Analysis of Social Media Engagement for Archipelago Tourists in West Java Province

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Abstract. This study aims to analyze social media engagement for domestic tourists in West Java province. In today's digital era, social media has become an important platform for sharing experiences and information about tourist destinations. This research focuses on the engagement of the West Java Tourism Office with Instagram and TikTok. The research method uses a descriptive qualitative method with data collection techniques using secondary data and the analysis results using the Analysis. Or application. The data collected includes the performance analysis results on a social media platform and past data. Research shows that TikTok has a higher engagement of 1.23% than Instagram, which is only 0.99%, which can also be seen from the number of likes, comments, and shares. Because the engagement rate findings are still below 5%, the authors suggest increasing creativity in creating content for published materials.

INTRODUCTION

The beauty and natural wealth of the Indonesian state as an archipelagic country are closely related to various elements of culture, religion, custom, ethnicity, and also community resources, which make Indonesia a country with the potential to become a leading sector in the tourism industry and one of the sectors that contribute foreign exchange or is the largest source of regional income for the country's economy as stated by Sunaryo (In Sukmadi, 2023) The amount of tourism foreign exchange income since the Covid-19 pandemic has experienced a significant increase where the value of tourism foreign exchange in 2022 until the third quarter reached 3.6 percent, which means the amount has increased significantly when compared to 2021 which only reached 2.4 percent (Kemenparekraf, 2022). Therefore, various strategies are carried out by the government to continue innovating and increasing tourism attractiveness in Indonesia. Transformation in technology triggered by many companies has changed their platform to business digitalization (Hendriyani & Raharja, 2018)

At the beginning of 2023, the number of active social media users in Indonesia reached 60.4 percent of the population in the country, or the equivalent of 167 million people at that time; 46.8 percent of social media users in Indonesia were women, while 53.2 percent were men. Men with an average length of time spent around 3 hours 18 minutes each day. (We Are Social, 2022). Along with the development of technological transformation that changes tourist behavior in obtaining marketing information that leads to digital marketing, the government, especially the tourism department, is increasing agility in responding to changes in tourist behavior.

The main key for tourism and creative economy actors to survive amid a pandemic is to have good adaptability, innovation, and collaboration. These three capabilities have begun to be implemented through digital tourism. Digital tourism is an effective strategy for promoting various destinations and tourism potential.

(Putra et al., 2019) argues that in social media, users display portfolios, socialize, and promote products or services. Marketing strategies in the tourism industry are now becoming

more effective by using social media because they can reach a wider audience. Social media can be used to disseminate information through applications that can be accessed easily either via computers or smartphones, such as websites, blogs, Facebook, Instagram, Twitter, and similar applications.

