


The Effectiveness Of Social Media (Facebook And Instagram) In The Promotion Of Bukit Anak Dara Sembalun Tourism, East Lombok

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Article Info	ABSTRACT
<p>Keywords: Social media Tourism promotion Anak Dara Hill</p>	<p>This research explores the use of social media, especially Instagram and Facebook, in promoting tourism destinations, namely Bukit Anak Dara in Sembalun, East Lombok. Bukit Anak Dara is a destination with challenging climbing terrain, attracting tourists with its beautiful natural views and extreme challenges. The research method used in this research is qualitative research with a phenomenological approach which aims to describe the meaning of life experiences experienced by several individuals. The results of interviews with social media admins at Bukit Anak Dara revealed that Instagram is a very effective platform in attracting the attention of the younger generation with visualization, strong and high engagement. Instagram Stories are also used to provide real-time views of destinations, creating urgency to visit. On the other hand, Facebook still has a role in reaching wider demographic groups and building strong online communities. In conclusion, the use of social media, especially Instagram, helps increase awareness and interest among tourists in visiting Bukit Anak Dara. Social media also allows these destinations to interact with audiences, publish content quickly and reach a wide audience. With an integrated strategy that utilizes the strengths of each platform, Bukit Anak Dara continues to promote itself as an attractive tourism destination in East Lombok.</p>
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INTRODUCTION

Indonesia is a country that has rich natural resources (SDA). This wealth of natural resources means that Indonesia has high potential for nature-based tourism if managed and utilized well. Apart from that, natural resource wealth is of particular interest to tourists, especially foreign tourists. This is proven by the increase in foreign tourist visits in 2017 by two million (Ministry of Industry 2017). This increase in the number of tourist visits indicates that tourism development in Indonesia has experienced a significant increase. The development of tourism in Indonesia, supported by the wealth of natural resources, has led several parties, including the government, to develop alternative tourism, namely village tourism/rural tourism or what is called a tourist village.

The concept of this tourist village is to offer the potential for villages to become the main commodity in tourism activities, such as pristine nature. and clean, food that is

characteristic, traditions and culture that are still relatively adherent from generation to generation and agricultural systems that are still traditional. This statement is supported by research conducted by Zakaria (2014) that supporting factors such as typical food, pristine agricultural systems and social systems that also color a tourist village area. Apart from that, the concept of a tourist village that maintains environmental balance and empowers the community brings benefits by increasing the welfare of local communities who live in the area. This is supported by Government Regulation Number 50 of 2011 concerning the National Tourism Master Plan explaining that village tourism is a strategy to increase the potential and capacity of local resources available in the community.

One of the social media that many people are interested in looking for information is the social media Instagram and Facebook. In simple terms, Instagram is an application that is used to share photos and videos with followers or fellow Instagram users. Social media is an internet-based media that makes it easier or allows users to easily participate, create and share experiences and information. These types of social media include Facebook and Instagram.

Advances in information technology, especially the internet, have changed the way humans communicate. The presence of the internet in human life makes it easy for people to access the information they need. The internet has become a necessity in searching for information related to planning, decision making and all the needs of buyers. The internet is currently used as a digital promotional medium, forms of digital promotion can be through company websites, blogs and social media. The Bukit Anak Dara tourist attraction is very much visited by tourists from several regions. However, not a few of them know about these tourist attractions through social media, namely Facebook and Instagram. Tourists admitted that they previously did not know about this tourist spot, but with promotions carried out on social media, Instagram and Facebook, this tourist spot has become widely known to the general public. This is the reason and problem why researchers want to research this place and see how effective promotion through online social media is rather than offline media such as making banners or brochures about the tourist spot.

Instagram and Facebook can be said to be successful in promoting tourism, which can be seen from posts on Instagram media accounts, seen from the number of followers and on Facebook, which can be seen from the number of friends/followers. It can be seen from the number of Instagram posts which often increases every day. On July 2021, Bukit Anak Dara posts had reached 184 posts, with a number of followers of 4,005. Then on August 1 - October 25, Bukit Anak Dara tourist posts increased to 210 with a number of followers of 5,365. while Facebook has 1,396 friends. The Bukit Anak Dara tourist attraction is also one of the tourist attractions in Sembalun that really attracts the attention of the public. And here the researcher will examine how the Instagram and Facebook admins at Bukit Anak Dara use Instagram and Facebook as promotional media.

In simple terms, Instagram is a medium used to share photos and videos which allows users to take pictures and videos and then apply filters which are a feature in Instagram and share them with followers or other Instagram users. Just like other social media applications, on Instagram you can use the terms "follow and follower" to find lots of

friends. With so many followers, it means your account already has lots of friends. (Butar-Butar, 2018)

For Mira Ziveria (2017). Facebook is a social interaction service and website that was launched in February 2004 and then launched and owned by Facebook. Facebook was founded by Mark Zuckerberg with his roommate and fellow computer scientist Eduardo Saverin, and Chris Hughes, Dustin Moskovitz. Meanwhile, Instagram was founded by a company called Burbn Inc in 2010. Burbn Inc is a startup company engaged in mobile application development. At first, this application could only be used on iPhones with too many features, but was eventually reduced to an application for sharing photos, comments and likes by Mike Krieger and Kevin Systrom.

