Digital Storytelling for Ecotourism Development

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Abstract: City branding is the identity of the city that contains the pride of the population. This pride, for example, can be found in uploads on social media, especially on Instagram. Therefore, a search of these accounts was conducted to determine its potential in forming city branding. Qualitative content analysis was performed to identify the strategy of the accounts - @insta-Pinrang, @pinrangkeren and @pinrangupdate - to see if they could be used to popularise the tourist spots in Pinrang. Furthermore, the author has recognised the potential of the accounts in ecotourism development objectives and the establishment of city branding in Pinrang. The results of this study can be a reference for development planners on the strategies used in social media to popularise the natural attractions and their potential in the formation of city branding.

1   INTRODUCTION

City branding is the identity of the city that contains the pride of the population toward the city. This study intends to (1) identify accounts and determine their potential in forming city branding, and (2) recognise the potential of these goals in ecotourism development objectives and the establishment of city branding in Pinrang.

Branding is a concept that is one of the important points in marketing a product. Efforts to create brands or branding can be undertaken both for tangible components such as names, logos and packaging as well as for those that are intangible, such as atmosphere and image. Furthermore, the brand concept can not only be implemented in a product or service, but it can also be implemented for an area. The scope of the area can be within the borders of the country, islands, provinces and cities. The results of the research conducted by the researchers at TPP showed that if a country or city has a superior brand that is different, authentic and is of good quality, then it can improve the image and competitiveness of the country or city.

Branding a city is necessary to provide an identity for the city. With the existence of identity, the city will have its own characteristics that, ideally, are not owned by other cities. A city that does not have uniqueness will not be remembered, has no differentiation and will not be able to compete with other cities. With a strong brand, a city can "sell itself" and open up a wider employment field, either through the benefits of tourism (culinary, tourism, crafts, art and culture) or as an educational centre, as well as offering an industry advantage that has the potential to attract domestic and foreign investors to the country. The impact will have an effect on the increase of Original Regional Income (PAD) and the welfare of the people. Consumer behaviour and ethnographic studies expert, Amalia Maulana, stated that strong brands have three important components that are relevant, where brands must fit the needs and wants of the consumers or stakeholders. The brand must also be distinctive, which is able to highlight its uniqueness ad how it is different from its competitors. Third, the brand must be consistent, and the brand must be able to optimise and manage the uniqueness that is "sold" so then it will always remain in the minds of the consumers (Maulana, 2012: p.64). The central government in recent years has intensively encouraged local governments to undertake more serious branding in various cities in Indonesia.

2 ECOTOURISM AND CITY BRANDING

Building a brand in an area is the same as the effort undertaken to create a particular image that is unique to the region in question and at the same time, it is an attempt to distinguish the region from other regions. Brands such as those proposed by Louro and Cunha (2001) are a multi-dimensional set of attributes that consist of functional elements and emotional, relational and strategic features where the collection of all of the elements form a unique association in the public's mind. (Aaker, 1996: p.68). The association will, in turn, create a brand image or a set of feelings and attitudes that the community has about a brand (Aaker, 1996: p.70). In the context of the region, local uniqueness will be the core benefit, and the characteristics and culture will attract potential stakeholders such as investors, residents and tourists. Thus, the brand of a region may be the region's competitive advantage.

The creation and management of city brands requires integrated efforts. Regarding this matter, Kavaratzis (2004) stated the need to adopt the concept of corporate branding to manage the brand of a city through an integrated approach of eight elements of the city:

- *Vision and Strategy*: Clarity about the development and future of the city.
- *Internal Culture*: All efforts must be oriented to the management and development of the city brand and these activities must be internally entrenched.
- *Local Communities*: Prioritise and involve local residents, entrepreneurs and business people in developing the city brand.
- *Synergy*: Seeks agreements and support from all related stakeholders in order to develop the city brand.
- *Infrastructure*: Prepare an adequate standard infrastructure in accordance with the city brand that has been declared.
- *City landscape*: Setting up the city landscape according to the established city brand.
- *Opportunities*: Good urban infrastructure and landscape can be a stimulus and an attraction for stakeholders (migrants, tourists, business people and local residents).
- *Communication*: City brands are communicated strategically and continuously so then they are embedded in the minds of stakeholders and become the strong identity of a city.

Disseminating city brands that have been declared through strategic marketing communication activities are sustainable and involve all relevant stakeholders. Conventional marketing communication activities (advertisements in local, regional and national print, local and national print, television and radio) and digital marketing communications (Instagram, blog, Facebook and websites) are optimised. In relation to the empowerment of local communities and branding communications, there is an opportunity to establish city branding through posting on Instagram accounts.

