THE ROLE OF SOCIAL MEDIA AS A MEANS OF TOURISM PROMOTION IN NORTH SUMATRA PROVINCE

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Abstract
This study aims to determine the forms of promotion on social media of the Tourism Office as a means of increasing tourists, to find out the obstacles experienced by the North Sumatra Province Tourism Office in promoting tourism in North Sumatra Province, to find out the success rate of the Tourism Office in promoting tourism in Sumatra Province. North by using social media. This research is an exploratory research, namely research conducted to explore data and information on new topics or issues aimed at deepening or further research. The purpose of the research is to formulate more accurate questions that will be answered in further research or later research. The results of the research found by researchers are forms of promotion in the form of advertising, sale promotion, publicity, promotion through social media. Promotion through social media creates trust for consumers because there are many testimonials and comments that are useful for users to find out more information. The level of success, seen from the large number of tourists who come and can be seen from how much enthusiasm is given by the community, or how much impression is left by the community on the social media network, the success rate of promotion using social media was successful. Promotion through social media creates trust for consumers because there are many testimonials and comments that are useful for users to find out more information. The level of success, seen from the large number of tourists who come and can be seen from how much enthusiasm is given by the community, or how much impression is left by the community on the social media network, the success rate of promotion using social media was successful.

Keywords: Social Media, Promotion, Tourism.

1. INTRODUCTION

Media is something that delivers or forwards messages that contain information between the sender of information and the recipient. In human life can not be separated from communication, communication is a way to be able to interact with other humans. Basically, communication has elements, namely sources, communicators, messages, media, communicants and effects. According to the above elements, the role of the media cannot be separated from communication, the media also plays a role in the success of a communication. Media is something that delivers or forwards messages that contain information between the sender of information and the recipient. Etymologically the word "media" comes from the Latin, namely "medius" which means middle, intermediary, or introduction. Along with the development of the internet and technology, the media in communication has developed very rapidly, one of which is new media or new media that are digital, one of which is the emergence of social media such as Facebook, Instagram, Twitter, YouTube and more. The Internet is a medium that is able to converge all the characteristics of the media from the previous forms, which focuses on the communication process.

The Internet has drastically changed the way information is disseminated and as a result affects many businesses. For the tourism industry, the Internet can be an effective channel for
information retrieval that facilitates planning tourist travel plans (Xiang & Gretzel, 2010). The widespread use of the Internet and the rapid advancement of technology have transformed almost every industry, tourism being one of the highly reconfigured sectors. In this context, social media has acquired an important role in tourism activities, both among tourists and providers. On the other hand, social media allows tourists to access and use information, but also to generate content.

Spark et al. (2013) adopted the theory of reasoned action and investigated how online postings influence tourist beliefs that drive attitudes and consequently influence purchase intentions. Lee and Gretzel (2012) investigated the impact of website characteristics on the perceived image of the destination which ultimately affects informational attitudes and beliefs. The quality of information in the context of a destination decision-making scenario refers to the usefulness of information about tourism products that helps tourists evaluate the product (Chen, Shang, & Li, 2014). The assessment of the quality of information is based on the individual's experience with it and is therefore quite subjective. Travelers crave interactive and engaging information channels that are easy to use.

North Sumatra is a province that has great potential to be visited because it has a number of unique objects, both natural, historical and cultural tourism. North Sumatra is getting stronger as a leading tourist destination with the stipulation of Lake Toba as 10 new Balis, which are 10 leading destinations launched by the government. Lake Toba is very worthy to be one of the leading national tourist destinations because of its considerable attractiveness and potential starting from the panorama of Lake Toba and the surrounding nature as well as the unique culture in several areas around Lake Toba. As a public servant, the North Sumatran government, in this case the tourism department, has the responsibility to introduce tourist areas in the North Sumatra region. The tourism industry is one source of local revenue (PAD) which certainly has an impact on infrastructure development. Several countries have managed to package tourism and become a source of state income.

Various things have been done North Sumatra government To promote tourism, among others, by holding tourism events and promotions using television, radio, advertisements, brochures, exhibitions and most recently by using social media. In contrast to conventional media, which many years ago were often used for tourism promotion, promotion with using social media is still relatively new and seems to be starting to have a special attraction for tourism industry actors in North Sumatra for promotion through social media. This can be seen with the emergence of tourism areas that are starting to have social media accounts for their respective tourism. So that seems to be in line with the potential that social media has in promoting tourist.

