

# Create Tourists' Positive Perception towards Tourism Attraction at Tourism Village of Nglinggo Kulonprogo

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**Abstract:** Social media is one of the new media that grows rapidly. This media can be used by tourism destination to promote and influence the tourist perception. The study aims to describe the implementation of social media marketing in Nglinggo tourism village. The purpose of this research is to determine the extent of the effect of social media marketing in form of photo crowdsourcing program in Instagram towards tourist perception and motivation to visit. The research is conducted at Nglinggo tourism village of Kulonprogo District. The data collection techniques of this research are observation and literature study. The result of the research is the picture or video uploaded in Instagram could change the tourists' perception towards the image and attraction of Nglinggo tourism village.

## 1 INTRODUCTION

The rapid technology development has transformed changes towards tourism industry in which companies within the industry have applied various marketing techniques to analyze several specific factors in developing mixed communication strategy (types of tourism markets, tourists, preparation to purchase, development of marketing target, marketing segmentation and product positioning). Development of technology and information has become serious challenge for tourism industry and has important role in delivering accurate messages through proper media channel (Živković et al., 2014).er returned the manuscript must be appropriately modified.

Social media has become part of digital technology revolution that can connect tourists with opinions and recommendations from millions of people, including friends within their social networking and to have discussion among other tourists that they never met previously. Social media has changed consumption way of tourists and contributed to information creation that enables individual to deliver his/her ideas, opinions, and creations to internet and radically has changed the way information is created and disseminated (Cornellia et al., 2017).

In relation to this, social media utilization has

shown quite significant increase, including in Indonesia. Based on survey from Social Media Growth Rankings in 2018, Indonesia places the third rank as the biggest numbers of social media users in the globe that reaches 28,000,000 users with the increase of 30% (www.wearesocial.com). This trend of using social media to document travel related activities of tourists in terms of pictures and video plays role indirectly as form of promotion from tourism destination. With one click in social media, they can disburse their tourism experiences to others (Rahayuningsih et al., 2017). The data shows that social media has crucial opportunity for marketing activity. Social media has become important part of selling strategy, service, communication and marketing that can adjust itself with the market.

The current rapid growth of tourism has accelerate tourism destinations to become more creative in developing their attraction to attract tourists visits and to figure out effective promotion strategy in order to win competition. One of the ways can be organized is to invent and create uniqueness of tourism product. Uniqueness and attraction quality factors in tourism influence tourists to visit tourism destination. Furthermore, not only do the present marketing strategy of tourism destination and tourism promotion utilize conventional promotion methods such as posters and

brochures, but also they utilize social media due to the fact that the level of utilization of social media is tremendous. Therefore, promotion through social media is considered more effective in delivering messages to tourists.

Tourism Village of Nglinggo is located at Pagerharjo Village of Samigaluh Sub District of Kulonprogo District of Yogyakarta Special Region. Village of Nglinggo is a village with attractive tourism potency to be developed. Tourism Village of Nglinggo is sited at the Menoreh Hills with the altitude of 900 – 1000 meter above sea level. Laying at such altitude makes this tourism village have cool air and magnificent view due to the morning and afternoon fogs at the village. One of the factors attracting numbers of tourists to visit tourism destinations at Tourism Village is viral effect of the tourism destinations in numbers of social media, such as Facebook, Instagram and Twitter. Information delivered through social media can become trending topic within short time and received thousands of responses from other social media users.

Quality of tourism destination is not only valued from condition of the tourism destination. Promotion activity organized by tourism destination has quite crucial role in establishing perception and decision of tourists' purchase. Information and communication technology utilization through social media utilization in marketing activity enable the occurrence of social collaboration among tourists to exchange their information and experience (Del Chiappa, 2011). It will then increase credibility and trust on social media application among tourists in which they have more trust towards information gained in media social than inputs from a professional tour planner that at the end will influence tourists' perception towards one tourism destination. Prior to visit of tourism destination, tourists will collect information on tourism destination visited. At this level, they actually have perception towards the tourism destination gathered from numbers of stimuli, one of them is social media.

The utilization of information technology, that is internet, offers convenience in arranging traveling itinerary. Therefore, tourists can arrange their traveling activities and do not depend any more on services of travel bureau. It applies the same to tourism industry which then has switched to system and online transaction to sell their tourism product, either through website or social media. They even prefer use social media to find tourism references. Therefore, tourists' perception mostly is established from various social media. It can be stated that the existence of social media has quite significant role in establishing tourists' perception.

Perception and impression of tourists towards quality of tourism attraction determine the opportunity for them to return and to visit the destination or at least they share their experience when they return to their origin area. The tourists' perception can be influenced by various variables of economy, social and demography of the tourists. Along with the development of technology, tourists' perception is also influenced by social media. The high utilization of social media by tourists make social media has faster effect in establishing opinions and perception of tourists since its information has greater range of coverage.

