

The Role of Instagram Social Media in Pahawang Beach Tourism Development and Creative Economy Post-Covid-19 Pandemic

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Abstract

Tourism development as part of national development has a goal, among others, to expand business opportunities and employment opportunities. Facing the challenges during the current pandemic, efforts must be made to develop tourism and the creative economy of the coastal area of Pesawaran Lampung, namely by collecting innovative ideas that become prototypes in the development of tourism and a sustainable creative economy that can be realized. The presence of social media provides significant opportunities for tourism. Therefore, social media and digital tourism are in harmony in the digital world. There are many ways to communicate through social media. Through social media, you can find, interact, and provide information with other people easily. This has an impact on drastically increasing digital tourism opportunities. The formulation of the problem of this research is how the role of Instagram media in the development of Pahawang beach tourism and the creative economy after the Covid-19 pandemic and the purpose of this research is also to find out the role of Instagram media in the development of Pahawang beach tourism and the creative economy after the Covid-19 pandemic. The method used is qualitative, namely data obtained and collected from the research process which is presented in the form of sentences. The results of qualitative research contain excerpts from the data.

Keywords:

social media; tourism; creative economy

Introduction

The Covid-19 pandemic is still ongoing and the epidemic continues to hit the world, this condition has caused a lot of world economic recession. In Indonesia, the spread of this virus has an impact on various aspects and sectors, including the economic sector. Most of the economic support sectors are affected by the Covid-19 pandemic, the tourism sector and the creative economy are one of the economic supporting sectors that have experienced a significant impact. In the tourism sector, the existence of various policies for locking the country's territory or restrictions and restrictions on social activities resulted in the

disconnection of the tourism industry chain, including the transportation business, hotels, tourist attractions, and others. In the creative economy sector, the impacts include: the entertainment industry, culinary, MSME businesses and other industries. Most business actors come from the tourism industry and the creative economy who are unable to survive due to a significant decrease in income or turnover which results in decreased purchasing power interest from the public. The problems that arise from the impact of the pandemic awaken the tourism industry and the creative economy must be optimistic, enthusiastic and rise to face challenges, open business opportunities or opportunities, accelerate inflation and transformation by continuing to adapt during and after the COVID-19 pandemic. The Covid-19 outbreak has had a severe impact on the tourism sector. Covid-19 is a global outbreak that has a negative impact on the human and social dimensions. After spreading from China, the pandemic quickly spread to 210 countries including Indonesia. The Covid-19 pandemic is a huge shock to the global economy including Indonesia. The economy has been in decline for at least the first half of last year to date and perhaps longer if measures to contain the Covid-19 outbreak are not effective. The Covid-19 pandemic has caused disruptions to global, domestic supply chains, financial market volatility, consumer shocks and negative impacts in key sectors such as travel and tourism.

Tourism is a travel activity carried out by a person or group of people by visiting a special place for the purpose of recreation, personal development, or studying the uniqueness of the tourist attraction visited in a temporary period. The role of the national tourism sector is very important in line with government policies to build a sustainable economy in the future. The tourism sector contributes greatly to the economic growth of a country. The tourism sector includes: recreation areas, hotels, restaurants, transportation and acceleration that supports the growth of other tourism industries. Since the beginning of 2020, the number of tourist visits has decreased. This is because many countries have stopped flights and implemented a lockdown on their territory. The implementation of social restrictions also has an impact on export and import activities in countries. The pressure on the tourism industry is most evident in the massive decline in the number of local and foreign tourists with massive cancellations and a decline in bookings. The decline in the tourism and travel business has an impact on MSME businesses, and disrupts employment opportunities. Whereas so far tourism is a labor-intensive sector that absorbs more than 13 million workers. Various kinds of tourism

in Indonesia are closed due to Covid-19. However, after the enactment of the New Normal, the tours were reopened but by implementing restrictions on the number of visitors and health protocols. Tourism supporting sectors such as hotels, restaurants and retail entrepreneurs will also be affected.

