

## USING FACEBOOK AS SOCIAL MEDIA IN RECOGNITION FOR MAHONI AND RAINBOW TOURISM ATTRACTION IN WEST TOMOHON

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### **Abstrak:**

*Penggunaan media sosial Facebook sebagai media promosi dianggap lebih efektif dibandingkan media lain seperti brosur dan leaflet, karena penyebaran informasi via media sosial yang lebih efisien dan dapat melakukan penyiaran secara luas mengenai destinasi wisata yang ada. Strategi dalam pembuatan video promosi dapat dirangkum dalam tahapan produksi yang meliputi kegiatan pra produksi, yaitu penentuan konsep dan tema serta pemilihan model sebagai penambah daya tarik dalam video, selanjutnya tahapan produksi dimana dilakukan pengambilan video yang dilakukan di lapangan dan terakhir merupakan kegiatan pasca produksi yaitu penyeleksian, penyuntingan gambar dan pengemasan konten video dengan menampilkan wisata-wisata unggulan di kota Tomohon, dengan serta memperhatikan aspek-aspek utama dengan menampilkan keindahan yang ada pada setiap destinasi wisata guna menarik minat viewers. Sebagaimana yang kita tahu media sosial memiliki sistem jaringan antar pengguna dimana tiap pengguna dapat saling terhubung dan berbagi informasi satu dengan yang lainnya, sebagaimana yang di jelaskan Nasrullah Rully (2017) dalam buku Media Sosial karakteristik yang tidak dimiliki media lain, media sosial punya keunggulan berupa; 1. Jaringan (Network) Media sosial memiliki karakter yang terbangun dari struktur sosial yang terbentuk di dalam jaringan internet. Jaringan yang terbentuk antarpengguna (users) merupakan jaringan secara teknologi dimediasi oleh perangkat teknologi, seperti computer, telepon genggam, atau tablet. 2. Informasi. Pengguna media sosial mengkreasi representasi identitasnya, memproduksi konten, dan melakukan interaksi berdasarkan informasi. 3. Arsip. Bagi pengguna media sosial, arsip menjadi sebuah karakter yang menjelaskan bahwa informasi telah tersimpan dan bisa diakses kapanpun dan melalui perangkat apapun. 4. Interaksi. Karakter dasar dari media sosial adalah terbentuknya jaringan antarpengguna. Jaringan yang tidak hanya memperluas hubungan di internet semata, tetapi juga dibangun dengan interaksi antar pengguna tersebut. 5. Simulasi Sosial. Media sosial memiliki karakter sebagai medium berlangsungnya masyarakat di duni virtual. Layaknya masyarakat atau Negara, di media sosial juga terdapat aturan dan etika yang mengikat penggunaannya. 6. Konten Oleh Pengguna. User generated content (UGC) atau konten oleh pengguna adalah salah satu karakter dari media sosial. Term ini menunjukkan bahwa di media sosial konten sepenuhnya milik dan berdasarkan kontribusi pengguna atau pemilik akun. 7. Penyebaran (Sharing) Penyebaran (Share) merupakan ciri khusus dari media sosial yang menunjukkan khalayak aktif menyebarkan konten sekaligus mengembangkannya. Penelitian ini menggunakan metode kualitatif deskriptif dengan proses pengumpulan data primer melalui wawancara, observasi dan kuesioner. Studi literatur dan internet terkait masalah penelitian dalam pengenalan objek wisata Mahoni dan objek Wisata Pelangi Di Kota*

*Tomohon. Penelitian mengetahui media social elektronik Video Facebook dapat meningkatkan kunjungan wisatawan dan mengetahui apakah penggunaan Video Promosi via Facebook lebih efektif daripada media lain*

