

THE MAKING OF A PROMOTIONAL SOCIAL MEDIA ACCOUNT OF TOURISM IN RIAU PROVINCE

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Abstract

To promote the tourism sector in Riau Province, several efforts should be made, such as creating brochures, calendars, videos, book information, and social media posts. However, the social media seems to attract more tourist to Riau. It allows society to get information about tourism in Riau Province. Moreover, it is accessible at any time and any location. The paper tries to explain processes of making a promotional social media account. The method used is descriptive research. The result of this study explain steps in making the social media account, collecting the data, providing material, making description, designing the content and posting the content containing thirty-nine object destinations throughout Riau. It is expected that this promotional social media account can be useful to promote tourism in order to attract more domestic and foreign tourists to the province.

Keywords : *Promotional, Riau, Tourism, Social Media*

1. INTRODUCTION

Tourism is one of the industries that will continue to grow in the future. Tourism is also one of the world's most important industries. According to Muljadi (2009), tourism is the whole relationship and symptoms that develop from the presence of foreigners, because trips are not for permanent residency and have no connection to activities for a living. It entails traveling from one location to another in search of a popular and distinctive destination.

Riau is one of the provinces in Indonesia with a diversity of natural and cultural beauty. Coordinately, Riau is located at 1° 15' South Latitude to -4° 45' N and 100° 03' to 109° 19' East longitude. This makes Riau a local and foreign tourist destination. Riau has 12 regencies consisting of various tourist objects that continue to grow making business income sector benefits for the nation and state including Pekanbaru, Bengkalis, Dumai, Indragiri Hilir, Indragiri Hulu, Kampar, Kepulauan Meranti, Kuantan Singingi, Pelalawan, Rokan Hilir, Rokan Hulu, and Siak. Each of these districts has natural and cultural beauty tourism that has the potential to increase the economy such as employment, community income, and regional income.

Additionally, to promote the tourism sector in Riau, several efforts should be made, such as through brochures, calendars, videos, book information, and social media posts about general information in Riau as a whole. This attracts and improves tourism facilities to continue to develop in a sustainable manner. Tourist destinations can also be exposed and continue to exist in mass media where this information can be obtained by children, teenagers, adults, and even the elderly. This information helps increase the number of local tourists visiting tourism in Riau.

However, the above mentioned campaign appears to be less effective in providing information to foreign tourists. Many individuals, especially foreigners are unaware of the specifics and information about tourism in Riau. In fact there are no items in the form of social media postings about Riau tourism that are written in English, which might attract more marketing to attract society and foreign tourist possibilities. This social media post utilizes an

Instagram account that contains photographs of places as well as tourism related information that can be accessed at any time, from any location, and is more long-lasting. It will also be updated on Instagram on a regular basis to make it easier to find.

Instagram is one of the most popular social media platforms in the world, especially among young adults. Until the first quarter of 2021, the number of active Instagram users worldwide reached 1.07 billion.

In Indonesia, according to *We Are Social* statistics above states that was the number of Instagram users until July 2021 is 91.77 million users. The largest users are in the 16-64 year age group, which is 86.6 %. Instagram was the third most used social media platform, after YouTube and WhatsApp.

Based on the explanation above, this study would make a promotional social media account of tourism objects in Riau province including Pekanbaru, Bengkalis, Dumai, Indragiri Hilir, Indragiri Hulu, Kampar, Kepulauan Meranti, Kuantan Singingi, Pelalawan, Rokan Hilir, Rokan Hulu, and Siak. However, not all tourism objects discussed in this study. It is only focused on popular destination, hidden paradise, events and culinary in Riau Province. The promotional posts by using Instagram media contains of pictures object and description of the tourism in Riau briefly. Then, this product was created since, according to the author's research there are no tourism-related social media posts in Riau that use English. This product was expected to help tourists that want to travel to Riau to get information especially to attract a number of domestic and foreign tourists.

2. REVIEW OF RELATED LITERATURE

2.1. Related Theory

2.1.1. The Nature of Writing

Writing is one of the four language skills in language literacy, along with listening, reading, and speaking. In the macro skills of a language, there are receptive and productive skills. One of the productive abilities is writing. According to Nunan (2003), writing is the mental activity of developing ideas, deciding how to communicate them, structuring them into statements and paragraphs that are understandable to a reader. As a result, writing was a good approach to keep track of your thoughts.