According to Kottler and Keller (In Ainiyah, 2018), social media is used by consumers to share text, images, sound, video, and information with others and is defined as online media whose users can easily participate, share, and create content. Includes blogs, social networks, or social networks, wikis, forums, and virtual worlds. Social media is a new set of communication and collaboration tools that allows many types of interactions that were previously not available to ordinary people according to Nasrullah, 2015 (Nuriyanti, 2019) definition according to experts, social media is (1) social media is a tool to increase the ability of users to share, cooperate (to co-operate) between users and take collective action, all of which are outside the institutional or organizational; (2) media platforms that focus on the existence of users that facilitate them in their activities and collaborations; media that facilitates collaboration between users who produce content.
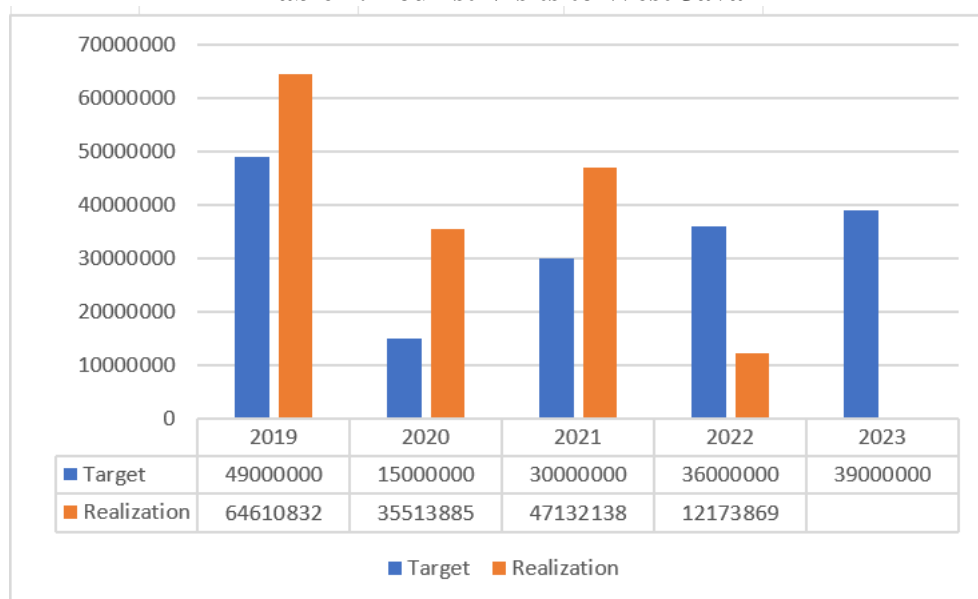
According to Nasrullah, 2015:39 (Puspitarini & Nuraeni, 2019), there are six categories of social media: (1) Social Networking is a tool that users can use to interact with other users, the impact resulting from this interaction enters the virtual world. The main actors of social networking sites are users forming new relationships. This new network of friends is formed because of the same interests, such as the similarity of humor. Examples of social networks are Facebook and Instagram. (2) Blogs are social media that facilitate users to upload daily activities, provide comments and share with other users, such as sharing web links, information, and so on. (3) Microblogging is a type of social media that facilitates users to write and upload their activities and opinions. This type of social media refers to the emergence of a platform, namely Twitter, which only limits it to a maximum of 140 characters. (4) Media Sharing; provides an opportunity for its users to share and store media, such as documents, videos, audio, images online. Examples of social media are Youtube, Flickr, Photo-bucket, or Snapfish. (5) Social Bookmarking; Namely social media that functions to store, manage, and also search for information or news online. Popular social bookmarking sites, namely Delicious.com, StumbleUpon.com, Digg.com, Reddit.com, in Indonesia itself, namely LintasMe. (6) Wiki or shared content media is a site where the content is the result of user collaboration. Every web user can modify or edit content that has been published.

A further step is needed to make customers always remember and feel involved with a brand. One effort that can be done to get customers involved and engaged with a brand is through customer engagement. According to Carlson, 2018 (In Hendriyani et al., 2020) customer engagement is a new key marketing metric, given the rapidly increasing fragmentation of online media and the challenge of retaining customers among the increasing number of choices. Lemon and Verhoef (In Wicaksono & Wahyuni, n.d.) explain that the experience in question is in all the contexts of involvement or interaction that exists between the customer and the brand, both in the process and post-purchase so as to create a contact between the brand and its customers. According to Hollebeek, 2014 (In Utami & Kurnia, 2021) Customer engagement is a process of relational interaction from consumers regarding certain brands that involves positive cognitive, emotional, and behavioral aspects. According to Brodie, 2011 (In Limandono et al., n.d.) there are 3 aspects of customer engagement: (1) Cognitive Aspects; which relate to the impact that arises on a person who is informative in nature regarding knowledge and expectations (2) Emotional Aspects; this aspect refers to a person's feelings and attitudes related to his mood (3) Behavioral Aspect; Concerned with someone's presence and how someone interacts with others. According to

Regina, 2015 (In Mahmudah & Rahayu, 2020) Engage is, who is involved? Do we want consumers to share and spread what we share actively? If so, what do we want them to do? Managing an engagement strategy is difficult, but when companies realize the benefits of authentic engagement, the right relationships can be built.