Travelers use social media to obtain or share valuable information from several different types of media. Social media-enabled tourism has been used to select alternative destinations. Despite the phenomenal changes in the tourism industry, comparisons of traditional media and social media have been little studied. Although tourism under media exposure has become a huge interest of the tourism industry, little tourism research has examined travelers who are exposed to media content about a destination (Kim, 2017).

Social media is an environment that is almost inseparable from human life today. Social media is a lifestyle whose users are not limited by age and regional boundaries. Tourists tend to comment on a tourist attraction through social media accounts, both positive comments and complaints. Travelers seek the most comprehensive information about the destinations they choose to spend their holidays with, with a view to minimizing risks and uncertainties about service quality and safety. Therefore, exposure to promotions through social media media is expected to arouse the
desire of potential tourists to visit tourist destinations in North Sumatra Province. In addition, potential tourists who are exposed to social media can build a belief that is the satisfaction of destination content.

2. PREVIOUS RESEARCH
a. Gita Atiko, Ratih Hasanah Sudrajat, Kharisma Nasionalita (2016)
The development of technology, information, and communication that continues to increase makes the number of internet users higher throughout the world every year, Indonesia is no exception. Apart from facebook, twitter, youtube, path, line, and BBM which are the favorite social media of the Indonesian people, one of the social media that is now growing rapidly is Instagram. With the increasing number of users, Instagram is a great opportunity for business people to carry out promotional activities. The Indonesian government through the ministry of tourism is trying to promote Indonesia also through Instagram. This research was conducted by interviewing the marketing division of the ministry of tourism in charge of the @indtravel instagram account, admin, and one of the followers. This study aims to determine the tourism promotion strategy carried out by the tourism ministry through Instagram social media. This research is qualitative and described descriptively. The results of the study indicate that the Ministry of Tourism of the Republic of Indonesia has carried out maximum tourism promotion activities through Instagram to increase tourists in Indonesia both domestically and abroad. The preparation of a promotional strategy using Instagram social media carried out by the Ministry of Tourism has several stages that are able to facilitate the Ministry of Tourism in achieving its goals. The steps taken are content creation, platform determination, program planning, program implementation, monitoring, and evaluation.

b. Yuni Tresnawati (2017)
Talking about social networking sites or social media is now familiar among the people, almost every individual uses social media from the young to the old, both for doing business or just connecting with friends. One of the positive impacts is that as a medium of communication, it can facilitate the search for information. For example, many use social media to search for current news or even look for trending tourist destinations through uploads of social media users. This can indirectly help the promotion of these tourist attractions. Therefore, This study will discuss more deeply about the use of social media in the promotion of marine tourism potential in Cilacap as a means of promotion. The concepts used are the use of social media and marketing communications and the 7 C Framework of Communication using the constructivist paradigm with a descriptive qualitative approach. The right use of social media includes the process of persuasion and establishing emotional closeness so that it can increase the confidence of the followers of the account in the information provided. The development of world tourism is very rapid, making Indonesia not to be left behind by continuing to increase tourism in this country. Although the contribution of Indonesian tourism continues to increase every year, however, this increase still needs to be improved so that it does not lag behind other countries whose tourism is also growing. One of the improvements made is by attracting more tourists (both foreign and domestic) to Indonesia. The path that must be taken, of course, is through promotion. Therefore, increasing innovation in the field of promotion must continue to be carried out.

The use of the internet, including social media in recent years, has grown very rapidly, including in tourism promotion. The use of social media as a promotional medium requires a
special strategy so that the promotional objectives can be achieved. Likewise, the promotion of
tourism in Bulukumba district, especially in supporting the achievement of tourist targets that
have been set until 2021. In completing the Bulukumba district's annual tourism agenda as a
strategy, a promotion strategy is designed through social media that refers to the Third Wave
Framework consisting of people strategy, content strategy and platform strategy. The results of
this strategy design determine tourist visitors as the next tourism promotion target. pictures,
videos, Text or a combination of the three and favorite tourist sites such as Tanjung Bira Beach,
Bara Beach, Appalarang Cliffs are the main choices in developing strategic content. In
determining the platform strategy, Instagram, Facebook, WhatsApp and YouTube are the most
appropriate platforms to be used as promotional platforms because these four social media are
the most popular used by tourists.