**Kata Kunci:** *media social, facebook, objek wisata mahoni, objek wisata pelangi*

**Abstract:**

The use of social media Facebook as a promotional media is considered more effective than other media such as brochures and leaflets, because the dissemination of information via social media is more efficient and can broadcast widely about existing tourist destinations. The strategy in making promotional videos can be summarized in the production stages which include pre-production activities, namely the determination of concepts and themes and the selection of models as an additional attraction in the video, then the production stage where the video is taken in the field and the last is post-production activities, namely selection. , image editing and video content packaging by displaying featured tours in the city of Tomohon, with and paying attention to the main aspects by displaying the beauty that exists in each tourist destination to attract viewers' interest. As we know social media has a network system between users where each user can connect and share information with one another, as explained by Nasrullah Rully (2017) in the book *SocialMedia*, characteristics that other media do not have, social media has advantages in the form of; 1. Network (Network) Social media has a character that is built from the social structure formed in the internet network. The network formed between users is a technological network mediated by technological devices, such as computers, mobile phones, or tablets. 2. Information. Social media users create representations of their identities, produce content, and engage in information-based interactions. 3. Archive. For social media users, archives become a character that explains that information has been stored and can be accessed anytime and through any device 4. Interaction. The basic character of social media is the formation of a network between users. A network that does not only expand relationships on the internet, but is also built with interactions between these users.5. Social Simulation. Social media has a character as a medium for society to take place in the virtual world. Like society or the State, on social media there are also rules and ethics that bind its users. 6. User Content. User generated content (UGC) is one of the characteristics of social media. This term indicates that on social media the content is wholly owned and based on the contributions of users or account owners. 7. Sharing (Sharing) is a special feature of social media that shows the audience is actively spreading content and developing it. This research uses descriptive qualitative method with primary data collection process through interviews, observations and questionnaires. Literature and internet studies related to research problems in the introduction of Mahogany tourism objects and Rainbow Tourism objects in Tomohon City. Research finds out electronic social media Facebook Video can increase tourist visits and find out whether the use of Promotional Video via Facebook is more effective than other media

**Keywords:** social media, facebook, mahogany tourism object, rainbow tourism object

**INTRODUCTION**

Social media is able to unite people in cyberspace with one interest in the same topic. If a social media user is a person who is channeling a hobby as a form of self-actualization, then the user will join in a discussion related to the hobby that is of interest. Social media users can also unite in a discussion or forum on social media because of the common interest in discussing current issues, such as political news. In business, users can be brought together in one social media account for a producer or distributor of goods or services with a response to a product launched by the company. Thus, social media users who gather in one forum pay attention to brand image and loyalty, so business people who use social media as a communication tool need to prepare a mature strategy (Erdogmus and Cicek, 2012). In the era of the development

of communication technology at this time, social media has become a very fast and rapid modern means of communication, social media is also growing rapidly from various classifications and types according to the needs of the world community. Social networking has become a necessity. in society with the background of today's modernity. Social media can help humans in various aspects of needs. Aspects of entertainment, promotion of education, health, self-actualization and others. Youtube is a worldwide phenomenon which is a video sharing site that functions as a means to share videos online. Youtube is a video site that provides various information in the form of 'moving images'. Users can participate in uploading videos to the youtube server and share them with other users around the world. One of the functions of social media today is promotional activities for tourist attractions through promotional videos. Social media is used as a means for disseminating information about new tourist attractions to attract tourists' interest in a tourist area through video shows that display attractive and informative visuals. An easy way to use and does not require a large amount of money, with an emphasis on visuals and images. Communication technology is most sought after to convey or send information or news because communication technology is growing. There are several functions of high-tech communication media, namely; efficiency of information dissemination, with the existence of communication media, especially hi-tech, we can make information or messages more powerful and memorable to the audience. Educate/direct/persuasion, high-tech communication media can attract more audiences. Entertaining, high-tech communication media can be more fun and can provide entertainment for the audience. The use of media content is also used to get the fulfillment of one's needs is one of the theories and approaches that are often used in communication. Theories and approaches that are often used do not cover or represent the entire communication process, because most of the audience's behavior is only explained through the various needs and interests of users as a phenomenon of the process of receiving messages from the media. The purpose of this research is to find out: 1) How is the strategy for creating promotional video technology content; 2) How far promotional videos can increase tourist visits; 3) Whether the use of promotional videos is more effective than other media. The research method uses a qualitative approach with a qualitative descriptive type of research. Data were collected by means of documentation and interviews with 3 informants.

## **METHODS**

The research approach used is a qualitative approach. Sources of data in this study are primary data sources. The primary data sources are collected by interviews to informants from the Department of Tourism and Culture, Tomohon City as well as secondary data sources, namely data directly collected by researchers as a support from primary data sources. The implementation of this research uses descriptive analysis where all the data obtained will be described according to what is happening in the field with the phenomena that occur. Especially specifically for Rainbow Tourism Attraction and Mahogany attractions. Data retrieval is only focused on these two object locations.