Furthermore, writing can be defined as the process of converting ideas into written language. Writing, in other terms, is the act of conveying ideas, feelings, and thoughts through the use of words. According to Silvia (2007), writing entails completion of a writing work. In conclude, writing was an activity in which someone expresses their thoughts and ideas in the form of sentences on a document.

2.1.2. Promotion

One of the aspects that determines the success of a marketing campaign is promotion. Promotion is critical for introducing, informing, and providing benefits of a product or service in order to convince others to utilize it. Every organization, business, or community should be able to choose which promotional methods to employ in order to increase sales and attract customers. According to Zimmerer (2002), promotion applies to all types of persuasion communication aimed at informing clients about a product or service and persuading them to buy it, such as publicity, individual sales, and advertising. This means that commercials as well as other offline and online media are used to promote items and services.

2.1.3. Tourism

Tourism is a holiday or recreation-oriented travel activity. This is typically done to clear one's mind. According to Meyers (2009) claims that tourism is a travel activity that is carried out temporarily from one location to another for reasons other than to settle or earn a living,

such as to have fun, satisfy curiosity, spend leisure or vacation time, or for other reasons. Furthermore, tourism is defined as many types of tourism activities supported by various facilities and services offered by the community, businessmen, government, and local governments. Based on some of these definitions, tourism can be defined as an activity that takes place outside of the house for a short period of time in order to experience the beauty of tourist or recreational destinations, among other things.

2.2. Related Study

There have been some researcher conducted a research about the making a promotional account about tourism in Riau. First, Atiko et al (2016) conducted research entitle "Analysis of Tourism Promotion Strategies through Social Media by the Indonesian Ministry of Tourism (Descriptive Study on Instagram Account @indtravel". The purpose of this study is to find out tourism promotion strategies carried out by Ministry of tourism through social media Instagram. This qualitative research is described descriptively. One of the research was conducted from October 2015 to April 2016 in several locations such as Telkom University, Sapta Pesona Bulding Jakarta and PT. Pyramedia Cipta Berliantama Tangerang Selatan to collect data through interviews and documentation. The results of this study indicate an increase in tourists in Indonesia both domestically and abroad. The preparation of promotional strategies uses several stages including content creation, platform determination, program planning, program implementation, monitoring, and evaluation. This strategy making tourism promotion through Instagram by the Ministry of Tourism really helps create awareness of the beauty and diversity of nature and culture in Indonesia for its marketing targets.

The second one is Pratiwi et al (2020) conducted a research entitle "Instagram Sebagai Media Promosi Festival Pariwisata Kota Bogor (Studi Etnografi Virtual Pada Akun @cgmbogor_fest)". The purpose of this study is to identify the form of the Bogor Street Festival Cap Go Meh Promotion carried out by the Instagram account @cgmbogor_fest. The method used in this research is virtual ethnography by uploading digital posters, photos, videos and photo grid. From those form of digital promotion on the @cgmbogor_fest account, digital poster is the main promotional including information about the time and place, the performances and contact number. The use social media is one of the media promotion because it can increase public awareness to be able to present a real place with the help of information from cyberspace.

The differences among studies that have been mentioned above and this study was that the first previous study focused on giving information about tourism promotion carried out by the ministry of tourism through social media Instagram @indtravel. The second previous study focused on the @cgmbogor_fest account in promoting the Bogor Street Festival Cap Go Meh. On the other hand, this study was to make a promotional account only for tourism in Riau include popular destination, hidden paradise, events and culinary.

2.3. Related Product

There were several products about promotional account about tourism. One of the promotional account was the promotion about Indonesian tourism, travel, culinary, culture on Instagram platform which is named "@brisik.id" (2019). Another promotional account was the promotion about Riau on Instagram platform which is named "@pariwisata.riau" (2020).