The Office of Tourism and Culture of West Java Province sees the use of social media as an opportunity to increase the number of tourists entering West Java by taking advantage of the potential of leading tourist destinations such as: (1) Beautiful natural scenery, Mount Tangkuban Perahu, White Crater, Situ Patenggang, Pangandaran and Batu Hiu Beach; (2) Historical Tourism; Kasepuhan Palace, Kanoman Palace, Gunung Padang and the Museum of the Asian-African Conference; (3) Cultural trips; Kampung Naga which is a traditional village that still preserves Sundanese customs and culture, traditional dances such as jaipongan and wayang golek. (4) Culinary tours such as Sate Maranggi, Soto Bandung, and Batagor. The COVID-19 pandemic has spread throughout the world, including in Indonesia, where the central government and regional governments have implemented strict social restrictions, including restrictions on travel and tourism activities, which have impacted reducing bad tourist visits. Based on data from the 2022 West Java Province Tourism and Culture Office, the number of tourist visits to West Java in 2020 decreased by 49.57 percent compared to 2019.

Table 1. Tourist Visits to West Java

	2019	2020	2021	2022	2023
Target	49000000	15000000	30000000	36000000	39000000
Realization	64610832	35513885	47132138	12173869	

Source: Tourism and Culture Office of West Java Province (2023)

The Office of Tourism and Culture of West Java Province has a target number of tourist visits each year to reference the performance and development of tourism in West Java. If you analyze based on a comparison of the number of targets and the actual number of visits by domestic tourists to West Java, the number targeted has increased for three consecutive years, only in 2022 the number of realizations decrease very drastically; this is due to mobilization and policies from the government after the post-war period. covid, which still hinders people from traveling. At the end of 2022, the government officially revoked the PPKM policy in Minister of Home Affairs Instructions Numbers 50 and 51 of 2022.

Various strategies have been devised to increase motivation and interest in visiting tourists to West Java by optimizing the effective and efficient use of social media and being attractive on platforms currently trending such as Instagram and TikTok. According to Junawan & Laugu, 2020 (In Saumantri, 2022), social media is the most actively used source of information for various kinds of needs. One of them, according to Rian Saputra and Hast Dhuatu, 2020 (In Bulele & Wibowo, n.d, 2020), video can be a stress neutralizer and can change mood when social media is used to find information or creative content that entertains and inspires netizens. According to Michael Hartono, 2019 (In Bulele & Wibowo, n.d, 2020), one of the benefits for its users is that the TikTok application can help its users to become profitable content creators. Seeing the current conditions, information comes very quickly on social networks. Therefore, people must be selective in receiving information. The goal is that ambiguous information does not easily influence the amount of incoming information. Therefore, it is necessary to manage social media content, in this case, social media.

Success in marketing a product depends on creating interactive social media content that attracts a lot of attention. Although content is not necessarily confirmed to be true, social media is shaped not only by people's reactions and interests but also by the mindset of each individual. According to Gunelius (2011:59–62) (In Damayanti et al., n.d.), four elements become dimensions of social media marketing success. (1) Content creation: interesting content is made by reflecting the company's personality to reach the appropriate target market and consumers can trust it. (2) Content sharing: sharing content with social communities can help expand the company's network and target netizens. (3) Connecting social networks allows a person to build wider relationships with many people. Extensive networks can build relationships that can create more business benefits. Honest and careful communication must be considered when doing social networking. (4) Community building, the social web, is a large online community where interactions occur between people living around the world using technology.

The characteristics of good quality social media engagement from a digital platform from several indicators such as the number of viewers, likes, comments, shares, and so on from uploaded content or posts and the inclusion of the most popular or unique hashtags in the caption column will speed up the process of efficiently disseminating information. Based on the above, the authors are interested in conducting research with the theme of Analysis of Social Media Engagement for Archipelago Tourists in West Java Province.