This research aims to figure out on how the implementation of marketing of social media and the influence of social media in establishing the perception of tourists towards the quality of tourism attraction at Tourism Village of Nglinggo. The benefit of this research is expected to provide implication on the opinion and interest of tourists towards the existing tourism attraction at Tourism Village of Nglinggo which will provide output for the development of product and marketing of tourism at Tourism Village of Nglinggo.

## 2 METHODOLOGY

This research applies qualitative descriptive analysis approach with observation and literature study methods. Literature study is an approach used to find references of relevant theories with the studied case. This article is written based on the prior research taken from numbers of literature and relevant scientific journals. Data of the research applies secondary data from books, internet and previous research reports.

## 3 CONCEPTUAL FRAMEWORK

### 3.1 Tourism Destination

Tourism destination is an interaction among several elements managed well. Those elements include tourists, tourism attraction and information about the tourism attraction (Sayangbatti and Baiquni, 2013). Source of information brings quite significant influence, apart from communicating tourism product to market. Source of information is required by tourists related to the process of selecting tourism destination since prior to making decision to visit a destination, tourists will find information from several sources in terms of commercial and non-commercial information as well opinions of others.

## 3.2 Perception

Perception is a fundamental concept in understanding on how customers react towards communication activity and marketing stimuli (McCabe, 2010). Perception is an activity to choose, to organize, to interpret and to value towards certain object. Someone's perception towards a stimulus of an object will be reflected from the response occurred in terms of their opinions or attitudes. Stimuli or information stimulation is responded, organized and interpreted based on the manner of each person. Perception is influenced by two factors, id est.: stimulus and personal response factors. Stimulus factor comes from stimulus that can be experienced, such as shape, size and color. Meanwhile, personal factor has internal quality and is influenced by individual interests, needs, motivations, expectations, personality and social status.

### 3.2.1 Social Media Marketing

Social media refers to activity, practice, and attitude of community of people gathered online to share information, knowledge and opinion using text messaging media. Text messaging media is web based application that enables users to make and send contents in the form words, pictures, videos, and audios conveniently (Safko and Brake, 2009).

Social media marketing is a process accelerating individual to conduct promotion through website or online medial social service channel to communicate and organize marketing activity (Weinberg, 2009). Social media marketing has become online promotion activity utilizing cultural context from one social community covering social networking, virtual reality, news site, and sharing site for communication purpose (Tuten, 2008). Gunelius (2011) states that there are four variables of social media marketing as follows:

- a. Content creation  
Content creation is a content that becomes strategic base in conducting social media marketing. The created content must be interesting and representing personality of a business in order to have trust from customers.
- b. Content sharing  
To provide content to social community can support in expanding networking of a business and online audience. Content sharing can cause indirect and direct selling depending on the shared content.
- c. Connecting  
Social networking enables someone to meet more

people that have similar interest. Broad networking can establish relationship that can generate more businesses.

- d. Community building  
Social web is a huge online community in which interaction among human beings in the globe by utilizing technology. It is to establish community in internet that has similar interest through social networking.

The present existence of social media has brought quite significant change related to individual or tourist in planning and consuming his/her travel (Buhalis and Jun, 2011). Prior to making decision to visit a destination, tourists will find information about the tourism destination, especially from social media. The utilization of social media in making choice to travel is due to the fact that social media is more interactive in which people can exchange comments, make testimonies, and share information about destination among members of community.

## 4 DISCUSSION

Social media is an important tool to analyze tourists' attitude that will be confirmed in increasing the purchase and recommending to other users. The establishment of service based brand that is succeeded in traveling means that each must become unique value proposition based on the the experience of customers. Tourists need to know the trusted source, on how their experience can be used to anticipate uncertainty and to create expectations from what they might find at tourism destination (Zeithaml et al., 2000). Due to the fact that uncertainty of tourism, a tourist must gain the needed information to make correct decision about his/her travel. Currently, modern tourists trust more on other tourists' opinions and use social media rather than suggestions from official marketing.

When social media become more expressive, customers are able to influence other customers related to their opinions and experiences. Since social media has low cost and free from bias, it becomes the benefit for marketing communication (Kotler et al., 2010). Numbers of academic literature classify types of social media based on level of social existence or media property and level of self-presentation and self-disclosure. Six types of social media are identified: social websites (id est.: Facebook, LinkedIn), blog, content community (YouTube, Flickr, Scribd, Slideshare, Delicious), project collaborative (id est.: Wikipedia, Wikitravel), social virtual reality (id est.: Kehidupan Kedua), and virtual game (id est.: World

of Warcra). Even though, there are other types of media social such as microblog (such as Twitter), customers review and give rankings at websites (such as TripAdvisor, Epinions) and internet forum (id est.: OrnTree, Fodor's Travel Talk) (Buhalis and Jun, 2011).