The impact of the Covid-19 pandemic on tourism and the creative economy is extraordinary, the decline in foreign tourists reaches 75% and domestic tourists around 30%. More than two million people lost their jobs out of a total of 34 million engaged in tourism and the creative economy. Then (Bisnis, 2021) there are three main pillars for the recovery of tourism and the creative economy, namely innovation, adaptation and collaboration, as a developed and large nation we should collaborate, don't be complacent in competing and don't forget to innovate by utilizing digital technology and adapting in the middle the Covid-19 pandemic by prioritizing strict and disciplined health protocols. This tourism sector, from foreign tourists and domestic tourists, experienced a very significant decline and was caused by the COVID-19 pandemic. There are three impacts of the Covid-19 pandemic in each region, namely a decrease in hotel and restaurant or restaurant tax revenues in each district/city, a decrease in demand in the small and medium business sector (UMK), and a decrease in hotel and consumer occupancy in restaurants. accommodation marketing program during the Covid-19 pandemic, namely by providing accommodation packages and collaboration with the government (Sunaryo, 2013), then business transformation in the hotel and restaurant business sector is one of the transformations of health and safety standards, digitalization transformation, efficiency transformation and jobs will be more difficult. To be able to create tourism and a creative economy that is more resilient, adaptive and competitive. Actors in the tourism sector have "upgraded" meaning they have extraordinary capabilities, namely their concern for health, security and safety (K3). Then they increase new capabilities, with a pandemic like this digitalization as a solution to maintain their business. (Akhyaruddin, 2014) However, the Covid-19 pandemic has also created opportunities for creative and creative business actors, among others, then the change in business models from traditional tourism management to digital tourism management will be an opportunity to maintain and restore the national tourism sector, then the digital-based creative economy sector. can also increase the contribution to GDP.

Lampung is one of the provinces in the Republic of Indonesia which is abundant and abundant in natural resources from the bottom of the ocean and its coastal beaches have many beauties. Not only that, the coastal beaches and resources in the form of fishery and marine product production are very abundant. Marine tourism consisting of beaches and underwater on Pahawang Island located in Pesawaran Regency is one of the attractions for tourists and is the leading tourism sector in Lampung. Tourism is developed to be able to encourage economic activity and improve the image of the island of Pahawang and even Indonesia, improve the welfare of local communities, and provide expansion of job opportunities with an ecotourism development model. The term "ecotourism" can be interpreted as a trip by a tourist to a remote area with the aim of enjoying and learning about the natural beauty, history and culture of an area, where the pattern of tourism can help the local community's economy and can support nature conservation.

Pahawang Island has grown rapidly in the last five years due to the worldwide internet media. The development of digitalization, information, and communication technology continues to increase and makes the number of internet users also higher in almost all over the world every year, including Indonesia. The UI Communications Study Center released a press release regarding the results of a profile survey of internet users in Indonesia. The results of this survey are also the result of collaboration with APJII which is a source of information about the current number of internet user data in Indonesia. The survey describes that the number of internet users in Indonesia has reached 88.1 million users. The high number of Internet users makes Indonesia a potential market for online business activities. Not only facebook, twitter, youtube, path, line, and BBM which are the favorite social media of the Indonesian people, one of the social media that is growing rapidly is Instagram.

In less than a year, users of this social media account have grown to 100 million users worldwide. In Indonesia alone, the number of Instagram users is 7% of the 88.1 million internet users with a population of 255.5 million. With the increasing number of users, Instagram is a great opportunity for business people to carry out promotional activities, including the government which is trying to promote Indonesia through Instagram. How to use that is easy and does not require a large amount of money, by emphasizing on visual forms or images, namely the form of photos, the hashtag feature that makes searching easier, and the number of users rapidly increasing, Instagram can be used as an accurate role for

Pahawang Island, Lampung in increasing tourists by promoting the various beauties of Pahawang Island. The results of the pre-research, the researchers found that the Pahawang Island manager prefers social media as the most reliable promotional media. Therefore, Pahawang Island tourists use a promotional strategy by using social media as the main promotional media tool because it is very easy to use, saves operational costs, is easily accessible to the wider community, is effective and efficient, and because social media becomes public consumption to see anything among the public. . Pahawang Island is a tourism destination that is closely related to the visualization aspect in the form of images or photos that are very appropriate if the promotion is carried out using social media, especially using Instagram accounts.

Based on the above background, the researchers are interested in knowing how the role of Instagram media in the development of Pahawang beach tourism and the creative economy after the Covid-19 pandemic and the purpose of this study is also to find out the role of Instagram media in the development of Pahawang beach tourism and the creative economy after the Covid-19 pandemic.

