



THE EFFECTIVENESS OF THE INSTAGRAM ACCOUNT @PARIAMAN.TOURISM AS A MEDIA OF TOURISM INFORMATION AND PROMOTION IN KOTA PARIAMAN

Dea Anandya Pradita¹, Ringgo Eldapi Yozani²

¹Communication Studies, University of Riau, Pekanbaru, Indonesia, Email: deaanandya01@gmail.com

²Communication Lecturer, University of Riau, Pekanbaru, Indonesia, Email: ringgo.eldapi@lecturer.unri.ac.id

ABSTRACT

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The Tourism and Culture Office of Pariaman City designed a planning program with several stages, namely content creation, platform determination, program implementation, monitoring and the final stage of evaluating. This planning is carried out to maximize tourism-related information and promotions through media that are considered quite effective, so as to have an influence on the number of tourists visiting both on a national and international scale. The purpose of this study is to determine the extent to which the effectiveness of social media accounts can be a medium for fulfilling information and promoting tourism. This type of research is quantitative with a descriptive approach. The research population is Instagram followers @pariaman.tourism and a sample of 366 respondents. The results of the research on the effectiveness of communication on the Instagram account @pariaman.tourism seen from the theory of communication effectiveness according to Hardjana which consists of six indicators, obtained a value of 3.30 which is included in the very effective scale range. Thus, the Instagram account @pariaman.tourism is a very effective medium in conveying information and promotions about tourism in the city of Pariaman.

Keywords: @pariaman.tourism; Effectiveness of Communication; Instagram; Information

INTRODUCTION

At this time the discovery of a technology called the internet. Internet today has become a part of global life. The existence of the internet has become significant for humans in this information age, because it can make it easier to convey communication activities quickly and effectively .

One of them in government, has become the attention of many parties to improve government performance by utilizing the use of the internet. Without realizing it, the internet can affect everything, including how the government works and how the development of an organization or company. Where by using



internet technology, government policies to the public can be published and disseminated more quickly, without having to meet at long distances, the government can communicate with the public. In building communication and interaction with the community very effectively using social media, the government must be able to take advantage of the usefulness of social media in order to get attention and support from a wide audience that is not reached by conventional means of communication.

With the current accelerating flow of digital technology advances, there is a change in which almost all government agencies have utilized social media which already uses one or more social media as a means of government communication . Based on the Regulation of the Minister of Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 83 of 2012 concerning Guidelines for the Utilization of Social Media in Government Agencies . The use of social media offers a faster and more precise way to be active in exchanging information via online (online/network). Besides Therefore, the purpose of making this regulation by the minister is as a guide for the government in using social media and also as a guide to managing social media(Permen PAN-RB Nomor 83 Tahun 2012 pasal 2).

Internet and digital technologies give us new powers for example, in creating, sharing and disseminating ideas, opinions and interests and they can create new consequences for us as human beings. So we can draw a conclusion that new media is a form of digitization created from changes and technological developments that occur in the world. The concept of new media itself includes simplifying everything that was previously done manually and has now become completely automatic so that there are no complicated things to do anymore. New media is also referred to as convergence media because it makes it easier for users to disseminate information to several social media. The existence of social media as a new media, thus in research using the theory of *new media* as a theory supporting research.

Based on data analysis in the Social Trend Report 2021, it is stated that the highest number of social media users in the first rank is Instagram with a percentage of 61%, while other social media such as Facebook, YouTube and linked get a user percentage of around 40%. The ones that get the least number of users are Twitter and WhatsApp social media, which are 26% and 17% of users, respectively. Because of this, Instagram social media is considered effective and efficient as a new media and alternative media to find various information needed by users. Due to the lack of problems that occur on Instagram social media so that the information disseminated is updated more quickly, the same thing as information on other online media, and Instagram social media is very easy to use.

In Andre Hardjana's book Communication Audit, the concept of communication effectiveness that he put forward has six indicators , *namely*, message *content (content)*, receiver (*receiver*), format, communication channel (*media*), timeliness (*timing*), and message *source (source)* .) states that communication is effective if the information conveyed is equally responded to in accordance with the objectives by the two communicators, namely the communicator and the communicant. In order for the communication interaction to be said to be effective, it is important to measure the effectiveness of the

communication for further evaluation. This measurement also aims to see how far the planned goals can be achieved.

There are many tourist destinations scattered in various regions in Indonesia, one of which is Pariaman City. The huge potential in the tourism sector is owned by Pariaman City because it is located on the western coast of the island of Sumatra. Pariaman City is known for its privileges and beautiful beaches, so it is nicknamed "The Sunset City Of Indonesia". Tourist attractions in Pariaman City are strategically arranged, namely the distance between tourist attractions and each other is close to each other, this is one of the advantages possessed by Pariaman City. Thus, visiting tourists can simultaneously visit several tourist attractions in Pariaman City. In addition, the tourist attractions provided by the city of Pariaman do not charge a lot of fees, each visitor only pays a vehicle parking fee, while enjoying the tourist attractions visited does not charge any fees.