According to Taprial & Kanwar (2012) social media has several advantages that make it stronger than traditional media, namely: (1). Accessibility Social media is easy to access because it requires little or no cost to use. (2). Speed, content created on social media is available to everyone in the network, forum or community as soon as it is published. (3). Interactivity, social media can accommodate two or more communication channels. (4). Longevity / Volativity, content on social media remains accessible for a long time, or even forever. (5) Reach, the internet offers unlimited reach to all available content.

Tourism promotion is communication in tourism marketing. In a tourist attraction or tourist destination, promotion must be carried out well and continuously. Tourism promotions are held to inform, persuade or increase consumers or tourists so that the tourists concerned have the desire to come to visit the area that has been promoted. Therefore, promotion must be carried out through effective communication media, because the people who are the targets of promotion have different tastes and desires. Promotion will be more effective through a promotional mix, namely an optimal combination of selecting various types of promotional activities that are most effective in increasing sales. In the past, when we wanted to market goods or services that we had, we did it offline by making posters or banners and announcing them on the streets and distributing them to people around us. (Ramdhani, 2018). Nowadays, as time goes by, new technology has emerged, such as social media, which can be used for various things, including promotions. At this time we don't need to promote outside using banners or the like, because now we can easily promote something easily, even by sitting at home, we can promote goods or services using smartphones and the internet. Promoting tourism through social media is also one of the marketing techniques used nowadays. (Rashid, 2019)

Instagram and Facebook help their users to do many things, including carrying out promotions. Currently, many people use Instagram and Facebook as promotional media because the opportunities available on social media are quite numerous and will be seen by various groups from various regions, even from abroad. Based on the description above, the problem formulation in this research is how social media, especially Facebook and Instagram, are used to promote Semablun virgins, East Lombok.

METHOD

In this study, researchers used a qualitative research method using a phenomenological approach. The phenomenological approach aims to describe the meaning of life experiences experienced by several individuals. Phenomenology seeks to uncover and study a phenomenon and its unique and unique context experienced by individuals up to the level of belief of the individual concerned. Phenomenology is research where the researcher explores a particular phenomenon (case) at a certain time and activity (program, event, process, institution or social group) and collects detailed and in-depth information using various data collection procedures over a certain period. (Patilima, 2007).

The primary data source in this research is the social media admin on Instagram and Facebook for Bukit Anak Dara tourism and by attaching posts on Instagram social media. Meanwhile, secondary data from this research are netizens who commented on the Bukit Anak Dara Instagram social media account and some data taken from the internet regarding tourism. The subjects of this research are Instagram and Facebook account admins. Data collection techniques in this research are observation, interviews and documentation. Meanwhile, analyzing data uses data collection techniques that researchers have previously carried out at the research location. Researchers analyzed the data by entering answers from sources and documentation that had been taken. (Nasehudin & Gozali, 2012).

RESULTS AND DISCUSSION

Anak Dara Hill, Sembalun Lawang Village, Sembalun District, East Lombok, West Nusa Tenggara, is a hill that is usually used as quite a challenging climbing terrain for tourists. The climb to Anak Dara Hill Peak is divided into 2 posts, the first post is dominated by forest views and then you can enjoy the beautiful expanse of the hill. It takes about 3 hours to climb this hill, the terrain is quite extreme with a slope of almost 45 degrees and is rocky. What's interesting about Anak Dara Hill is the Love Hill which is at post 2, considered so because this climb has the best view during the climb to Anak Dara Hill Peak. At the top of the hill, climbers will be treated to a very beautiful view of Mount Rinjani and various stretches of Gili around the hill.

Anak Dara Hill is one of many hills that is a favorite for climbers in Sembalun Lawang Village, Sembalun District, East Lombok. The height of Anak Dara Hill reaches 1,923 meters above sea level (masl). There is no doubt about the beauty of the views presented during the trip. At the top of Anak Dara Hill, climbers can see the sunset in the afternoon and the sunrise in the morning. If the climb starts at 10.00, climbers usually reach the peak no later than 17.00 WIT. Under Anak Dara Hill, climbers can see residential villages in Sembalun District

Social media is a media revolution that gives consumers full power in getting information and conveying information (Kerpen, 2011). Intensive promotion of products/services using social media will support brand awareness of a product (Ebeid, 2014; Schivinski & Dabrowski, 2015). Marketing products/services via social media has become the best way to expand markets or customers. This is because social media has

superior roles and functions compared to conventional media, namely (a) simpler, (b) building relationships, (c) global reach, and (d) measurable (Prasetyo, 2018)

From year to year promotions continue to be carried out by Bukit Anak Dara to attract the attention of social media users, especially on Instagram and Facebook. The promotional strategy carried out using Instagram here is also by reposting visitors' posts on Instagram social media who have used the hashtag Bukit Anak Dara so that the Bukit Anak Dara social media account also remains updated with new visitors. The uploaded photos are also Instagram which are certainly interesting to see on the Bukit Anak Dara Instagram. Bukit Anak Dara is also currently uploading videos for promotion using Instagram and Facebook. Because if you watch a video, the audience will be curious about the next video, which is different from a video that you just watch.