The differences among promotional account Instagram of Brisik.id, promotional account Instagram of pariwisata.riau, promotional account about tourism in Riau was the content and the language of the account. While the previous product was too general and wide, consist short video, and using Bahasa of the whole tourism, the promotional account about tourisms in Riau only focused on tourism in Riau consist popular destination, hidden paradise,

events and culinary of regencies in Riau, the promotion used picture with the description in English.

3. METHODOLOGY OF STUDY

The method of the study was descriptive research that was a method of research widely used in research at aims to explain events. Sukardi (2010) states that descriptive study was a research study that tries to describe and interpret an object the way it is. Then, Arikutno (2010) explains that descriptive study is study aims to observe situation condition or other things that have been mentioned and the result is served in form of study report. It can be concluded that descriptive method was a research method used to describe and analyze an object or a result of research.

Therefore, according to Sugiyono (2012:13), descriptive namely research carried out knowing the value of independent variables, either a variable or more independent without making comparisons or connecting with other variables. Moreover this study tried to describe the processes how to make a promotional account.

However, this study describes the process of making the promotional account about tourism in Riau.

3.1 Procedure of the Study

The data collection technique that used in this study was observation and literature review. The observation done to get the information and data about a promotional social media account from several literature, archive and also some sources from the internet such as YouTube, study sample, and another source that related to the study.

In addition, the data in this study also taken from some literature such as book, journal, archive and also some sources from the internet which are related about a promotional social media account. This technique was observation on social media, website, and other platform about tourism in each regencies include, Pekanbaru, Bengkalis, Dumai, Indragiri Hilir, Indragiri Hulu, Kampar, Kepulauan Meranti, Kuantan Singingi, Pelalawan, Rokan Hilir, Rokan Hulu, and Siak.

4. RESULT AND DISCUSSION

4.1 Process of Making of Promotional Social Media Account of Tourism in Riau Province

There were several processes done in making of promotional social media account of tourism in riau province from collecting the data for content, providing the materials, making the description, designing the content and posting the content. In addition, the content was made by using English. The explanantion about making of promotional social media account were mentined below:

4.1.1 Collecting Data and Providing Materials

In making this content, the first thing done were collecting data and providing materials to make description. Collecting data and providing materials were made by referring some references like observations and others sources like websites that related to this study. There were the photos that used in this study from several media that has been wrote down the sources to safe the copyright.

4.1.2 Making the Description

After collecting data and providing materials for content were finished, the next process was making the description. In the processs of making the description, the description was made

using Microsoft Word. The first step of making the description was writing the short explanation about the information of the object tourism itself.

4.1.3 Designing the Content

After the description was made, the next process was editing the content. The content editing was the process for combining all parts to become a complete content.

1. Opening Canva Application
2. Putting the photos of object destination into canva by clicking upload section and aa to the project
3. Adding gradient by searching “gradient” in elements section
4. Inserting the description by clicking text section
5. The last process was continued to the all photos object destination to finished the content