Every year the tourism facilities owned by Kota Pariaman are always improved and addressed so that there are changes for the better. Kota Pariaman is included in the top 50 Best Tourism Villages in Indonesia, at the Indonesia Tourism Village Award (ADWI) in 2021, due to the efforts of the government and the enormous tourism potential it has, one of the villages located on the coast of Kota Pariaman has achieved achievements in national event. With the government's cooperation program with the tourism office, it provides a large enough opportunity to further improve the various tourist facilities in Pariaman City with the aim of making visitors feel comfortable, as well as promoting through activities contained in the design of the Tourism Office. In addition to using a system of collaboration with the Pemko and Dinas, information and tourism promotion is also carried out using social media because in this digitalization era there is a tendency for people to be more interested in using the media. Thus, Diparbud Kota Pariaman designed a planning program with several initial steps, namely content planning, determining media, program implementation, reviewing and the final stage of evaluating. This planning is carried out to maximize tourism-related information and promotions through media that are considered quite effective, so as to have an influence on the number of tourists visiting both on a national and international scale. Diparbud Kota Pariaman uses several social media which are managed directly by staff such as Facebook, Twitter, Youtube and Instagram.

Table 1. Social Media Data Disparbud Pariaman City

No.	Social Media Name	Account name	Followers As of date 6/dec/ 2021
1.	Facebook	Pariaman Tourism	2.278
2.	Twitter	@pariamantourism	44
3.	Instagram	@pariaman.tourism	4.350
4.	Youtube	Pariaman Toursim	62

Source: Processed by Researchers, 2022

Based on Table 1, regarding official social media which is managed directly by the Disparbud of Pariaman City in providing information and tourism promotion in Pariaman City. Researchers make Instagram social media the subject of research because Instagram has the largest number of respondents compared to Facebook, Twitter and Youtube social media. Another reason is because Instagram social media has features that make it easier for users to find information, such as

viewing reviews or other user reviews through the comments column in every Instagram post. This makes it easier for tourists to determine their destination before visiting, and can be used as a reference for the future. As for the name The Instagram account of the Department of Tourism and Culture is @pariaman.tourism.

One of the reasons researchers lifting this title is to find out the extent to which the effectiveness of a social media account can be a medium for fulfilling information and promoting tourism so that Instagram users are interested in accessing and following Instagram account @pariaman.tourism and get information about tourism in Pariaman City.

LITERATURE REVIEW

New Media

In the 1960s, Pierre Levy developed a theory called the New Media Theory, which examines the science of communication media development. In this theory, Pierre Levy proposes two opinions, the first is about personal interaction, which is the difference between media and direct interactions. The second opinion is related to social integration about how audiences use the media as a way to form interactions between groups of the general public, not in the form of information or dissemination, but routines. (Herlina, 2017 :9) .

Communication Effectiveness

The concept of communication effectiveness proposed by Andre Hardjana which has six indicators, among others, the content of the message (*content*), receiver (*receiver*), format, communication channel (*media*), timeliness (*timing*), and the source of the message (*source*) states that communication effective if the information submitted is equally responded to in accordance with the objectives by the two communicators, namely the communicator and the communicant. In order for the communication interaction to be said to be effective, it is important to measure the effectiveness of the communication for further evaluation. This measurement also aims to see how far the planned goals can be achieved.

Instagram

One proof of the existence of new media is Instagram in the form of software based on Android, iOS, Windows Phone. This application has a variety of features that function to shoot, record, edit , and visually digitize information that is disseminated in the form of photos and videos to the main page of Instagram users. Instagram comes from two syllables, namely there is the word "insta" which means instant photos produced from Polaroid cameras in the past. And the word "gram" originally from the word telegram, which means to spread information to other people widely over long distances quickly. Thus, it is concluded that the Instagram application is an information sharing application in the form of photos or videos and is equipped with features that facilitate the dissemination of such information such as stories, *reels*, direct messages, etc. (Herlina 2017)

Information Media

The data obtained and then managed into a form in general has benefits that are used to increase knowledge or information about a matter given to the

recipient in making decisions with an indefinite time span, this is called information. Meanwhile, according to experts, the first, according to Azhar Susanto, who is written in his book with the title accounting information system, says that information is the result of data that is obtained and then managed and provides certain meanings and benefits.

According to critics, one of the elements of communication is a medium that serves to intermediary messages from sources of information or also called communicators to recipients of information called communicants. In connection with the word media which comes from the plural, namely "medium" which has the meaning of intermediary. Meanwhile, Nurudin's opinion is that media is a communication tool to transfer messages from communicators to communicants.