Agrotourism promotion is carried out to increase the number of visitors, provide information to visitors who have already come, and remind visitors to make return visits (Harmoni, 2013). Tourism managers can carry out promotions to increase the number of visitors by utilizing social media as a promotional medium and packaging it attractively, because this can attract potential visitors to visit tourist villages. Information will be more efficient if managers package messages well. Make potential visitors interested in reading information about Anak Dara Hill. After reading the information provided, potential visitors feel curious to know more about the tourist village, and create a desire to visit it, so it is important for managers to make promotions as attractive as possible.

Then Bukit Anak Dara also made a highlight on the Instagram account for videos or photos that became Instagram stories and were not uploaded to Bukit Anak Dara posts, which could be seen by Instagram users who wanted to visit. Bukit Anak Dara Tourism also uses and utilizes Instagram social media to promote its tourism so that people outside the area know about it. They always upload photos or videos about the Bukit Anak Dara tourist attraction so that people who see it are curious and want to immediately visit this tourist spot. As for the target market for Bukit Anak Dara tourism on social media, all groups from children to adults and people from various regions can visit the Bukit Anak Dara tourist attraction without any restrictions or restrictions.

Why did Bukit Anak Dara choose social media as a promotional medium for them because currently the most widely used social media are Instagram and Facebook social media, which will most likely get more relationships through Instagram and Facebook social media. Social media can also upload photos and videos that are very clear and very easy to use.

Accessibility Social Media because it is easy to access because it requires little or no costs at all to use, Bukit Anak Dara Sembalun uses Facebook and Instagram as the two main platforms in an effort to promote Bukit Anak Dara. Both Facebook and Instagram have a significant role in the strategy, but after seeing the interesting developments on Instagram, in tourism promotion, the promotional strategy carried out using Instagram here is also by reposting visitors' posts on Instagram social media who have used the hashtag Bukit Anak Dara so that social media accounts Bukit Anak Dara also remains updated with new visitors.

Speed content created on social media is available to everyone in the network, forum or community as soon as it is published. Bukit Anak Dara Sembalun with Facebook makes it possible to build a strong online community. Groups and pages allow tourists to share experiences, provide recommendations, and participate in discussions related to Bukit Anak Dara Sembalun as well as Instagram Stories which are very effective in providing a real-time view of what is happening at Bukit Anak Dara. Then they will also post photos or videos if there is an event taking place at the tourist attraction. This provides clarity and urgency that makes people want to visit the destination.

Interactivity, social media can accommodate two or more communication channels, Bukit Anak Dara Sembalun higher engagement on Instagram. Our posts often receive likes, comments and shares, which expands the reach of our content and increases awareness, while Facebook uses segmented ads to reach more specific audiences, such as those who have expressed interest in traveling to Lombok.

Reach, the internet offers unlimited reach to all available content. Although Instagram is more effective in reaching the younger generation, Facebook still has a role in reaching a wider demographic group, including older tourists by uploading videos or content about Bukit Anak Dara Sembalun . With this strategy, the management is able to carry out attractive promotions, making tourists interested in visiting the Bukit Anak Dara tourist attraction, so that the number of visitors can increase from the promotions they carry out.

CONCLUSION

Conclusions about why Bukit Anak Dara chose social media as promotional media, especially Instagram and Facebook, as well as how promotional strategies through social media were used, are as follows: 1) Choice of Social Media as a Promotional Tool Bukit Anak Dara chose social media as a promotional tool because currently Instagram and Facebook are the most widely used platforms. Social media provides opportunities to gain more engagement through the use of hashtags, images and videos which are very effective in showcasing the beauty of Bukit Anak Dara. 2) Social Media Accessibility Using social media is an easily accessible option, as it costs almost nothing. This allows tourism destinations such as Bukit Anak Dara to reach a wider audience without significant cost constraints. 3) Promotion strategies using Instagram have proven effective in reaching the younger generation and displaying strong visuals about Bukit Anak Dara. Posts that receive high engagement, such as likes, comments, and shares, have helped in increasing traveler awareness and interest. 4) Interactivity and Reach Social media enables two-way communication, allowing for higher engagement with the audience. Additionally, the internet provides unlimited reach, allowing these destinations to reach audiences all over the world. 5) Facebook's Role in Reaching a Wider Demographic Facebook continues to have an important role in reaching a wider demographic group, including older tourists. The use of groups and pages on Facebook allows the formation of strong online communities and the sharing of travel experiences. 6) The use of Stories and Real-Time Instagram Stories has proven to be very effective in providing a real-time view of what is happening in Bukit Anak Dara Content, creating compelling clarity and urgency.

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