The potential of ecotourism has been chosen as an alternative branding strategy because ecotourism has the opportunity to support sustainable development. Wood (2002: p. 9) mentioned that "ecotourism is responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people." (The Ecotourism Society, 1991). In addition, the IUCN (now called the World Conservation Union) stated in 1996 that ecotourism is "environmentally-friendly travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, socio-economic involvement of local populations."

3 METHODS

This study used qualitative content analysis methods. In the literature, this method is generally used in nursing studies. For example, the analytic procedures are specific to each approach and there are techniques for addressing trustworthiness with hypothetical examples drawn from the area of end-of-life care (Hsieh and Shannon, 2005). According to them, content analysis is a widely used qualitative research technique. The current content analysis application shows three different approaches: conventional, directed, or summative. Summative content analysis involves counting and comparisons, usually keywords or content, followed by interpretations of the underlying context (Hsieh and Shannon, 2005).

An analysis of the documents can also be a form of fieldwork. For example, the analysis of ethnographic content is briefly contrasted by the conventional modes of analysis of quantitative content to illustrate the usefulness of constant comparisons to find patterns, emphasis, and themes that appeared in the analysis of TV news coverage of

Iran's hostage situation. The ethnographic perspective may help to illustrate the pattern of human action when document analysis is conceptualised as fieldwork (Altheide, 1987). Referring to this study, posts on Instagram accounts are treated as document analyses to understand the account owner's strategy in popularising Pinrang, in particular, for places where ecotourism has potential.

In various forms of qualitative content analysis, the theme of 'search' is the main one. This study aims to identify the Instagram account strategy used in popularising the destination.

As a sample, 3 Instagram accounts were chosen bearing the name Pinrang, namely @pinrangupdate, @insta_pinrang, and @pinrangkeren. Virtual observations were done to find out the trends and if any certain themes emerge from the posts

Furthermore, the results of the content analysis were cross-checked with in-depth interview results and document data from the Department of Tourism, Youth and Sports in Pinrang District (dari Dinas Pariwisata, Pemuda dan Olahraga Kabupaten Pinrang). Field research was conducted in March and July 2018.

4 DIGITAL STORYTELLING IN INSTAGRAM

Digital storytelling in this study refers to the way that the owners of the Instagram accounts who popularised beautiful places in Pinrang tell their stories about Pinrang. In communication studies, it is noted that generally the digital story focuses on a particular topic.

4.1 @pinrangupdate

This account reposts more varied content. In addition to images of the Ammani Beach scene, for example, @pinrangupdate also reposted places like Puncak Karomba, PLTA Bakaru, and Soroja House. This may be related to the tagline as an account that presents "Tourism, customs, history and news."

Puncak Karomba is a spot in Pinrang that is famous as the "Land in the Cloud", like the same place in Tana Toraja. However, based on a document search, Puncak Karomba does not include the superior destinations of Pinrang Regency.

Subsequent searches through interviews with officials in the relevant offices mentioned that Puncak Karomba cannot be developed by the government because it is owned by the private sector and in a disputed condition.

Bakaru Water Power Plant is a dam and irrigation source that irrigates Pinrang and the surrounding districts. This place does not have special access as a tourist spot, but the post-images create curiosity and awe. Bakaru hydropower is not included as a tourist destination based on the Tourism Office documents.

Figure 1: Puncak Karomba

Figure 2: PLTA Bakaru

Figure 3: Rumah Soroja

Soroja's house is a kind of old royal house in Pinrang. This spot is generally unknown. This spot is also not included in the flagship destination. Field observations show old houses that are not groomed and that look mediocre.

The last three places mentioned are famous on social media but are not commonly visited by local tourists. There is no adequate access, bad infrastructure and no management.

The post theme by @pinrangupdate during January - June 2018 was focused on a place, activity and cultural heritage. This can have the potential to further enrich the insights into Pinrang.

4.2 @instapinrang

This account uses the tagline "Let's remember Pinrang through photos". They often use the 'photo of the day' strategy that reposts other people's posts. From January to June 2018, @instapinrang reposted 34 places that have beautiful scenery in Pinrang. Out of all of the posts, the most posted were Kalijodoh Waterfall, Itto Sarassa, Latta Pitu Waterfall and Air Terjun Latta Pitu. In some posts, there are captions included

1. The hills of Lembang area of Bungi village
   "*Buttu na buttu. Kampong na kampong salu lattung tasi '.Ada 'sola Budaya.Sipulung manang mancaji mesa wilaya, sanganna PENRANG / KAB.PINRANG Dan KEC.LEMBANG*" (The area that you can enter as a tourist destination of Pinrang Regency. Many hidden paradises in here, but only a few know the conditions. Only the government, who is unusual with that).
2. Wakka Beach
   Jika kau adalah mentari maka bias senja yang tersisa adalah kenangan tentangmu. Indah meski kau sudah tidak ada - Fiersa Besari. (If you are a

sun, then the remaining twilight is a memory of you. Beautiful, even though you are gone - Fiersa Besari).