From several opinions of experts related to information and media, it is concluded that information media is a place or place to re-manage the data obtained so that it becomes information that has meaning and benefits for users of information.

Tourist

Tourism consists of two Sanskrit words, "par" and "tourism". The definition of the word "par" is subtle, meaning to have a noble character, while the word "tourism" has the intention of visiting activities involving the senses of sight, hearing, and involving feelings so as to give a feeling of self. Not only that, it provides very useful knowledge and lessons.

Therefore, tourism is about presenting visits in an orderly and ethical manner. In accordance with the Law of the Republic of Indonesia Number 10 of 2009 which contains related to tourism, which reads that tourism is a variety of activities carried out related to tourism and is supported by the existence of adequate facilities and services by the general public, MSMEs, and the government so that tourism activities are effective.

Instagram account @pariaman.tourism

The Instagram account @pariaman.tourism was created on April 13, 2016 by the Pariaman City Tourism Office with the background that at this time there is a tendency for people to be more interested in using the media. The Instagram account @pariaman.tourism is also based on the desire to foster creativity in the midst of society through creative offerings. The @pariaman.tourism account is operated as a medium of information related to tourism and cultural activities, and this account is also a form of media for promoting tourism in Pariaman City to the public. In this situation, the Tourism and Culture Office of Pariaman City innovates in disseminating the flow of information, one of which is using the Instagram account @pariaman.tourism in promoting Pariaman City tourism to foster interest and bring tourists to visit existing tours.

METHOD

This research is a quantitative research research using a descriptive research format. The purpose of this type of research is to provide a systematic, factual and accurate description in accordance with the facts of the existing phenomena. To solve the problems that occur in the phenomenon, analysis of data obtained from respondents is carried out, processed using theory and the help of software

applications so as to obtain results that will be used in decision making (Bungin 2011).

Population and Sample

The research population is also called the object that is the target for research. The object of the research target is followers or followers of the Instagram account @pariaman.tourism, therefore the research population is all followers of the Instagram account @pariaman.tourism. The results of the observation that the account's followers on December 6, 2021 were 4,350 followers. The population data obtained during the observations were then analyzed by performing calculations to determine the number of samples. The research population is very large so that a sample of 366 respondents is drawn. The sample is part of the total population obtained, this is to make it easier to do research. The number of samples was obtained from the results of calculations using the Slovin formula, as well as research using random sampling techniques in sampling later.

RESULTS AND DISCUSSION

The results of the study obtained various kinds of respondents with various backgrounds, divided into several classifications, among others, respondents based on age, based on gender and based on domicile. The characteristics of the 366 respondents who obtained the results of the analysis of this research data showed that the female sex was 54.9% and the male was 45.1%, with the most age respondents in the 20-30 year age range of 69.1%. and those who mostly access the Instagram account @pariaman.tourism are domiciled in Pariaman City. This shows that it is young people who make Instagram a medium for tourism information.

This study was measured using a communication effectiveness variable measurement tool proposed by Andre Hardjana , among others, having several indicators, namely recipient, content, media, format, source, and punctuality.

First indicator of the effectiveness of communication is the receiver of the message , which explains that communication is said to be effective if the information conveyed is the same as the intended purpose and in accordance with the intended recipient of the message. The important thing to do next is to measure the extent to which information is received from certain media in meeting the information needs of the audience. The message receiver indicator (receiver) produces 4 questions. The calculation results on the message receiver indicator show that the followers' needs for tourism information in Pariaman City can be met by the @pariaman.tourism instagram account. It is known that the average calculation results obtained by the receiver indicator is 3.35. This shows that the Instagram account @pariaman.tourism has been very effective in meeting the need for tourism information in Pariaman City, and respondents also obtained other information from other tourists' comments on the Instagram account post @pariaman.tourism. Based on the results of the respondents in this study, it can be concluded that the quantity of recipients of the @pariaman.tourism Instagram account message is in accordance with the intended recipients, namely tourists who want to visit or tourists who have visited Pariaman City.

The second indicator is the content of the message *in* the form of information that provides knowledge or benefits for the recipient of the message with a specific purpose. The information provided must contain facts and actuality in accordance with what is in the field. The message content indicator produces 4 questions, and obtains a calculation result of 3.28 which indicates that this indicator is included in a very effective scale. This means that there has been a similarity of meaning between the information distributed through the Instagram account @pariaman.tourism and the followers of the account. This shows that the message or information spread on the Instagram account @pariaman.tourism is objective, accurate according to the facts in Pariaman City, and the message conveyed is interesting and easy to understand. So that respondents are interested in traveling to Pariaman City because of the information obtained from the @pariaman.tourism instagram account.