Social strategy through social strategy and impact strategy for Yogyakarta tourism promotion
can establish relationships between tourism actors and tourists both online and offline.
Promotional activities can easily provide awareness and be passed on by social media followers
to other social media users.

e. Yuni Tresnawati (2017)
By using new media, space and time limitations are no longer an obstacle in introducing tourist
attractions and attracting tourists to visit. The use of new media can also make regional tourism
in Indonesia grow more rapidly. It is hoped that the tourism sector can become a major source
of foreign exchange, develop, and create entrepreneurial opportunities as well as jobs. Almost
all countries in the world are trying to develop the tourism industry. The tourism industry has
bright prospects and is considered quite promising and brings many benefits. The state has
managed the tourism sector intensively and professionally to become the country's foreign
exchange industrial income which accounts for a large number of countries. This study uses a
descriptive qualitative approach. The use of new media such as twitter, facebook, and internet
sites can be utilized by the government and private parties to be able to introduce objects and
attractions in the area. The focus of the research is: (1) what are the new media for promotion of
cultural heritage in the tourism area? Cirebon? (2) How effective is the use of new media in the
promotion? activity? In Cirebon, the development of regional tourism potential is able to have a
positive impact with major changes in people's lives. Economically, tourism has an impact on
the expansion of business fields and employment opportunities, increasing annual income and
foreign exchange abroad. In the social field In life, social interaction occurs between cultural
immigrants and local residents. This causes changes in people's way of life and social
integration. Furthermore, in the concept of anthropology, cultural knowledge and local wisdom
values are more sustainable and widely known.

3. IMPLEMENTATION METHOD
This research is an exploratory research, namely research conducted to explore data and
information on new topics or issues aimed at deepening or further research. The purpose of the
research is to formulate more accurate questions that will be answered in further research or later
research. Researchers usually use exploratory research to gain sufficient knowledge in designing
and conducting more systematic follow-up studies. Exploratory research is generally carried out to
answer the question "What (what)" (What exactly is this phenomenon?).
The research model used by Yang et al. (2017) and Pickering & Byrne (2013) who used a systematic review to examine the role of social media as a means of tourism promotion, and errors in the use of information technology, while Pickering discusses the benefits of a systematic review on a study, especially for those who are completing a doctoral program. The research begins by setting search keywords, then searching data through a predetermined search engine application. Based on a brief review (title, abstract and conclusion) of each article taken.

![Figure 1 Research Model](image)

### 4. RESULTS AND DISCUSSION

#### 4.1 Social media

1. **Definition of Social Media**

   Social media is media on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. Social media is a digital medium where social reality occurs and the space-time of its users interact. The values that exist in society and the community also appear in the same or different forms on the internet. Basically, some experts who research the internet see that social media on the internet is a picture of what happens in the real world, such as plagiarism (Nasrullah, 2016).

   According to Mandibergh (2012), social media is a medium that accommodates collaboration between users who produce content (user generated content). According to Shirky (2008), social media and social software are tools to increase the ability of users to share, cooperate (to co-operate) among users and take collective action, all of which are outside the institutional and organizational framework. According to Van Dijk (2013), social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond.

2. **Social Media Characteristics**

   Social media has several characteristics that are not shared by other types of media. There are limitations and special characteristics that only social media has. The following are some of the characteristics of social media, namely (Nasrullah, 2016):

   a. **Network**

      Social media is built from social structures formed in networks or the internet. The character of social media is to form a network among its users so that the presence of social media provides a medium for users to connect through technological mechanisms.

   b. **Information**

      Information is important from social media because in social media there are activities to produce content to information-based interactions.

   c. **files**
For social media users, the archive is a character that explains that information has been stored and can be accessed at any time and through any device.

d. Interaction

The basic character of social media is the formation of networks between users. Its function is not only to expand friendships or increase followers on the internet. Simple forms that occur on social media can be in the form of giving comments and so on.

e. Social Simulation

Social media has a character as a medium for society to take place in the virtual (virtual) world. Like a country, social media also has rules and ethics for its users. The interactions that occur on social media are able to describe the reality that occurs, but the interactions that occur are simulations which are sometimes completely different.

f. Content By User

This characteristic shows that the content in social media is fully owned and also based on users and account owners. This user-generated content indicates that on social media audiences do not only produce their own content but also consume content produced by other users.

g. Deployment

Dissemination is another character of social media, not only producing and consuming content but also actively spreading and developing content by its users.