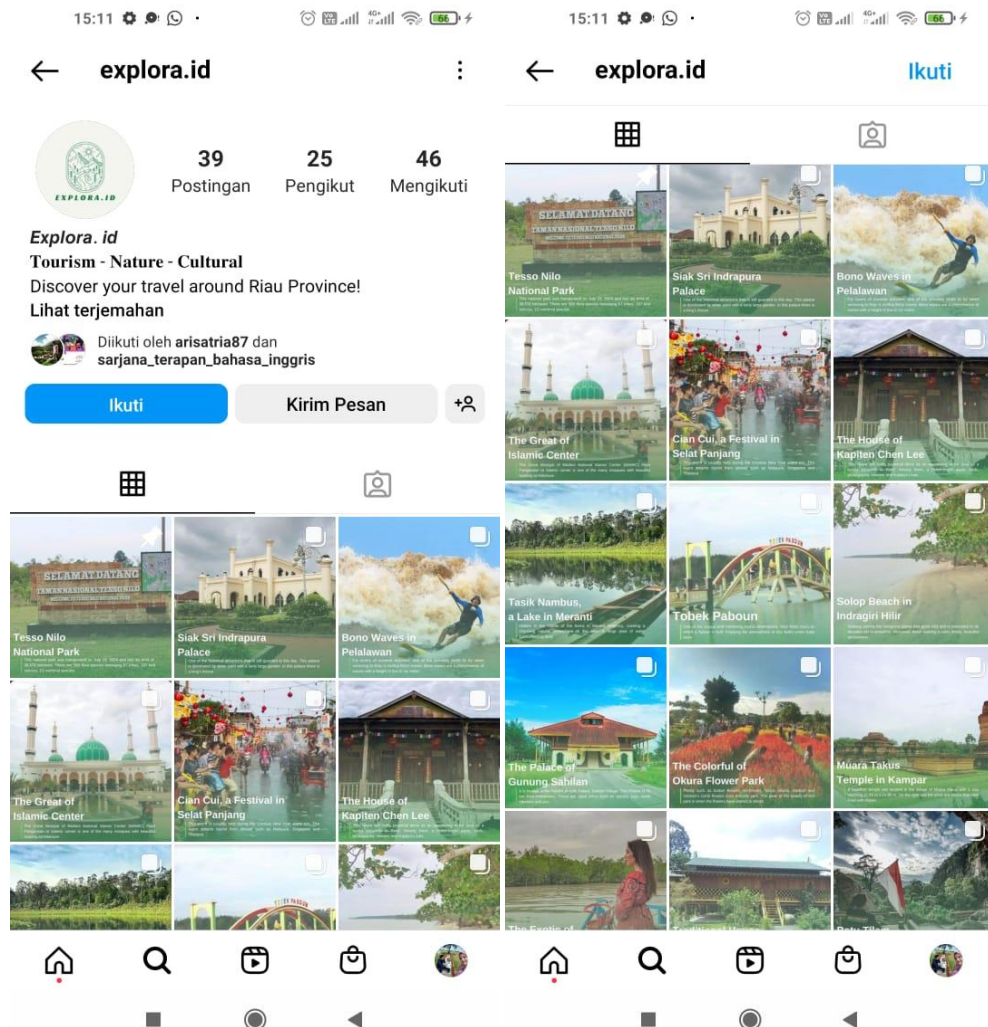
4.1.4 Posting the Content

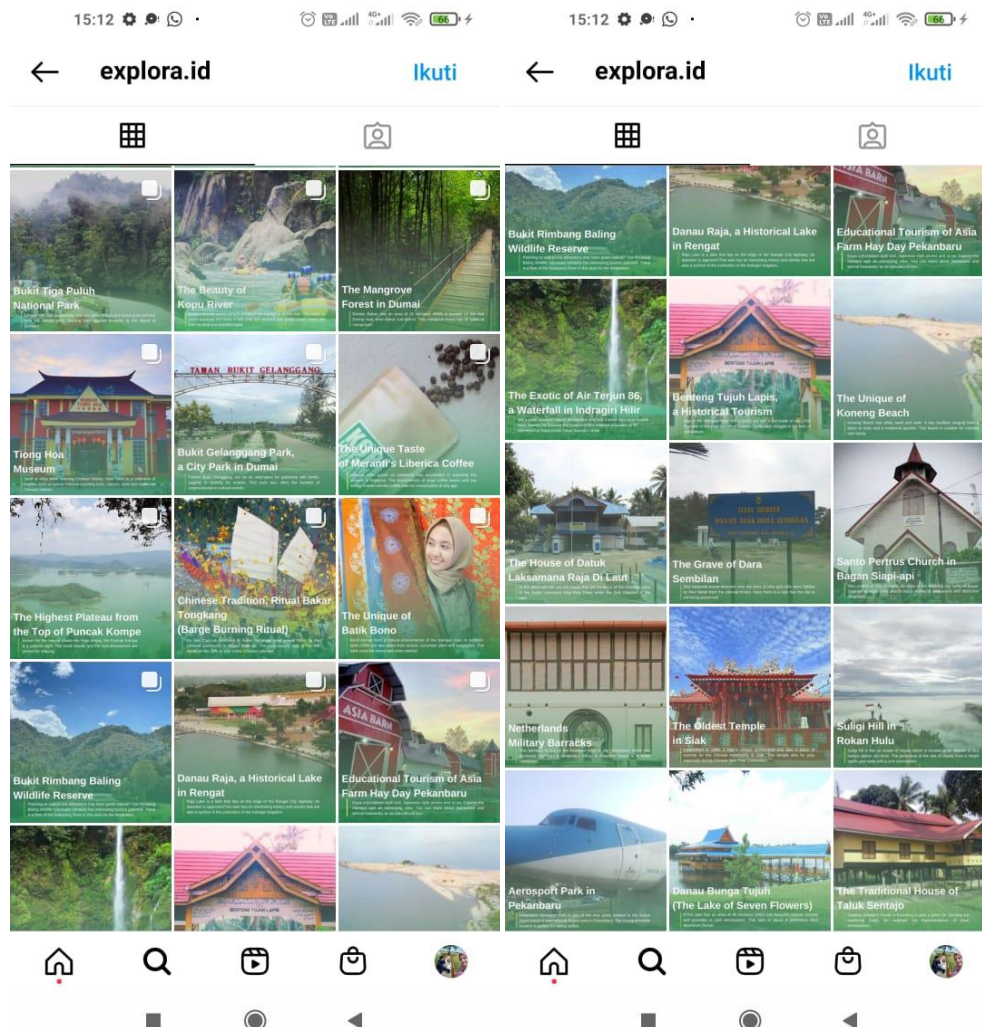
After the process of designing the content was done, the last process was posting the content to social account. The process of posting the content used Instagram application.