Methods

This study uses a qualitative method with a descriptive design. Descriptive qualitative is a research design that is used to answer questions in the form of who, what, and when a phenomenon or experience occurs (Kim, H, Sefcik, J. S, 2017). This qualitative research is useful for finding out problems related to tourism promotion strategies through internet media, namely social media, especially Instagram media and have an impact on the income of residents on Pahawang Island after the Covid-19 pandemic.

Discussion

In early 1995, Pahawang Island was a village where the majority of the population were farmers and fishermen, based on stories from local residents on Pahawang Island, if in the morning the coast of Pahawang Island, like a country in conflict, often heard the sound of powerful eruptions that thundered. but it's not a country that is at war but it's an irresponsible fisherman they are looking for fish by giving sea bombs as a shortcut to get more fish, not only that most of the people sell coral, nemo fish and bottom plants sea that can be exported and it

is a destructive nature of the environment and such activities are also a common thing and it is commonly done by local people. In 1997, he entered the village of a Mitra Beara Community Suadaya institution which aims to guide the community in protecting the environment and preserving nature because Pahawang Island has a mangrove forest that has many extraordinary benefits, therefore Mitra Beara continues to guide the community to be able to plant mangroves and cultivate. Meanwhile, fishermen who take underwater plants for export are also given an understanding not to sell their goods but only sell their views. After planting mangroves, start walking Pahawang Island into an ecotourism destination or Educational tour about Mangroves, therefore a lot of academics or scientists, government, and the general public visit to research about mangroves. After running educational tours, residents who usually damage coral reefs and underwater plants have now transformed into residents who like to plant coral reefs, after their plants are successful, the role of mangrove visitors begins to enjoy underwater tourism. With the existence of a global internet media, it is not uncommon for tourists to capture their moments by taking pictures and uploading them on their internet media, because of the unlimited nature of social media, information quickly spreads to the public so that those who have a penchant for vacationing can choose Pahawang Island tourism as a tourism destination.

Figure 1.
Pahawang Island Tourism Destinations



The Role of Instagram Social Media in Tourism Development

The ability of the mass media to disseminate information is what is seen as one of the opportunities for tourism development. With the information contained in the media, the public can find out about tourism places that have not been known before.

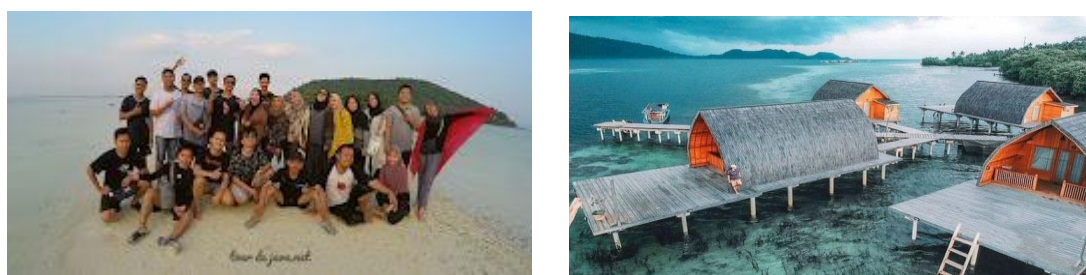
Media relations is a public relations/public relations communication activity to establish understanding and good relations with the mass media in order to achieve optimal and balanced organizational publications. Jeffkins explained that the target of media relations

is the achievement of maximum publication or broadcasting of organizational information. Maximum publication is not only in terms of the number of media that contains, but also the delivery of complete information, and is in a strategic position or is easy to read, hear or watch by viewers.

The existence of information, has now become a promising business commodity if managed professionally, including information about tourism objects. Because the tourism sector from time to time shows a trend of development both in terms of types of tourism, attractions, and amenities (Saeroji, Amad, Deria Adi and Wijaya, 2018)

Tourism objects with all the accompanying activities can be part of the information that is felt important by the community as part of today's lifestyle. One of the lifestyles of people in the modern era, traveling has become an "obligation" to be fulfilled as an annual scheduled agenda. Information on tourist objects broadcast by the mass media (television) in news programs will be taken into consideration for the public to visit tourist attraction locations. So that the dissemination of information on tourist destinations in an area is part of tourism promotion efforts to "legitimize" tourist areas so that they become a profitable source of income for the community and local government in order to improve economic welfare and local revenue (PAD) in the era of regional autonomy.