Channels or media are important in message planning. If the media has a high credibility factor, so that it can provide easy access to information quickly, and also has several features that can be used to expand the dissemination of information to the general public. The indicator of communication media (media) produces 5 questions. The indicator of the message media (media) obtained by research is 3.40 which means it is included in a very effective scale. The media indicator is the indicator with the highest average value. From this achievement, it can be concluded that the Instagram account @pariaman.tourism is a medium that is very effective in disseminating messages or information quickly and easily, accompanied by pictures and captions to help complete tourism information. The Instagram account @pariaman.tourism also tries to give a good response by taking the time to reply to followers' comments in the comments column feature, and often reposting their instastory or followers posts that mark the @pariaman.tourism instagram account and of course this makes followers believe that Instagram account @pariaman.tourism has credibility.

The presentation of information content is a format, an effective format if there is a suitability of the presentation of information content by the communicator with the communicant. Message format can also be said as a style or presentation style. In order for the information/message conveyed by the media to be effectively accepted by the audience, it must be short, clear, simple and attractive. The message format indicator (format) generates 3 questions. The results of the calculation on the message format indicator show that there is a conformity between the format intended by the @pariaman.tourism instagram account and the communicant. It is known that the average calculation results obtained by the message format indicator (format) is 3.27, which means that it is included in a very effective scale. Thus, messages or information created and then distributed through the Instagram account @pariaman.tourism are able to provide a clear, simple and easy to understand meaning and so that the recipient of the message has no difficulty understanding the purpose of the message conveyed by the account to provide an attractive appearance, and so that the recipient of the message feel comfortable and then interested in traveling to Pariaman City.

The source of the message is related to the credibility of the source of the information, the higher the level of credibility of the source of information, the recipient of the message can trust the content of the message conveyed. Basically, credibility is a level to find out the extent to which information can be trusted by

the public. The message source indicator generates 3 questions. The message source indicator obtains a calculation result of 3.33 which indicates that this indicator is included in a very effective scale. This means that there is a high level of trust from followers in the information on the @pariaman.tourism Instagram account. This is because the @pariaman.tourism instagram account has clarity on the source of information or messages that are distributed and can be justified, if it is known that the information disseminated comes from sources that cannot be accounted for then the @pariaman.tourism instagram account user will no longer access the account. the. The management of the @pariaman.tourism Instagram account is directly carried out by the Tourism and Culture Office of Pariaman City, and every post from the @pariaman.tourism Instagram account always includes a trustworthy source of messages, so that the information disseminated has credibility.

The timing indicator produces 3 questions. The last indicator is the timing indicator. This study obtained results on the timing indicator, which is 3.21 which means that it is included in the effective scale. It can be concluded that Instagram is a medium that rarely has problems, and does not hinder the @pariaman.tourism Instagram account in disseminating information according to the needs of the respondents, so that the information or messages delivered on time are in accordance with the facts on the ground.

Then perform calculations to determine the level of communication effectiveness of the overall indicators, which previously obtained the results of the sum of the weighted averages of each indicator. From the results of these calculations, it can be seen that the recapitulation of the results of respondents' responses to each indicator is as follows:

Table 2. Recapitulation of Results for Each

No	Variable	Indicator	Average value	Effectiveness scale
1.		Recipient of message (receiver)	3.35	Very effective
2.		Message content	3.28	Very effective
3.	Communication effectiveness	Media	3.40	Very effective
4.		Format	3.27	Very effective
5.		Message source (source)	3.33	Very effective
6.		Punctuality (timing)	3.21	Effective
		Average	3.30	Very effective

Indicator

Source: Research Process, 2022

Based on table 2, it can be seen that the communication effectiveness scale of the @pariaman.tourism Instagram account obtained an average value of 3.30 which is included in the very effective scale. Of the six indicators of communication effectiveness, five indicators have a very effective scale, and only one has an effective scale.

CONCLUSIONS

The effectiveness of communication from the @pariaman.tourism instagram account which is measured using a communication effectiveness variable measurement tool according to Hardjana obtains the results of the calculation of each indicator, among others, the receiver indicator is 3.35 and is included in a very effective scale, the value obtained is the message content indicator (content) is 3.28 and is included in the very effective scale, the value obtained by the message media indicator (media) is 3.40 and is included in the very effective scale, the value obtained by the message format indicator (format) is 3.27 and is included in the very effective, the value obtained by the source indicator is 3.33 and is included in the very effective scale, and the last value obtained is 3.21 and is included in the effective scale.

Thus, the final result of the calculation of communication effectiveness obtains an overall average value of 3.30 which is included in the very effective scale range (3.26 – 3.40). Therefore, from these results it is concluded that the Instagram account @pariaman.tourism is one of the most effective media in conducting online communication activities related to the dissemination of information and tourism promotion in Pariaman City, with an attractive appearance so that users are comfortable using Instagram. The content of the message on each information submitted is also effective, easy to understand and in accordance with the facts that exist in Pariaman City.

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