Role of Internet and Social Media for Promotion Tools

E S Soegoto*, F A Purnama and A Hidayat

Departemen Manajemen, Universitas Komputer Indonesia, Indonesia
Departemen Teknik dan Ilmu Komputer, Universitas Komputer Indonesia, Indonesia
Departemen Hubungan Internasional, Universitas Komputer Indonesia, Indonesia

*eddysoeryantos@email.unikom.ac.id

Abstract. The aims of the research is to investigate internet and Social media as the promotion tools and to what extend the effectiveness on it. The method performed is data analysis and descriptive analysis on media social data. study case was conducted on the tourism destination promotion to investigate the effectiveness of social media. The results indicated that the internet and social media highly influences the amount of tourist visitation on the tourism destination. It means internet is highly effective as promotion tools. Further reasearch need to be conducted on more specific indicator.

1. Introduction
Use of the Internet and social media today is in great demand from various circles including in the field of promotion of tourism, this is done to attract visitors, both nearest and furthest end. Seeing this opportunity a resort should be good at taking advantage of the opportunities that are happening in the community, one of which is spreading information or spreading notice that this sanctuary offers a very interesting place to visit, via the internet and social media as this is an opportunity for the managers to compete - race to promote its place via the internet and social media. Because the internet and social media has become a daily part of the world for the people in this world, so any information provided will be easily read by social media users. Not apart from that the role of social media is based on the internet. Promotion through social media is back grounded by the large number of active social media users so it is a huge opportunity for managers to market the products they sell or invite social media users to come visit the sights. Social media is also very helpful for tourist attractions in disseminating information quickly, precisely and accurately without the huge cost to issue promotions.

The use of social media as a promotional tool is a tourism management strategy to get closer to many people through social media which is a tool to disseminate promotional information so that tourist attractions can get many visitors. Over the years, online marketing has grown in importance in the tourism industry. This media space offers companies throughout the tourism value system numerous marketing tools, one of the most recent being social media. Social media allows companies to interact directly with customers via various Internet platforms and monitor and interact with customer opinions and evaluations of services. This exploratory article studies the travel portion of the tourism experience through airlines’ use of social media on two social media platforms for a 6-month time period. The social media content posted by airlines is analysed and categorized according to the promotional marketing mix. In addition, the authors propose four categories to describe the overall communicative behaviour. Among the results, it is shown that there is a lack of strategic perspective among airlines’
utilization of social media as it is being used with limited uniformity. These findings may aid marketing departments in their marketing and social media communication strategies, while complementing current marketing research. [1] The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace.[2] However, the challenge facing many companies is that although they recognize the need to be active in social media, they do not truly understand how to do it effectively, what performance indicators they should be measuring, and how they should measure them. Further, as companies develop social media strategies, platforms such as YouTube, Facebook, and Twitter are too often treated as stand-alone elements rather than part of an integrated system. This article offers a systematic way of understanding and conceptualizing online social media, as an ecosystem of related elements involving both digital and traditional media.[3] Zheng and Ulriken explained that social media are playing an increasingly important role as information sources for travellers. The goal of this study is to investigate the extent to which social media appear in search engine results in the context of travel-related searches. The study employed a research design that simulates a traveller’s use of a search engine for travel planning by using a set of pre-defined keywords in combination with nine U.S. tourist destination names. The analysis of the search results showed that social media constitute a substantial part of the search results, indicating that search engines likely direct travellers to social media sites. This study confirms the growing importance of social media in the online tourism domain. It also provides evidence for challenges faced by traditional providers of travel-related information. Implications for tourism marketers in terms of online marketing strategies are discussed.[4] Stephanie et al. elaborated that social media are gaining prominence as an element of destination marketing organisation (DMO) marketing strategy at a time when public sector cuts in their funding are requiring them to seek greater value in the way marketing budgets are spent. Social media offers DMOs with a tool to reach a global audience with limited resources. The aim of this study is to explore the usage of social media among the DMOs of the top 10 most visited countries by international tourists. The study uses content analysis and semi-structured interviews to examine the usage and impact of social media marketing strategies and identifies a framework of best practice for other national tourism organizations (NTOs) to learn from. The study argues that social media usage among top DMOs is still largely experimental and that strategies vary significantly.[5] Being one of the “mega trends” that has significantly impacted the tourism system, the role and use of social media in travellers’ decision making and in tourism operations and management have been widely discussed in tourism and hospitality research. This study reviews and analyses all extant social media-related research articles published in academic journals during 2007 to 2011, mainly in tourism and hospitality fields. Based on a content analysis on the analysed articles from both the consumers' and the suppliers' perspectives, this article found that consumer-centric studies generally focused on the use and impact of social media in the research phase of the travellers’ travel planning process. Supplier-related studies have concentrated closely on promotion, management, and research functions, but few discussed product distribution. Research findings thoroughly demonstrate the strategic importance of social media for tourism competitiveness. This study also contributes to the academia and industry by identifying some research voids in extant research and providing an agenda for future research. [6]