METHOD

This study uses a descriptive qualitative method that presents descriptions or statements related to phenomena or social reality with secondary data in the form of evidence, records, and the results of finding patterns and trends obtained from internal data collected so that it can be used as a goal, reference, or other data. Who can be trusted when developing the analysis. The author uses Instagram and TikTok insight applications to analyze engagement and analisa.io to see the captions and hashtags most used. The object of research is the Instagram and TikTok of the Tourism and Culture Office of West Java Province with the account smiling westjava.

RESULTS AND DISCUSSION

West Java is one of the provinces in Indonesia which always carries out various innovation changes, one of which is the smelting of 4 offices based on West Java Province Regional Regulation No. 5 of 2002, namely the Tourism Office of the Province of West Java, Regional Office of Arts and Tourism of West Java Province, the Field of Art History

and Traditional values at the Regional Office of the Ministry of Education and Culture of West Java Province, and the Regional Arts Development Office of the P&K Office of Java Province Barat became the Office of Tourism and Culture of West Java Province which in 2007 had a motto Gurilaps, an acronym for Mountain, Jungle, Sea, Water, Beach, and Cultural Arts with the basic concept of Guar Akarna, Pelak Sikina, Piara Tangkalna Sangkan Kapetikhasilna, Kaala fruit. The Office of Tourism and Culture of West Java Province has a vision of "The realization of West Java as a cultural area and tourist destination".

To respond to changes in people's behavior and the rapid development of technology, in 2012, the Tourism and Culture Office of West Java Province created an account on this platform with the username @smiling.westjava (SWJ) with the current number of Instagram followers 13,000 and TikTok 3,786. To analyze engagement in social media, Instagram has analytic data that shows performance and measures the performance of content or posts commonly used by a business account to reach netizens.

Instagram

Table 1. Instagram Analytics December – February 2023

	December	January	February	Total
Accounts Reached	41.700	70.000 (+51,7%)	35.700 (-49,1%)	147.400
Accounts Engaged	1.648	3.867 (+101%)	2.009 (-48,1%)	7.524
Total Followers	13.000	13.000	13.000	-

Source: Instagram Insight (2023)

Referring to the data above, from December 2022 to January 2023, the number of followers was recorded at 13,000. Based on Instagram insight analytic data, the number of engaged has decreased significantly in February 2023, this could be caused by several factors such as 1) Consistency and posting frequency: According to (In Moestopo, 2022) uploading content too frequently in close proximity can also reduce opportunities people to interact with the content created. This can give the impression of spamming and make netizens feel bored quickly. (2) Products or content presented: Lutrell, 2014 reveals that an attractive display of social media pages is important for establishing reciprocal interactions and keeping visitors from participating in social media activities carried out by a company. According to Schultz, 2017 (In Hanifawati et al., 2019) revealed that images have a significant effect on the number of likes, comments, and shares, while videos only have a significant effect on the number of comments and shares. Thus, it can be concluded that post content in the form of images, videos, and captions has a significant effect on brand popularity on social media. Visual content in the form of videos and images is thought to be more effective in increasing engagement. (3) Direct interaction with followers: According to (In Moestopo, 2022) there are several approaches that can be taken to build good engagement, starting from how to manage messages to be conveyed on social media, how media monitoring is carried out, how to provide a quick response (quick response). response) to the public, how to reply to comments and questions, how to carry out real-time interactions, and how to evaluate messages that have been conveyed in their social media activities. Being responsive to comments, messages, or feedback from followers can help build closer relationships and increase engagement. Replying to comments, answering questions, or engaging followers in conversations can make them feel valued and more likely to engage with content, decreased engagement can be due to a lack of interaction and

involvement from social media users which can hinder the dissemination of information about West Java tourism destinations and reduce interest potential tourists.