## **RESULTS AND DISCUSSIONS**

### **Communication Development**

At this time, social media has become a popular modern communication tool that is the choice of the community, social media is also growing rapidly from various classifications and types according to the needs of the world community. Promotional videos on YouTube social media are one of the things that are being done by many business people, the government to promote products or tourist attractions to attract social media users. The results of the study show a strategy for making videos by packaging videos with interesting concepts and themes and displaying the beauty of leading tourist objects. Promotional videos via YouTube have not had

a significant impact on tourist visits. The use of YouTube social media is more effective than brochures and leaflets, seen from the ease and efficiency of promotional activities. Keywords: Promotional Video, SocialMedia, Facebook.

**Potential Tourist Attractions in Tomohon City**

Seeing the potential of natural resources and human resources in the city of Tomohon which is cool, beautiful, cultured, religious and characterized, the city of Tomohon can be a comfortable place for visitors. Tourism Potential of Tomohon City currently has 96 Tourist Destinations which are divided into: 1) 61 natural attractions; 2) 8 man-made attractions; 3) 27 cultural attractions; 4) 96 existing tourist destinations. Totally, there are 42 excellent tourist destinations

**Tourist Visitor Rate in Tomohon**

Table 1. Tourist Visitation in Tomohon

Tourist	Forein and Domestic Tourists visiting Tomohon City		
	2018	2019	2020
Domestic tourist	637,73	701,50	305,55
Foreign Tourist	90,91	100,00	630,00

Source: Tourism Dept. Tomohon City

Based on the table 1 above regarding the number of tourist visits in the city of Tomohon within a period of 3 years from 2018, 2019 and 2020, it shows that the period before the pandemic in the last two (2) years there was an increase in the number of domestic tourists.

Due to Pandemic Covid 19, Tourism Development Strategy in Tomohon City highlights the following points:

1. Post-Covid-19 Countries that rely on the tourism sector will compete to attract tourist arrivals with various incentives and programs.
2. Reorienting quality tourism, not only pursuing the number of tourist visits (Mass Tourism) but more emphasis on quality tourism (Quality Tourism), which will sell tourism that is safe, healthy, clean and comfortable for tourists free from Covid-19.
3. Strengthening the tourism development strategy with the 5A formula, namely: attractions, accessibility, amenities, accommodation and activities.
4. Promoting Tomohon City Tourism and Culture Destinations intensively through Digital Tourism, namely social media, websites and so on.
5. Create attractive tour packages according to market segments.
6. Re-organizing events regularly and massively.
7. Conduct and participate in tourism promotions at home and abroad.
8. Organizing local cultural events by mobilizing the community in the village, schools, studios and cultural communities.
9. Conduct training and facilitate training for tourism creative economy actors.
10. Increasing the capacity of tourism human resources through training and training.
11. Build and create several new destinations managed by the Tomohon City Government.
12. Adjusting the Regional Regulation (Perda) on Spatial Planning for the City of Tomohon, which will provide convenience to tourism investors.

13. Fixing and improving the quality of all tourist destinations in Tomohon City are appointed as one of the Likupang SEZ Buffer Areas.
14. Increase synergy by coordinating and collaborating with the Central Government, North Sulawesi Provincial Government and all tourism stakeholders.

## CONCLUSION

Based on the results of the research and discussion that have been described, it is concluded that Facebook as social media has significantly influenced on the decision to visit domestic tourists in Tomohon City's tourism attraction specifically for rainbow and Mahoni attractions. Based on the analysis, the facebook has an influence on the visiting decision but not the relationship. Therefore, it is suggested that the managers of Tomohon City tourism in general needs to promote through social media such as facebook by uploading a calendar of events that will be held at any time in existing tourist objects. This will be more effectively done if the dissemination of this information is also proven in real terms at the Tomohon Pelangi and Mahogany Tourism Objects. Seeing information on social media and then deciding to visit will feel that he is given accurate and appropriate information. With complete information, it will increase the tendency of tourists to visit as well as the potential to make tourists become repeater guests or tourists who come to visit a place more than once or many times. Thus, social media can play an active and effective role in bringing in both domestic and foreign tourists and be able to influence the decision to visit tourists from within itself

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