One of significant stimuli in establishing tourists' perception currently is social media. Social media is currently recognized as one of important competitive instruments in tourism marketing (Živković et al., 2014). Tourism needs to involve tourists in multichannel integrated communication and accelerate them to discuss and recommend good experiences. Involving tourists in real time at social media has great implication towards traveling industry. Currently, tourists have found new digital technology that can assist them in improving service and making online experience more personal and relevant.

Other than source of information, profiles of tourists also have significant role in establishing perception. Behavior and attitude of someone towards an object will depend highly on what s/he feels during his/her visit to tourism destination. Perception can be shifted into negative or positive perception when tourists are at tourism destination or when they return from the destination. Based on this perception, tourists then will value a tourism destination whether it fits to expectation and gives satisfaction. Tourists' satisfaction on tourism destination visited will bring influence towards sustainability of tourism destination.

Social media influence several components of tourists' attitude such as awareness, information, opinion, behavior, and attitude of purchase. It is then utilized by tourism destination managers to attract tourists' visits. Tourism destination managers create media social account that will be used as promotion facility, information provider and communication with tourists. Information related to tourism destination will be delivered rapidly when it is delivered through social media.

Managers of Tourism Village of Nginggo create two accounts at social media, id est.: Instagram account with the name of @nglinggo.official and Facebook account with the name of Desa Wisata Nginggo in order to promote and market its product. Through these accounts, they update numbers of information related to products and on-going events at Tourism Village of Nginggo. The presented content in those accounts are varied from pictures to videos. For Instagram account of @nglinggo.official, currently it has 372 followers and 67 postings. Whilst for Facebook account of Desa Wisata Nginggo, it gains 2029 likes from internet users.

Social media enables the communication between individuals, different companies, various groups around the globe to share and exchange information and ideas interactively. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn have offered opportunity for users to discuss online-reviews, recommendations, agreeing or disagreeing or dissatisfaction on many aspects, such as quality of products or customer services. (Elena, 2016). Through the Instagram account of @nglinggo.official managers of Tourism Village of Nginggo would like to establish intensive communication with other netizen; they will answer questions from netizen requiring information about Tourism Village of Nginggo. They always post updated information about Tourism Village of Nginggo.

From these two social media accounts, Instagram account of @nglinggo.official is more active in posting information related to Tourism Village of Nginggo compared to Facebook account of Desa Wisata Nginggo. The Instagram account was created and has been an active account since 2017. Observing from the numbers of likes given in each posting of Instagram, numbers of like is low, that is average of 40-63 likes for each posting. The only and most received posting is the posting when soap opera actor Eza Gionino visited the Tourism Village of Nginggo receiving 109 likes. This account is quite active in posting information related to Tourism Village of Nginggo. Nevertheless, it can be said that Instagram account management is not optimum. Numbers of followers are considered low and several postings tend to monotonous and lack of information. Even, the latest posting of the Instagram account was in December 2018. There has been no posting for the year of 2019 from managers of the tourism village.

Description gained related to marketing activity through social media of Tourism Village of Nginggo, it can be stated that social media marketing strategy is not effective yet to increase numbers of visits and to influence perception of tourists towards Tourism Village of Nginggo. There are many factors rendering ineffective social media marketing strategy. First, it relates to the content created by managers of tourism village or the administrator of the account does not provide numbers of information and up date the information. Secondly, lack of human resources managing social media account of Tourism Village of Nginggo becomes the second factor. Therefore, management of social media account is not optimum. It can be stated that social media is not recognized as the main instrument in marketing strategy and it is frequently neglected (Hays et al., 2013).



## 5 CONCLUSIONS

Communication of tourism product will affect positively when the message delivered creates satisfaction reaction from customers on tourism destination compared to other destinations. Communication stimulus created through interesting and unique contents in social media will shape positive effect towards tourists. Social media content, either from destination managers or tourists, will influence perception of customers towards quality of attraction and tourism image. The output will be very beneficial for brand manager and communication in making plan of company.

The existing content at social media can create a response supporting in disseminating promotion to wider public. Tourism village managers in this case can sponsor online community at social media site that influence and offer tourists the ability to establish relationship with others who have similar interest. Therefore, they can exchange information and experience on traveling that effectively can result the interest of tourism visit. Social media becomes communication facility that can be utilized in supporting information distribution in the form of texts, pictures and videos. The characteristics of current tourists are tend to be visual. They tend to see pictures and videos. They are also active users of social media that the information distribution through social media is considered more effective. The displayed contents through social media will then influence perception of tourists towards the quality of tourism attraction. The interesting display of pictures and videos and viral ones will give impression that a tourism destination is reasonable to be visited. Therefore, managers of Tourism Village of Nglinggo should always update information regularly that tourists following its social media account always receive new and interesting information to visit the tourism destination.

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