3. Waterfall Kalijodoh Pinrang
   Alam semesta ini memiliki batas, tapi hikmah yang bisa diperik padanya tak terbatas. (This universe has limits, but the wisdom that can be attached to it is infinite.)
4. Pantai Harapan (Ammani)
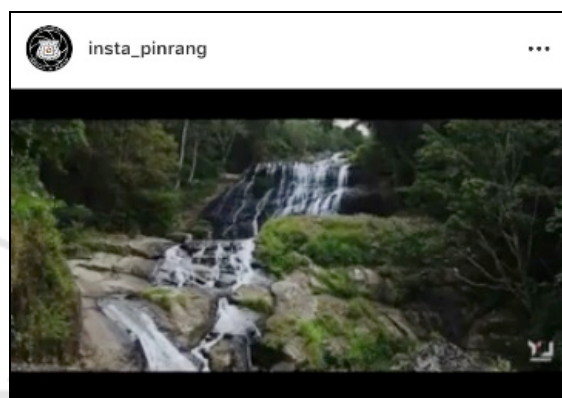   *Menara tempat memantau 'mantan'* (The tower where you can monitor your ex.

Figure 4. Air Terjun Latta Pitu

Figure 5. Air Terjun Kalijodo

According to respondents interviewed, this increases the attractiveness of the posts. However, the existence of the caption may be due to reposting. The captions also contain criticisms of the government as seen in the post about the hills of Lembang area in Bungi village.

The post theme of @instapinrang is more of a view. The posts are also diverse, including beaches, waterfalls, parks and artificial attractions such as

floating houses. The number of posts and the frequency of posting allows for more variation.

4.3 @pinrangkeren

Similar to @instapinrang, @pinrangkeren also includes Latta Pitu Waterfall, Kali Jodoh Waterfall, Karawa WaterfallLosita Beach and Ammani Beach. However, what is not found in @instapinrang is that @pinrangkeren contains posts about Peak Karomba, and Lembang.

Scene. @pinrangkeren's posts are all posts containing photographs of people posing and not merely the associated natural scenery.
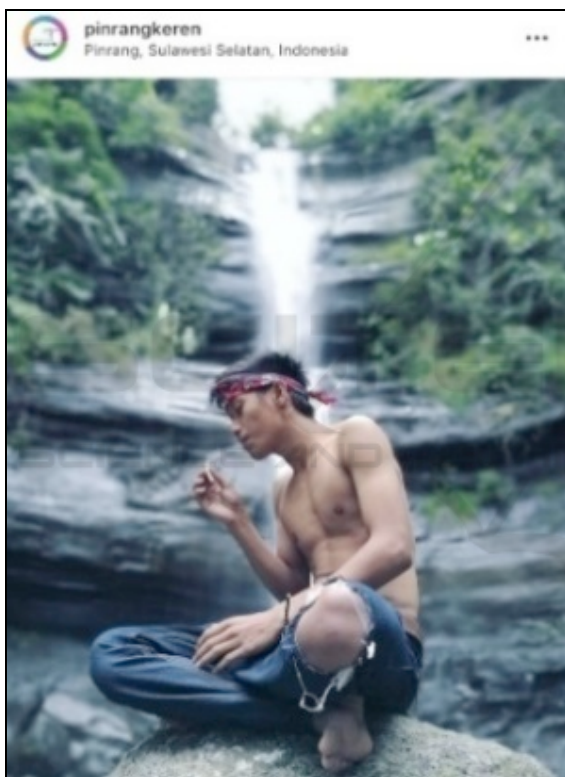

Figure 6: One of the posts @pinrangkeren

This accommodates the need for people to use social media to 'show themselves'. This is often known as narcissism. This can be a strategy for @pinrangkeren to get more viewers and followers or also add human elements with the impression of there being human activity in the intended place.

However, to this day, this assumption cannot be checked by the manufacturer of the message because the researcher has not received an answer.

5 CONCLUSIONS

The three accounts are a sample of the potential to use Instagram as a forum for dissemination city branding and for popularising ecotourism in Pinrang Regency. The government and stakeholders can cooperate with the account owners as influencers on social media.

The storytelling strategy is carried out by reposts and involves the participation of the accounts of others who have travelled in Pinrang or who pay attention to Pinrang. This participation is great social capital to help to develop the potential of ecotourism, further forming the Pinrang city branding that is more integrative with all internal or external parties of Pinrang.

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