasing tourist visits to Mount Pasang Pantii is as follows:

1. Strength

In its promotion, Gunung Pasang Pantii tourism always updates the latest information to target consumers, for example by providing information through highlights or highlights on WA and Facebook social media.

2. Weaknesses

The weakness of promotions through WA and Facebook carried out by Gunung Pasang managers is that they actively share information through features on WA and Facebook but do not respond quickly when someone needs information because social media is a privately owned social media not an official account managed by the admin tourist attraction. This has an impact on consumers not paying much attention to the promotions carried out by Mount Pasang Pantii and will indirectly reduce the interest of tourists to visit.

3. Opportunity

In today's digital era, opportunities in business is getting bigger. The number of internet users who use social media makes it easy for entrepreneurs / businessmen to promote quickly and easily, through features that can be used easily. In terms of promotion of tourist attractions, the more social media used, the more opportunities for a tourist spot to be recognized by tourists, both domestic and foreign. The features in these social media can be used to provide information about road access to tourist attractions, other facilities provided, so that the delivery of information related to these tourist attractions is more easily monitored. This was then used by Mount Pasang Pantii to encourage target consumers to visit.

4. Treats

Threats of doing business using digital media the internet is the number of competitors who also carry out various promotional strategy activities using social media, this can be a comparison for target consumers to visit, but Gunung Pasang Pantii remains consistent in carrying out digital marketing strategies in maintaining its business with its uniqueness and strategy. Because for now

the use of social media is only limited to WA and Facebook, in the future the management plans to create an official account, such as Instagram to promote Mount Pasang Panti tourism.

Mount Pasang agrotourism has a very interesting tourism potential that presents its natural beauty that is still awake and the scenery is so beautiful and has a very cool atmosphere. Mount Pasang has various beauties that can be enjoyed by every visitor such as; the trees are spread wide so that it cools every eye to see, the river is clear and clean which is used as a place for bathing and playing, has a beautiful and colorful artificial garden, there are various kinds of facilities to capture the moment, there is a gazebo to relax, as well as one of the tourist attractions educating who owns a coffee factory, so that students/researchers/visitors can see and know the process from planting coffee, harvesting coffee to the coffee production process so that it reaches consumers' hands.

CONCLUSION

Based on the discussion in this study, Researchers can conclude that the promotion of Mount Pasang Panti tourism was initially only a promotion through word of mouth and because it was deemed less effective and efficient in attracting tourists to visit, over time the manager began to promote through social media. The management has used social media, namely WA and Facebook, which have been implemented for approximately 2 years. The use of these two social media is carried out using the employee's personal account, and is not an official account. Therefore, the information shared is still not complete and the response is also not fast. But even so, promotions using these two social media have shown an increase in the number of visitors.

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