4.2 Promotion

1. Definition of Promotion

Promotion is an effort to inform or offer products or services that aim to attract potential consumers to buy or consume them, so that it is expected to increase sales volume (Kotler and Keller, 2012). Meanwhile, according to Gitosudarmo (2014) suggests that promotion is an activity aimed at influencing consumers so that they can become acquainted with the products offered by the company to them, which then they become happy and buy the product. Furthermore, another definition according to Peter and Olson (2014) states that promotion is an activity carried out by marketers to convey information about their products and persuade consumers to buy them.

Based on the definitions above, it can be concluded that promotion is an activity to inform consumers about products and services so that they can be recognized and persuade consumers to buy products and services.

2. Promotion Characteristics

There are five main promotional characteristics according to Kotler and Armstrong (2016), namely:

a. Advertising

Any paid form of non-personal presentation and promotion of ideas, goods or services with an identified sponsor. According to Kotler and Armstrong (2016) the purpose of advertising is a specific communication task that is accomplished with a certain target audience over a certain period of time.

b. Sales promotion

Short-term incentives to encourage the purchase or sale of a product or service. According to Kotler and Armstrong (2016) there are many tools that can be used to achieve sales promotion goals.
c. Public relations
Build good relationships with various groups to get the desired publicity, build a good corporate image, and deal with or deal with rumors, news, and unpleasant events. According to Kotler and Armstrong (2016) the public relations department can carry out one or all of the functions.

d. Personal Sales
Personal presentations by company salespeople for the purpose of generating sales and building customer relationships. According to Kotler and Armstrong (2016) personal selling is one of the oldest professions in the world. People who make sales go by many names: salespeople, district managers, account executives, agents, sales consultants, and so on.

e. Direct Marketing
Direct relationships with carefully targeted individual consumers to elicit an immediate response and build lasting customer relationships using direct mail, telephone, direct response television, e-mail, the Internet, and other means to communicate directly with specific consumers. According to Kotler and Armstrong (2016) there are two benefits of direct marketing both from the buyer and the seller.

4.3 Tourism
1. Understanding Tourism
Tourism is an activity to travel with the aim of getting pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or rest, fulfilling tasks, and so on. The broad definition of tourism is a journey from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions.

Tourism is a journey from one place to another that is temporary, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the socio-cultural, natural and scientific dimensions (Kurniansah, 2018). Tourism is a conscious human activity that receives services alternately between people within a country itself or abroad (including the residence of people from other regions) to seek satisfaction that is diverse and different from what they experience where they get satisfaction. permanent job (Kurniansah, 2018).

2. Type of Tourism
Each region must have a different tourism potential in accordance with the conditions of the area. Therefore, there are various kinds and types of tourism that can be used for planning and developing tourism in an area. According to Spillane there are types of tourism, namely as follows:

a. Tourism to enjoy travel, this type is carried out by people who leave their homes for vacation, to get fresh air, fulfill their curiosity, relax their nervous tension, see something new or rarely seen, enjoy the beauty of nature or even to get tranquility and peace in the outskirts of the city.

b. Tourism for Recreation, This type is carried out by people who want to use their days off to rest, to restore their physical and spiritual freshness, who want to refresh tiredness and fatigue.

c. Tourism for culture, this type is carried out because of the desire to learn about the customs, institutions and ways of life of the people of other regions, to visit historical monuments,
relics of past civilizations, arts centers, religious centers or to participate in musical arts festivals, theater, folk dances, and others.

d. Tourism for sports.
e. Tourism for business, This business trip is a form of professional travel or a trip that is carried out because it has something to do with job responsibilities or positions that have the characteristics that the perpetrator does not have a choice of other places or times.
f. Tourism for conventions, Conventions are often attended by hundreds and even thousands of participants who usually stay a few days in the host city or country for tourism activities.

5. CONCLUSION

The form of promotion is in the form of advertising, sale promotion, publicity, promotion through social media. Promotion through social media creates trust for consumers because there are many testimonials and comments that are useful for users to find out more information. The level of success, seen from the large number of tourists who come and can be seen from how much enthusiasm is given by the community, or how much impression is left by the community on the social media network, the success rate of promotion using social media was successful.

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