

Research Article

Technical Negotiations and Phenomena: Capturing Social Media, and Enchantment in Indonesian Tourism

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ORCIDJoni Agung Sudarmanto: <https://orcid.org/0000-0001-6340-0077>**Abstract.**

This study aims to measure the influence of Instagram influencers and their relationship in giving the image of a destination to the interest of tourists visiting tourist destinations in Indonesia. Furthermore, it identifies photo-taking techniques in framing phenomena, events, or the ambience of tourist objects. This is related to the role of influencers and social media that dominates the tourism aspect in the era of the Internet of Things. This study uses a quantitative approach accompanied by a descriptive description. The primary data were 29 Instagram influencers who shared their travels, which were obtained by distributing questionnaires from August to September 2021. The data obtained were then processed and analyzed using SPSS26 modelling software. The results showed that 1) most of the influencers chose to upload photos or videos of the location along with the influencer himself (41,365), 2) influencers chose to use long shot camera shot size (46.46%) to be able to show the location of tourist destinations better, 3) in terms of using angle, 2,356 respondents (54.16%) used eye level shots, and 4) 2,255 (51.84%) used to post photos with cold colour schemes when taking pictures. Based on the statistical data, social media influencers affect purchase intention. Therefore, these image indicators of tourist attractions in quality and track record need to be considered by managers to prepare places that cater to influencers as tourism promotion agents.

Keywords: Influencer, social media, phenomena, tourism, Indonesia, photography technique

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1. Introduction

Tourism is not a new phenomenon, but tourism began to be seen since the end of World War II, and in the last decade, it has exploded on a large scale as one of the economic forces and even has become a business. Millions of people spend their money, leave their homes and jobs to satisfy or make themselves happy to spend their free time. Therefore, tourism is essential to life and lifestyle in developed countries [1].

Tourism is one of the sectors that are the mainstay of the State of Indonesia. Tourism is related to nature and the richness of history, food, traditions and culture [2]; with such a vast country landscape, Indonesia has tremendous tourism potential. Indonesia is an archipelagic country with a wide area. The territory of Indonesia is also crossed by the equator, which has a tropical climate because it has a tropical climate that supports the growth of a wide variety of flora and fauna, so Indonesia has an enormous tourism sector potential. Geographical conditions in the form of mountains, beaches, tropical rain forests, and oceans are Indonesia's principal capital in developing its tourism sector by providing facilities and services and empowering communities around these tourist areas. As stated in Law No. 10 of 2009, Tourism is a variety of tourism activities supported by facilities and services provided by the community, business people, the Government, and Local Governments.

In addition to the tourist attraction itself, photography is one of the things that support tourism development, the exposure of which tourism is easier to do with photos. The expression that pictures can speak more is a form of expression of how people will have the impression and receive mixed messages with pictures. The development of photography is in line with the development of technology and information that is overgrowing [3]. One is the development of smartphones equipped with cameras up to 64 megapixels. On the other hand, the widespread use of social media as a means of self-actualization and existence is also related to the development of intelligent trees, especially on the side of the camera used. [4]. With high-resolution cameras, social media and internet networks are getting cheaper and easier to make it easier for people to share photos of the activities they do, as well as when visiting tourist attractions. One social media with many users is Instagram [5].

The world of tourism is very dependent on the number of tourists, both domestic tourists and foreign tourists who come. Unfortunately, the Covid-19 pandemic has been running for almost two years and has harmed tourism development [6]. The

government’s policy of restricting and closing tourist destinations has an impact on the decline of local opinion and on tourism actors, which include transportation businesses, hotels and inns, handicrafts, arts and culture, and hawkers in every tourist attraction. At this time, the government has begun opening tourist attractions, expected to restore the economy that had stalled immediately. As mentioned in the previous paragraph, the world of tourism is closely related to photography; efforts to restore the tourism industry, which was torn apart during the pandemic, will be supported more quickly by the presence of tourists who share their experiences both when travelling to tourist objects, while in tourist objects and on the social side. Moreover, humanity encountered this when travelling. In this regard, tourists, attractions, and photography are closely related, so this study takes the title "Visual Analysis Of Indonesian Instagram Travel Influencer Content To Represent Good Travel Destinations."

2. Methods

This research is descriptive quantitative research, with the research sample being an Instagram influencer who shares his travels with a total of 29 respondents. The primary data from the questionnaires were distributed in August – September 2021. Data analysis was carried out using SPSS software version 26.

3. Result and Discussion

Respondents in this study are described as follows:

TABLE 1: Jenis Konten Diunggah.

Content	Total	Percentage
Photo Reels	3.657 529 164	84, 07 12,16 3,77
Total	4.350	100

Source: Primary Data Processed, 2021

Table 1 shows that respondents prefer to upload photos; the ease and speed of taking photos are one of the reasons respondents prefer to share their photos on social media. This is in line with Evans’ opinion that a photo taken with a good shooting position can tell a lot more than telling a written and written experience. (Evans 2018). This follows Rainiere’s opinion that people prefer to see pictures/photos rather than read

travel stories [7]. Based on Table 1, respondents shared their travel trips via video/IGTV with 529 videos and 164 on reels.

Table 2 describes the types of photos/videos shared by the respondents during their travels.

Type	Jumlah	Prosen
Place	943	21,68
Place with people	1.799	41,36
Text	135	3,10
Endorsement/ promotional post	706	16,23
Selfie	59	1,36
Self photograph in common place	257	5,91
Aesthetic	163	3,75
Behind the scene/ before after	26	0,60
Family activities	262	6,02
Jumlah	4.350	100

Source: Primary Data Processed, 2021

Figure 1: Types of Photos/Videos.