Figure 2.
Pahawang Island Tourism Destinations



Dissemination of news information on television about new tourist objects can be an alternative discourse in the community and can be viral on social media. This is supported by the power of television news which lies in the actual picture and sound. This is where the importance of the role of television as a symbolic reality which is considered to represent objective social reality, and influences the subjective reality of the actors (Solihat, 2015)

Pahawang Island Tourism does not yet have a standard managerial structure in managing tourist destinations. All management is left entirely to the residents who want to manage. Therefore, there is no special and structured promotional strategy used to offer the charm of Pahawang to potential visitors. Until now, residents or management can only rely on promotions through internet media, namely websites, Facebook accounts, Instagram, Tweeters, and the like. Tourist destinations that are often uploaded on Instagram social media are as follows:

Table 1.
Pahawang Island Tourism Destinations

No.	Destination
1	Taman Nemo
2	Cukuh Bedil
3	Pahawang Kecil
4	Gosong Bekri
5	Pasir Timbul
6	Pulau Kelagian Kecil
7	Pulau Kelagian Besar

Source: Primary Data processed in June 2022

Not only that, promotions are also sometimes assisted by residents or communities from outside Pahawang Island with several social media accounts such as Instagram which is already focused on offering tourist attractions in Lampung such as the Instagram account @pahawang_island_lampung, @islandpahawang.id, @lanadiya_lampung and so on. . The following is data on several social media accounts that promote the beauty of Pahawang Island tourism destinations, namely:

Table 2.
Pahawang Island Promoter Instagram Account

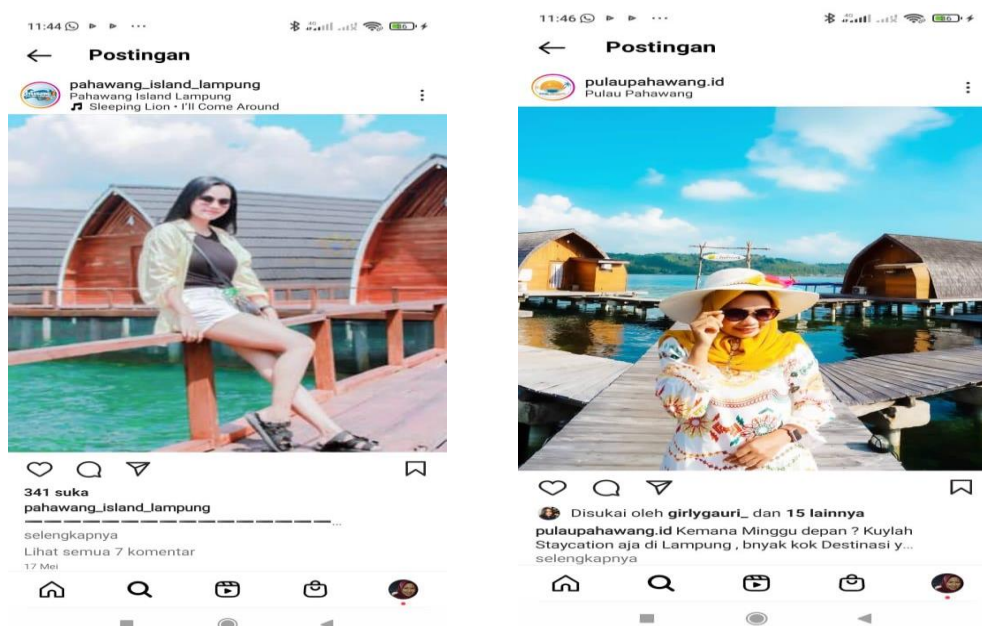
Akun Instagram.	Jumlah Follower
@pahawang_island_lampung	51,9 RB
@pulaupahawang.id	6857
@lanadiya_lampung	6378
@aerotravelindonesia	14,9 RB
@pahawangculturefestival	4114
@kurniatourindo	14,3 RB

Source: Primary Data processed in June 2022

Public Relations is a form of planned communication, both internally and externally, between an organization and all its audiences in order to achieve specific goals based on mutual understanding. Cutlip, Center and Broom in (Daud, n.d.) explains that public relations

is a management function that builds and maintains a good and beneficial relationship between an organization and the public that influences the success or failure of the organization. Public relations is a field that requires careful planning (planned) similar to the field of advertising that conducts "communication", which is a combination of communicating and persuading (Jefkins, 2014) in (Rosy Daud, 2020).

