Influence of Information Technology in Attracting Tourist Interest

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Abstract. The purpose of this study was to determine the role of social media in attracting visitors’ attention about tourism in the West Bandung Regency area as well as to uncover any tourist attractions in the West Bandung Regency area that many people do not yet know. The research method used here was a descriptive method. The result of this study is that social media has the power to attract the interest of many people to visit a place. By monitoring social media about tourist attractions, it will attract potential tourists to visit. This is supported by the growing role of social media so that it can be utilized by providing information about the advantages of tourism in West Bandung Regency. Of course, with the increasing number of people who have social media accounts, then through these media people will be able to get more information, one of which is information about tourist areas for them to visit.

1. Introduction

Reto Felix, Philipp A. Rauschnabel, and Chris Hinsch explain social media marketing is an integral element of business in modern times as it is today. However, the literature contained in social marketing media remains fragmented and focuses on separate issues, such as tactics for effective communication [1] According to Saravanakumar and Suganthalakshmi social media has now become a method of statement in modern times, and allows us to be able to express more faith, ideas and ways in the absolute latest ways. [2] According to Andreas M. Kaplan and Michael Haenlein The concept of Social Media is the top agenda for many executive businesses today. Decision-makers, as well as consultants, try to identify which companies can make use of profitable applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. [3] Likewise Simona Vinerean, Iuliana Cetina, Luigi Dumitrescu, and Mihai Tchindalean explained that social media allows consumers and prospects to communicate directly with your brand representatives or about your brand with those closest to them [4]. According to Eddy Soeryanto Soegoto, the IT system can help a business to be more responsive, efficient and flexible in the form of rapid and sustainable changes. Appropriate IT utilization will make a company accelerate the process and focus on the core skills and capabilities that distinguish it from its competitors in the market [5].
Research conducted by Zheng Xiang and Ulrike Gretzel suggests that social media is an important part of the results of a search and shows that search engines will guide tourists to social media sites. [6] While research conducted by Richard Hanna, Andrew Rohm, and Victoria L. Crittenden suggested several types of social media such as Facebook, Twitter, YouTube, etc. have begun to change the conditions of marketing, advertising, and promotion. [7] Daniel Leung, Rob Law, Hubert van Hoof, and Dimitrios Buhalis expressed the findings of their research that thoroughly show the results that social media strategies are crucial for tourism competitiveness. [8] The results of research from John Fotis, Dimitrios Buhalis, and Nicos Rossides stated that social media is almost entirely used after a vacation to share experiences. That is also shown there is a strong correlation between the level of influence of social media and changes made to plan a vacation. [9]. The results of research from Priambada Private Sector stated that currently the most widely used social media by people, in general, is the website, Facebook and e-mail. Social media is used by most SMEs to be able to connect personal contacts with consumers, promotions/advertising, record what consumers need and convey responses to consumers [10].

The purpose of this study was to determine the role of the power of social media in attracting visitors’ attention about tourism in the West Bandung Regency region as well as to uncover any tourist attractions in the area that not many people know by using descriptive methods. Where at this time it can be said that the power of social media is very strong and it can affect the perception of many people who are having a plan to visit/travel somewhere.

2. Method
In this study, researchers used descriptive methods to explore the relationship between social media and tourist attraction, especially tourist areas in the area of West Bandung Regency with one of the tourist sites called Floating Market and using previous research related to technological developments and online marketing strategies. The determination of the informants used is mostly young people who are active in social media. So after doing this research, it can be known the relationship between technological developments and tourist attraction in visiting a place.

3. Results and Discussion
In order to attract the attention of prospective tourists to come to a place, several tourist attractions in the West Bandung Regency area have a social media account to promote their place to the general public, one of them through Instagram social media which is currently becoming a medium that is widely used by many people, especially in Indonesia.

Usually, a tourist attractions account will photograph one of the best parts of the place to attract the attention of potential tourists. His followers can also comment on these posts with various diverse responses and can mark his friends to see these posts (Figure 1).
On the main menu display, there is a profile of tourist attractions one of which is information about the full address, time of place of operation, and contacts that can be contacted and listed the number of followers of Instagram accounts, this number totaling tens of thousands of people. In this study, it is devoted so that Instagram social media visitors can get to know more about the place being promoted (Figure 2).
Also published are interesting places from a side of a tourist destination with the aim of attracting tourists who will visit. In posts like this prospective customers can see interesting places in the area of tourist attractions (Figure 3).

![Figure 3. Special Area Posts. The figure was adopted from www.instagram.com/floating.market.lembang on Oct 23th, 2018](image)

We have also posted about one particular area that is devoted by certain people in the tourism place. One of them is an area for women who wear hijab and also a particular area for children (Figure 4).

![Figure 4. Comments from followers. The figure was adopted from www.instagram.com/floating.market.lembang on Oct 23th, 2018](image)
In each post, the comments column is also opened for anyone who has seen the post. These comments can also contain responses that vary from people who have opened the post and can mark people to see the post and allow for conversations (Figure 5).

![Figure 5. Statistics of Social Media Users in Indonesia](image)

Of the total human population in Indonesia, almost half (49%) are active users of social media. This proves that humans are now following the development of technology. This also strengthens the influence of social media on human perception of something. To find out the number of users of one of the social media currently used in Indonesia, Instagram, the following (Table 1):

Number of Instagram users in Indonesia as of January 2018

| Number | Country   | Number of Users |
|--------|-----------|-----------------|
| 1      | USA       | 110 Million     |
| 2      | Brazil    | 57 Million      |
| 3      | Indonesia | 53 Million      |
| 4      | India     | 52 Million      |
| 5      | Turkey    | 33 Million      |

While for Instagram social media, Indonesia is in the top five most Instagram users in the world, which is in third place with a total of 53 million people. This shows how much enthusiasm for this social media. With the amount of enthusiasm, then Instagram will positively significantly affect human behavior, in the sense that someone can influence many people using Instagram social media.
In recent years technology has indeed been very influential in the business world. That can happen because almost all humans in times like today have understood and used technology. This can be proven by the data above how vital technology is right now.

The result of the development of technology, one of which is the creation of social media, people can take advantage of social media presence with many things, one of which can also be used in the business world. Social media can be used as a place to provide information or as a media campaign.

The company of Floating Market Lembang tourist attractions also utilize social media, especially Instagram to promote its place to a broad audience. Now the Instagram account already has tens of thousands of followers, and that number will certainly continue to increase every day. This is enough to prove that by utilizing technology in the form of social media will bring profits to a company as long as the person who controls the social media must be able to be creative in order to promote the place to get many customers after seeing the posts sent on Instagram.

4. Conclusion

Along with the advancement of technology, of course, this will increasingly make people easier to get benefits including in the tourist business. Parties from a tourist destination certainly need many tourists who come to their place, one of the right steps to promote their place is to use social media. Social media can provide many advantages in the world of tourism businesses as long as the people who control the social media must be as smart as possible to attract the attention of potential tourists to visit their place in a creative way to unite the perception of many people about a good tourist place. Moreover, with the increasing number of users of Instagram accounts, this can be used to bring in more customers by continuing to do good marketing and promotion activities.

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