1. Opening the Instagram application
2. Logging in to the explora.id as a promotional social media account of the study
3. Uploading the content to the feed account of Instagram application

4.2 Result of the study

The result of the study is a promotional social media account of tourism in Riau Province. It is a tool to promote tourism in Riau and attract more tourists to visit Riau.





4.2.1 Evaluation

The evaluation of this product was given by four evaluators. They were Mr. Niki as a design lecturer of Language Department of State Polytechnic of Bengkalis, Mr. Sabri as a tourism lecturer of Language Department of State Polytechnic of Bengkalis, and Winda Fitriyanti as a student of English Study Program of State Polytechnic of Bengkalis. The evaluations among the four evaluators were done separately. According to Mr. Niky Hardinata, M.Kom, the color combination and the design is good. However, there are layout and logo that have not consistent. So, it is suggested to redesign the layout and the logo. In different view, Mr. Sabri mentioned that the product is good for tourism promotion for today's younger tourist. However, there is still some weakness should be fixed that is the information related to each object is quite less. It needs to be enriched with more info such as the facilities, activity or ticket prices for each object. So, the product make as one stop account for the tourist to get more complete information about the destination. Similarly, Winda Fitriyanti, who as one of the targets of this product for young people. The product is good because it provide new insight about tourism in Riau and can also be a medium to introduce also promote tourism in Riau Province. However, there are some information quite less and add more picture to make this account bigger with promotion.

4.2.2 Problem

There were several problems faced during the process of making a promotional social media account of tourism in Riau Province, including:

1. The Limited of the Data Information.

The was several data that have no sources and not clearly while the observation. So that, the writer was eliminated the content that not have the information enough. In addition, it was quite challenging to do the whole processes.

2. The Quality of Object Tourism Photo

There some photo that blurry meanwhile the object tourism is not from the same city. The writer could not take the photo directly. However, the quality of the photo were lover that other.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

The purpose of this study was to make a promotional social media account of tourism in Riau Province. There were several processes during the making of this product started from collecting the data and providing the materials, designing the content and posting the content.

The making of promotional social media account was using technology. It started from providing materials such as laptop. The making of this product was using several applications. The description and the data were using Microsoft Word. The designing of this content were using Canva for editing and inserting the description.

The content of social media account of tourism in riau province contains twelve regencies and include thirty nine object destinations from cultural, nature and culinary. The product is can be more increase as time goes by. There was some problem faced the processes of the product. First, the limit of data because several object destination are unfamiliar to raise the tourist. Second, the low quality of the photos to make a content and its not clearly resolution.

5.2 Suggestion

It is suggested for Riau Province to support and use this social media account as one of promotional items to promote the object destination in Riau Province.

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