Figure 3.
Promoter's Instagram Account



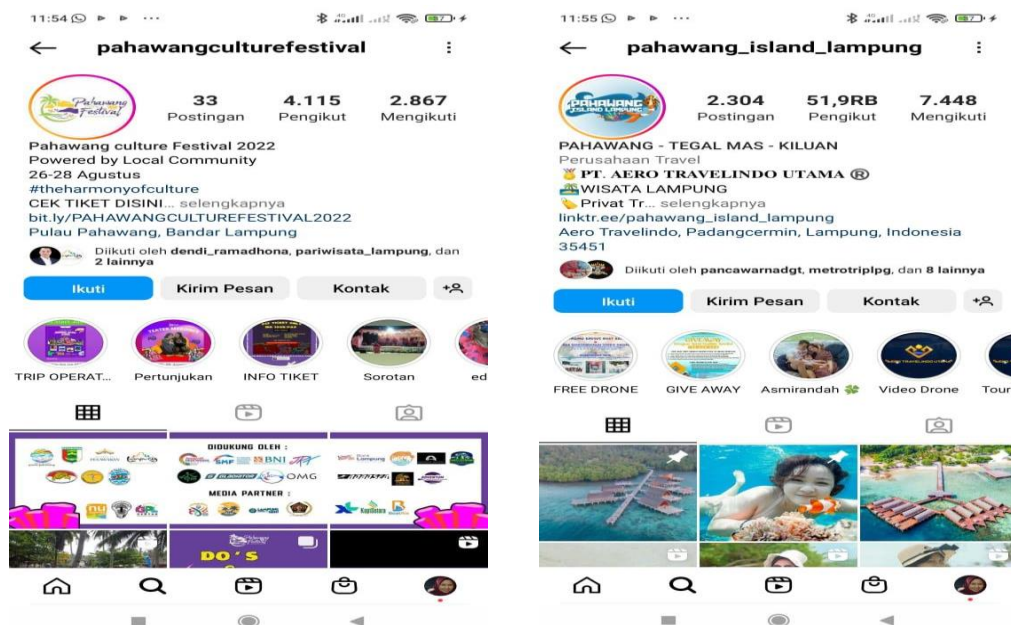
As for the role of Instagram in tourism development after the COVID-19 Pandemic in attracting tourists to Pahawang Island tourism objects, it can be seen that: 1) Providing information and introducing these attractions only through Instagram stories, snepgrams and live Instagram are limited to mass media only. 2) Be up to date at all times in introducing Pahawang Island tourist attractions on all Instagram accounts and always share stories of all Pahawang Island tourism activities on Instagram accounts. 3) Instagram virtual tour schedule is made modestly but has not made a definite schedule during a live tour around. If a virtual tour schedule is carried out, for example, it is carried out three times a week. If this is done, tourists who want to visit Pahawang Island will be more curious to enjoy the beauty of these tourist attractions.

Based on the results of interviews with the Head of the Tourism Office of Lampung Province, Dr. Edarwan, SE., M.Sc. stated that: "the way to implement the go digital tourism promotion program is to actively promote tourism through social media such as blogs, facebook, twitter, instagram, path, vlogger and its activities focus on promotion in the digital world" (interview 16 June 2022).

Furthermore, the results of interviews with tourists who visited Pahawang Island named Tedi Setiawan stated that "this is the umpteenth time I have visited Pahawang Island, and I always capture every moment by uploading photos of my tourist activities on my Instagram account and tagging them." to an Instagram promoter account in Lampung" (interview 16 June 2022).

Not only the results of interviews with visiting tourists, but researchers also interviewed residents on Pahawang Island, namely Rara Amelia stating "promoting tourism on Pahawang Island through Instagram social media has advantages or conveniences for tourists both local and outside the Lampung area, because Instagram very easy to use for promotion, the public or tourists can use it anytime and at an affordable or very low cost" (interview 16 June 2022).

Figure 4.
Pahawang Island Tourism Promoter Instagram Account



The results of the interview above concluded that using Instagram does not need to be expensive to promote Pahawang Island tourism and with the existence of social media

Instagram can cut promotional costs, only by downloading through the Play Store or Google Play or you can also open the site. Unlike if you use a website as a marketing medium, of course you have to rent a domain first with various costs, this is one of the attractions that Instagram social media has.