The engagement generated by this social media positively influences destinations advertised or promoted in SWJ account posts. First, good engagement reflects followers' interest in shared content. In the tourism context, this indicates user interest in destinations explored by netizens on SWJ accounts can affect the popularity and visibility of destinations. In social media, engagement, such as likes and comments, can help improve algorithms and content exposure. The more engagement received, the more likely the content is shown to other users, which might encourage followers to be more interested in and trust the recommendations or experiences shared by the account. Thus, destinations uploaded by SWJ accounts have a greater chance of being discovered by other users, which can increase interest in and visits to these destinations. Followers who engage actively through likes and comments are more likely to be interested in visiting destinations uploaded by that account.

Overall, the engagement level of the SWJ account affects the uploaded destination. This can increase followers' interest in visiting destinations, increase the popularity and visibility of destinations, and build stronger relationships between SWJ accounts and their followers. Good engagement can be an indicator of success in promoting tourism destinations and can significantly contribute to the growth of the tourism industry.

Table 2. Hashtag & Caption Analytics

Hastag Most Used		Caption Words Most Used
#explorejabsel	6	Sobat
#jabarselatan	6	Wisata
#jabarjuara	6	Nonton
#jabar	6	
#jawabarat	6	
#wisatajabar	6	

Source: Analisa.io (2023)

According to (Moestopo, 2022) Instagram limits the 30 hashtags that can be used for each post with notes on how to optimize posts to be uploaded by using the hashtags that are trending or the most seen and used, not how many hashtags are used repeatedly because it can be considered spam and can affect engagement. That's why it's important to use more than 1 different group of hashtags interchangeably.

Using hashtags and captions on social media makes it easier for netizens interested in the same topic to find content. Using relevant hashtags and captions can increase the reach of the content created and get more netizens to see it. Using hashtags related to certain topics will help build a community and expand the network. It can help netizens follow the latest trends and get information regarding interesting destinations in West Java. In addition, hashtags and captions are powerful tools to simplify and accelerate marketing and branding to increase engagement and awareness of a tourism destination in West Java. Hashtags and captions can also be used to measure performance by looking at the use and involvement of the most used hashtags or captions so that SWJ social media managers can gain insight into the effectiveness of content and innovate by evaluating previous content.

TikTok

Just like Instagram, TikTok has insights that are used to analyze the performance of uploaded posts, it's just that the information provided by TikTok Insights has the advantage of detailed data records such as charts, diagrams, to data statistics that are easy for readers to translate. On this social media platform, the Tourism and Culture Office of West Java Province has a business account with the username Smilling West Java (SWJ) with 47 posts uploaded.

Table 3. TikTok Summarize Analytics December-January 2023

	Total
Video Views	68.000
Likes	4,409
Comment	29
Total Engagement	72,438
Profil Views	960
Total Followers	3,485

Source: Overview TikTok (2023)

In the data presented, it can be seen that in January–March 2023 there has been a very good increase in performance. From December 2023 to January 2023, the number of followers on the platform was 3,485 followers. Based on all posts uploaded over the last three months based on the results of the TikTok performance analysis, 68,000 impressions have been played or viewed. In January-March 2023, this SWJ account had a total of 4,409 likes and 29 comments, which are calculated based on all content posted, in contrast to the performance in the previous three-month period, which only achieved 166 likes and 4 most posted comments. The engagement rate on TikTok has a percentage of 1.23% with an average of 29 per post and a like rate of 1.2% with an average of 28 per post. The rating for uploaded impressions also has a fairly large percentage, which is around 58.87% which is calculated from the total unique accounts that view SWJ accounts.