Table 2. Shows the types of photos/videos usually done by Instagram influencers. From table 2, it can be seen that most of the influencers display the location and account owner in the same frame, namely 1,799 (41.36%). This shows that respondents want to show the tourist destination that is being visited and how the tourist attraction is at this time. This impacts their followers that the location is unique and a good spot for taking pictures. Regarding attractions, taking photos and videos showing locations and people is part of a marketing strategy that objects are worth visiting after being closed during the pandemic [8].

The taking pictures taken by the respondents are shown in Table 3. From this table, more than 46% (2,021) of the respondents took pictures from a distance. This shooting from a distance is intended so all objects can fit in one frame. It is intended that respondents get an attractive landscape image, and all objects can be achieved.

Uploading photos or videos using long shots teaches followers to visit tourist objects and see them directly. In addition, taking photos/videos in a long shot also shows the location in more detail. This makes the respondents or their followers able to predict how the conditions of the location and the environment will be when they visit later.

Type	Jumlah	Prosen
Extreme Wide Shot (XLS)	369	8,48
Long Shot	2.021	46,46
Full Shot	766	17,61
Medium Long Shot	233	5,36
Cowboy Shot	124	2,85
Medium Shot	361	8,30
Medium Close Up	146	3,36
Close Up	83	1,91
Extreme Close Up	3	0,07
Establishing Shot (Aerial)	244	5,61
Jumlah	4.350	100

Source: Primary Data Processed, 2021

Figure 2: Camera Shot Size.

Type	Jumlah	Prosen
Eye level shot	2.356	54,16
Low angle shot	245	5,63
High angle shot	703	16,16
Hip level shot	237	5,45
Knee level shot	92	2,11
Ground Level Shot	95	2,18
Shoulder Level Shot	165	3,79
Dutch Angle Shot	11	0,25
Birds eye viewShot	99	2,28
Aerial Shot/helicopter	347	7,98
Jumlah	4.350	100

Source: Primary Data Processed, 2021

Figure 3: Angle.

Regarding using angle, most of the respondents, 2,356 (54.16%), chose to use eye-level shots. This angle selection is used to produce a thorough and even impression of the background of an object, highlighting the expressive side of an object (HI), and usually, this shooting angle is also intended to position the camera at eye level with lower objects [9].

The expressive impression is intended to show that the tour is a pleasant trip, gives a positive impression, and provides information that the chosen destination is the right choice, both in terms of security and attraction.

Type	Jumlah	Prosen
Warm	2.069	47,56
Cold	2.255	51,84
Monochrome	26	0,60
Jumlah	4.350	100

Sumber: Data Primer Diolah, 2021

Figure 4: Color.

Moreover, the last is the choice of the colour mode used; in table 5, the results show that a total of 51.84% of respondents (2,255 respondents) choose to use Cold mode in taking photos or videos.

The cold mode in taking photos or videos gives a bluish [10]. This selection may be due to influencers wanting a relaxed look and not tiring for the eyes (Tariq & Weng, 2018). The revival of tourism after the brunt of the Covid-19 pandemic is not only caused by policies carried out by the government but also the participation of both foreign and domestic tourists who indirectly influence by sharing their travels through Instagram social media.

Using the right communication media is expected to help outreach activities and information dissemination, in this case, using promotional media videos and travel photos shared via Instagram social media. Dissemination of information through social media Instagram, the social media with the most significant number of users, is considered to cover a wide area of socialization. Media communication or mediated interaction refers to communication carried out using hi-tech communication technology and is very different from face-to-face communication. In contrast to face-to-face communication, mediated communication combines several meanings by channelling instructions through separate symbols.

Computerized media such as telephone and short message services make transmitting spoken forms and nonverbal symbols easier than previous generation devices [11]. Side by side with that, explain that promotion can be said to be a promotional activity only if it has fulfilled the following aspects [12];

1. a. Frequency: the number of promotions carried out at a time through promotional media;
2. b. Promotion Quality: is a measure of how well the promotion is doing;
3. c. Timeliness, or target suitability, is necessary to achieve the desired target.

The development of information and communication technology has an impact on changes in socialization in the community. The era of social media makes it easier for communication activities to be carried out personally or in groups. Even activities such as commercial promotions can be carried out more efficiently.

The results showed that the use of social media, especially Instagram, had a significant positive effect on changes in user attitudes in determining vacation travel destinations. This is in accordance with the research that found that social media influences tourist attitudes and travel planning [13]. Meanwhile, Fotis also found that social media, in this case, Instagram has an essential role in determining users' attitudes toward their tourist destinations. Instagram is a visual-based media through videos and images, so it is more attractive to users because of the application's ability to give an accurate picture of the place. The questionnaire results show that the use and access to Instagram are straightforward but cannot be used as a complete reference due to incomplete information obtained through uploaded posts. Only a few accounts based on tourist attractions are still an obstacle to getting information. This could be because many influencers still rely on posts from friends who only highlight the visual picture of the tourist spot without further information. This study also strengthens the uses and gratification theory, where social media users do not accept all information on social media, especially tourist attractions. Users will be more selective and need more detailed and accurate information in determining their attitude towards tourist destinations. So it is not surprising that respondents still seem hesitant to use the Instagram application because it needs to be more reliable in terms of the level of trust (trustworthiness) and usability (ease of use).

4. Conclusions

Based on the discussion, it can be concluded that 1) most influencers choose to upload photos or videos of locations along with their influencers (41,365), 2) influencers choose to use long shots (46.46%) to be able to show the location of tourist destinations better,

3) in using an angle of 2,356 respondents (54.16%) using eye-level shots to get a better picture, and 5) a total of 2,255 (51.84%) using cold mode when taking pictures. The discussion results also explain that followers only followed some information shared by influencers because of the limited information.

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