The role of the mass media is very important in guarding and encouraging the rise of tourism after the COVID-19 pandemic. Because the mass media plays an important role in delivering information and educating the public and potential tourists. In addition to the mass media, the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf) also coordinates with Ministries/Agencies but also collaborates and synergizes pentahelix in accelerating the handling of COVID-19.

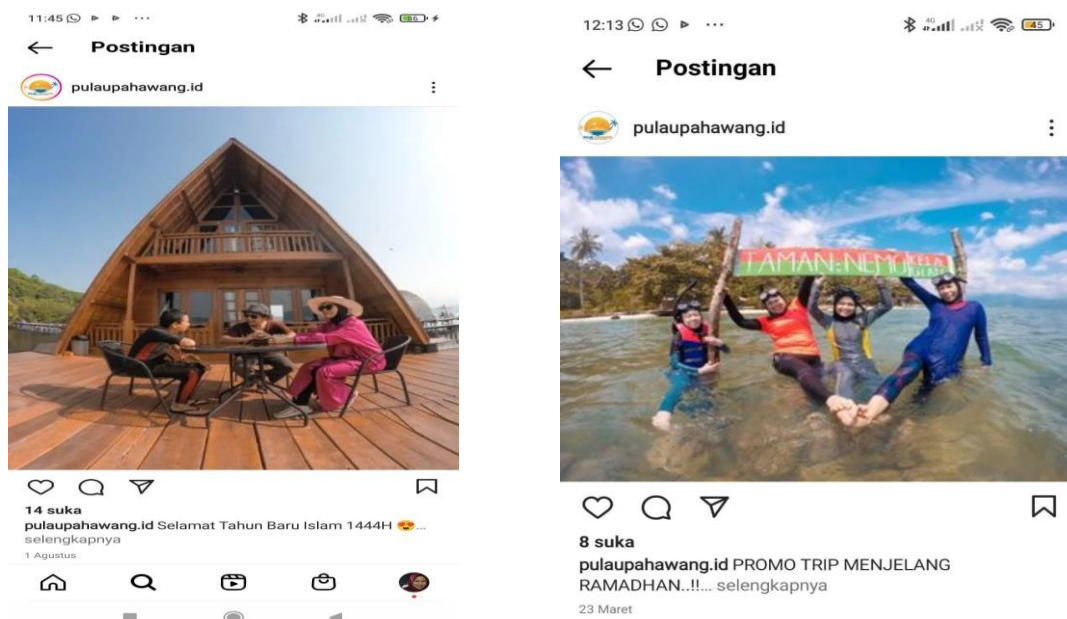
The statement from the interview shows that Instagram social media has a fairly high number of users, this happens because Instagram social media can be owned by everyone. Instagram makes it easy for its users by offering Instagram as a medium that quickly attracts people to use it. Instagram makes it easy for users to post photos or videos, find photos and videos somewhere, follow, comment, share stories, give likes, to search for hashtags can also be done easily. In terms of promotion, Instagram is a promotional media that is easy to use with the advantage of providing connections with several other social media.

The results of the research obtained from the interviews above can be concluded that the advantages of promotion through Instagram social media include free promotional media, media that can be used at any time, media that are easy to use, media that can be connected to other social media, media that have many users.

In addition to supporting factors, there are inhibiting factors from Instagram social media, which we can know based on the results of interviews from several sources, namely Toyah who is one of the tourists on Pahawang Island who said "photos or pictures in Instagram accounts sometimes do not match the conditions in the photos or photos. the picture, it is not as beautiful as the one in the photo, we should have a look before visiting the tourist sites in the photo" (interview 16 June 2022).

Not only with tourists who are on Pahawang Island, the researchers conducted interviews with the admin of an Instagram promoter named Nada "our weakness in promoting tourism using Instagram is actually not too much, sometimes the problem is not too updated and sometimes we miss the latest information" . (interview June 16, 2022).

Figure 5.
Pahawang Island Tourism Destinations



Furthermore, an interview with Della Monica who is a lecturer at a private university in Lampung who at that time was visiting Pahawang Island tourism stated that "photos uploaded by netizens as tourists sometimes do not match the actual reality, and this sometimes makes netizens or followers disappointed after visiting the tourist location, and will have a negative impact on the tourist attractions in the photo." (interview June 16, 2022).