Table 4. Followers TikTok by Age

	18 - 24	25 - 34	35 - 44	45 - 54	55+
Series1	41%	44%	10%	3%	2%
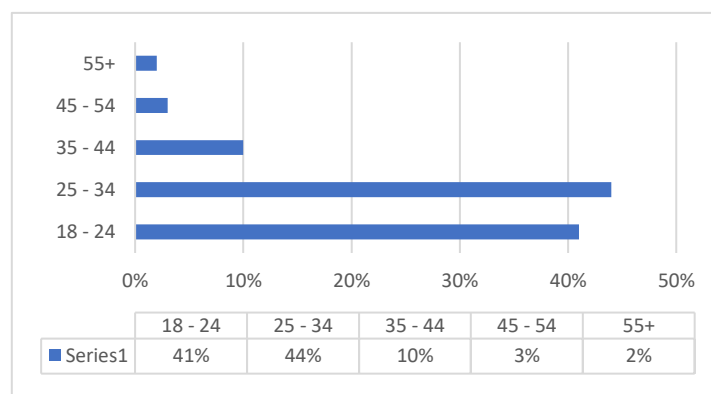
Source: Overview TikTok (2023)

We Are Social, 2023 reveals that figures published on advertising source ByteDance show that TikTok had 109.9 million users aged 18 and over in Indonesia in early 2023. ByteDance allows marketers to target TikTok ads to users aged 13 and over, but this tool only shows data of users who are 18 years old and above. For context, By teDance's numbers show that TikTok reaches 56.8 percent of all people adults aged 18 and over in Indonesia in early 2023. Meanwhile, TikTok's advertising reach in Indonesia was equivalent to 51.6

percent of local internet users at the start of the year regardless of age. In early 2023, 66.1 percent of TikTok users in Indonesia are women and 33.9 percent are men. The data disclosed and recorded on the tool is supported by performance analysis data on TikTok, as shown in Table 4, where it is noted that followers of the SWJ account on TikTok are aged 18 years and over.

Table 5. Hashtag & Caption Most Used

| Hashtag Most Used		Caption Word Most Used
#fyp	5	Sobat
#DIJABARAJA	4	Wisata
#smilingwestjava	3	Nonton
#Ridwankamil	1	

Source: Analisa.io (2023)

By using creative and interesting captions, SWJ accounts can increase interest and add information about tourism destinations in West Java. Captions that convey stories or personal experiences about certain tourist destinations can inspire and arouse netizens' curiosity to visit these places. In addition, captions that provide travel tips, culinary recommendations, or interesting activities can also increase engagement by inviting users to participate in discussions or provide comments.

The use of relevant and popular hashtags also plays an important role in increasing social media engagement in the tourism sector. Frequently used hashtags such as #fyp, #DIJABARAJA, #smilingwestjava, or #Ridwankamil have become iconic and widely known on social media platforms to make it easier to find information related to tourism in West Java. By using this hashtag, social media users can expand the reach of content created with netizens who share the same interest in Indonesian tourism. This can result in more engagement in the form of likes, comments, or content sharing.

The results of data analysis based on the theory of Nasrullah, 2015: 39 SWJ accounts on Instagram and TikTok can be said to have fulfilled six categories of social media: (1) Social Networking and (2) Blogs: SWJ accounts facilitate netizens freely on the Instagram and TikTok platforms to upload activities every day, provide comments and share experiences with other users, an example can be seen in the image below.

Picture 1. Comment Section Instagram
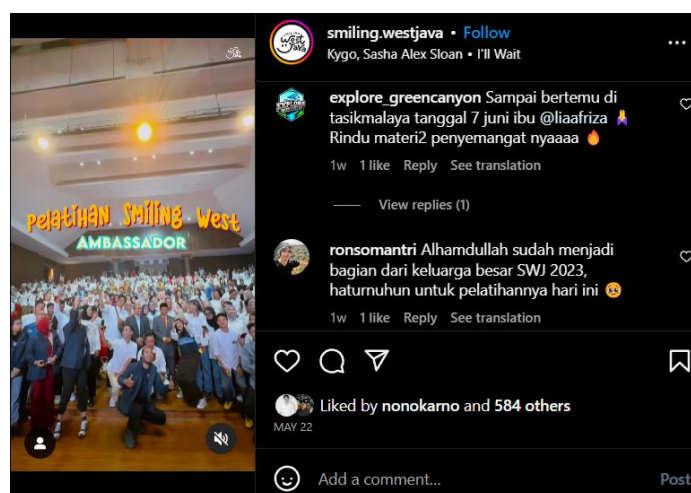
Source: Instagram @smiling.westjava (2023)