Anne said that over the past two decades, there has been increasing focus on the topic of innovation in tourism. This article reviews the research contributions. Various categories of innovation – product, process, managerial, marketing and institutional – are addressed. Important determinants of innovation are acknowledged, including the role of entrepreneurship, technology push and the existence of territorial industry clusters. Representation of knowledge is also identified as a critical factor for both the occurrence and nature of innovations. The review reveals that there is still only limited systematic and comparable empirical evidence of the level of innovative activities and their impacts and wider implications for destinations and national economies. An agenda for future research is emerging, suggesting that there is quest for both formal quantification and for qualitative studies of the foundations, processes, implications and policies of innovation in tourism. [7] Growing role of social media in
tourism has been increasingly an emerging research topic. Social media plays a significant role in many aspects of tourism, especially in information search and decision-making behaviours, tourism promotion and in focusing on best practices for interacting with consumers. Leveraging off social media to market tourism products has proven to be an excellent strategy. This study reviews and analyses the research publications focusing on social media in tourism. Through a comprehensive literature review, this paper identifies what we know about social media in tourism, and recommends a future research agenda on the phenomenon. The paper suggests that research on social media in tourism is still in its infancy. It is critical to encourage comprehensive investigation into the influence and impact of social media (as part of tourism management/marketing strategy) on all aspects of the tourism industry including local communities, and to demonstrate the economic contribution of social media to the industry. [8] Projects future developments in e-Tourism and demonstrates critical changes that will influence the tourism industry structure. A major contribution of this paper is its overview of the research and development efforts that have been endeavoured in the field, and the challenges that tourism researchers are, and will be, facing.[9] Aside from that fact, the goal of a behaviour analysis approach to travel studies is to understand the psychological forces that motivate an individual traveller, that influence the various travel-related decisions the individual makes, and that impact the level of satisfaction with a destination region.[10] Then social networks can become the main tool for achieving fast and detailed information for the choice of tourism destination, in order to deeply understand the benefits of these media for promoting tourism destinations in a global perspective, reaching a wider range of potential visitors, and developing ad hoc and marketing strategies with benefits for competitive advantage on the market. [11] From several existing references, not found a sample of the implementation of social media as a media campaign. And do not explain explicitly about the benefits gained in using social media as a tool for the media campaign.

2. Method
The method performed is data analysis and descriptive analysis on media social data. Study case was conducted on the tourism destination promotion to investigate the effectiveness of social media. Then apply some social media as a tool for promotion where the data is taken from one of the existing promotional media. Focus research took a case study promotion at the tourist attractions of Farm House, Lembang Bandung (See Figure 1).

![Figure 1. Farmhouse Lembang promotion in Instagram.](image-url)
3. Results and Discussion

3.1. The development of Internet in Indonesia

Referring to the current ongoing phenomenon shows that the survey results of social media use in 2016 the active use of social media as follows (See Figure 2).

![Figure 2. Indonesia Survey results 2016 internet user behavior Indonesia.](image)

Based on the picture above shows that to the active internet users in Indonesia is especially social media Facebook is very high, which is the second largest in the world, and Twitter in the third largest position in the world. This is caused by some ease of using or creating an account on social media so many people who make me personally and be active both in spreading information, receiving messages, reading information even just looking around the news circulating in social media, one of them looking for information on domestic and foreign tourist destinations. Therefore, tourism managers should be able to take advantage of opportunities to spread its promotion through social media because business opportunities is a process involving individual or groups that use certain businesses and tools to create a value to grow in order to meet a need regardless of the resources used (See Figure 3).

![Figure 3. Survey results January 2017 development of Internet use.](image)
Based on the picture above shows that the total of 52% of Indonesian citizens 51% are internet users and from its population 40% are active users of social media. Here it is very clear how very influential internet and social media for individuals and even companies. Media technology has created a revolution in society because society at this time society is very dependent on technology and society order formed based on ability of society use technology (See Figure 4).

![Figure 4. List of social media usage from December 2016 to July 2017.](image)

It is proven that Facebook is a social media that ranked first in its use. It points to the widespread public interest who have known the internet and used social media in it to seek information both individually and in groups. By using the internet for promotion will be very effective, compared to using conventional promotional tools such as spreading a sheet of paper and if you want to spread through advertising then it must have a huge cost burden.

### 3.2. Implementation of Social Media and Internet on Tourism Destinations

Social media such as Instagram and Facebook are familiar to the world community is a place that is suitable for managers of tourist attractions to provide information about the more than the tourist attractions so that the readers were interested so that tourists visit the sights. Then social media as a promotional media not only as an effort to introduce the object or destination but can be used as a tool for criticism and input for the manager of the object by opening a comment column in every download of the destination (See Figure 5).
Figure 5. Comments on an Instagram account.

From the figure above the users of this Instagram account has proved that the use of social media is very practical and easy to use by the manager and user Instagram account, the manager only upload the place that he think will be the center of attention of the user account Instagram and the user Instagram account will be easy to find updates even see the reviews of people who have been visiting the place so it can be considered for us to come to visit the place (See Figure 6).
In the comments Facebook visitors also prove the promotion done by the manager of the farmhouse through social media Facebook is very useful, but it is seen in the picture above there is one comment written by the visitors who have come to visit the visitor’s farmhouse gave his opinion on the suggestion of the development of the expansion of tourism, therefore it can be recaptured that the role of social media is not only to promote but in social media it serves as a place to exchange thoughts or give opinion to build things better.

The role of social media is very influential for a tourist attraction. In Indonesia, many places of tourism can be found, almost every region has more than one tourist destination, with the social media facilitate us in finding the desired sights, tourist attractions that have a place that is exotic, and affordable. Things to note that, the form of a promotion that will be distributed should be visible to appeal to users of social media accounts are interested in those distributed by the tourism manager. Social media makes a place to exchange ideas or exchange opinions that are constructive. Social media used must be considered, especially on the managers of tourist attractions because it must frequently update the latest information about the place of tourism. The beauty and consistency of existing values of social media promotional content should show the true element, in order to gain the trust of consumers.

4. Conclusion
Based on the results of the study, it can be concluded that the role of social media is very influential for tourism promotion tool, the efficiency of the cost can be controlled through social media. Then the role of the Internet is very supportive for the sustainability of social media. Social media account users easily view tourism locations with social media. And social media can be used as a place to review tourist attractions that have been visited before the internet and social media to make a means for its users to find out the latest information.
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