The results of the research obtained from the results of the informants' statements above, it can be concluded that in carrying out promotions through Instagram social media there are also weaknesses including: having to update regularly, the authenticity of products that are still in doubt, prone to spamming, the convenience provided by Instagram in this case interacting, making This social media is prone to spamming. Usually a lot of spamming seen in the comments section. However, you can get around this by imposing private on your Instagram account so that not just anyone can comment on the account owner's post.

Creative Economy Tourism

Tourism has become one of the main mainstay industries as a prima donna because of several positive characteristics, one of which is Indonesia has tourism potential both in terms of nature and in terms of socio-culture. A tourism destination is an area or geographical area that is in one or more administrative areas in which there are interrelated and

complementary elements for the realization of tourism activities with management and regulatory support.

10 of 2009 (Article) states that a geographical area that is in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are interrelated and complement each other. realization of tourism.

The purpose of developing tourism destinations this year is to develop tourism destinations that are competitive and can make a significant contribution to the national economy and people's welfare. The target achieved is to increase the length of stay and expenditure of tourists by realizing internationally competitive destinations for the realization of tourism destination management capacity and the realization of tourism destination diversification.

The tourism destination strategy is more on the approach of market attractiveness, product push (pushing product), institutional and management participation (institution- and management), increased investment (investment encouragement) and community empowerment (community empowerment).

A person's decision to travel is influenced by the strength of the push factors and pull factors. These push and pull factors are internal and external factors that motivate tourists to make decisions in traveling, where the driving factors are generally socio-psychological while the pull factors are destination specific attributes. The existence of push factors causes someone to want to travel and the various pull factors that are owned by tourist destinations (DTW) cause someone to fulfill their needs and wants to choose the desired tourist destination.

Tourism Potential in Pesawaran Regency

The coastal area in Pesawaran Regency has been designated as a super priority tourist destination in Lampung Province. Starting from the existence of Pahawang Island, Sari Ringgung Beach, Mutun Beach, Tegal Mas Island, and so on which are the main tourist objects in Lampung Province. Thus, a uniqueness and identity is needed in the coastal area of Pesawaran Regency that does not only rely on natural beauty. The Ministry of Tourism and Creative Economy will provide assistance in making creative products so that local

communities are able to create superior products in the music, performing, fine arts and publishing sectors.

"We hope that this activity will be able to support the formation of a creative economic ecosystem in the coastal area of Pesawaran Regency in order to accelerate economic growth with the support of the active role of residents while supporting the development of tourism destinations," said Thamrin, one of the residents around the beach in Pesawaran.

Of the many information technologies that can be accessed easily from anywhere is to use print media or internet mass media commonly known through television, radio, internet, newspapers, and others. The tourism business people use a lot of internet media to promote tourism in their area. Promoting through the mass media of the internet is an easy and easy way to promote, because the whole world can see and receive this information.

Therefore, technology is now increasingly advanced and developing in carrying out tourism activities that can bring many tourists to visit an area. In addition to the needs of tourists for complete, accurate and easily available information, other parties who also need such data and information are the tourism industry managers and the government as decision makers and policy makers in the field of tourism.

Conclusion

The application of the role of promotional strategies carried out by tourists on Pahawang Island is by using social media that focuses on developing promotional strategies using Instagram accounts. It is considered that Instagram has many users and the tourism sector is so closely related to the visualization aspect that the appearance of photos and videos on Instagram is able to make the delivery of the beauty of Pahawang's charm more effective and efficient. The promotion strategy using Instagram is also very easy because Instagram provides a re-post feature where everyone can participate to post their activities in Pahawang. The advantages and disadvantages of tourism promotion through Instagram social media are: a. The advantages of tourism promotion through Instagram social media: promotional media that are not paid, media that can be used anytime, media that are easy to use, media that can be connected to other social media, media that have many users; b. Weaknesses of tourism promotion through Instagram social media: must be updated regularly, product authenticity is still in doubt, prone to spamming. Tourism promotion through Instagram social media

certainly has very effective prospects for the future, Instagram is now present in line with the progress of the times, everyone can access Instagram, everyone can get the latest tourism information, of course this is very effective in terms of promoting places tourist attractions in Lampung Province.

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