(3) Microblogging: netizens can write and upload their activities and opinions, which are limited to a maximum of 140 characters in the caption so that other audiences who see uploaded posts don't feel bored and lazy to read the messages we convey (4) Media Sharing; Netizens can freely share and store media, such as documents, videos, audio, images online using the features provided in the options. (5) Social Bookmarking; netizens who use the Instagram and TikTok platforms can store, manage, and also search for information or news related to tourism or other things by using hashtags that are relevant to the content. (6) Wiki or Shared content media: on a business or personal account, usually to increase good engagement, entrepreneurs collaborate with influencers, brands, or other brands that can increase exposure to content; netizens or users can easily associate their account with the relevant account that cooperation binds.

CONCLUSION

Based on the results of the previous research and discussion, it can be concluded that when compared to the data from Instagram and TikTok analysis, TikTok is an application that has a more effective and efficient engagement to increase marketing compared to Instagram. This is supported by looking at TikTok engagement data for three months, namely 72,438 while Instagram is only 7,524. Based on the data discussed, TikTok has a higher percentage of local users without age limits, namely 51.6%, while Instagram is only 41.9%. It's just that skills are needed in managing good content to achieve the desired goals or targets.

The consistency and frequency of posts that are made greatly affect engagement; therefore, it is important to set a mature strategy for managing social media to get good engagement. The product or content that is presented must have a page display that is visually attractive to netizens because when a unique account visits the SWJ account profile, the first impression that netizens feel will make them feel interested and want to participate in the content that SWJ makes, Images or videos uploaded too must have good quality or resolution for netizen visuals to produce comfort when netizens view uploaded content or posts because this has a significant effect on the number of likes, comments, and shares which will generate the desired engagement and build popularity or brand awareness of existing tourism in West Java.

Active interaction with social media users will help increase netizen engagement. When netizens feel engaged and connected to the shared content, they are more likely to engage further by liking, commenting, and sharing the content. This helps increase visibility and has the effect of increasing overall engagement. Through consistent and beneficial interactions, netizens can build stronger relationships and gain their trust. Responding to user comments, questions, and feedback quickly and in a friendly way shows that we care about and are committed to netizens or followers on SWJ accounts, which can create emotional bonds and strengthen brand images. For example, by holding contests or challenges that involve users contributing their content or responding to questions or requests for opinion. Interaction with netizens opens up opportunities to gain valuable insights and feedback. We can understand the needs, preferences, and problems netizens face by paying attention to user comments, questions, and responses. This information can help SWJ account managers improve their content, product, or service strategy.

The benefit of using hashtags for potential tourists is that they can easily find content and get information in an effective way regarding tourism in Indonesia, especially West Java, which is one of the favorite destinations to visit on vacation namely by using hashtag and caption features according to needs or visit the official account belonging to the Department of Tourism and Culture Provinsi Jawa Barat.

As a user or content creator on the TikTok application, you can easily reach a wide range of netizens to share their experiences about traveling or recommending tourist destinations in West Java. Creating content or using the TikTok application can be done anywhere with varied content or material so that users can express their creativity to the fullest without paying for it. TikTok can also be a factor in forming personal branding for its users or a company by creating content that has positive selling points for its target market. Researchers suggest using and utilizing the features provided in full according to needs when creating content to make it more attractive and seem to have a high value.

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