

Social Media and Business Communication on the Development of Tourism Sector in Lampung Province

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Abstract

Lampung province is renowned for its tourism. Lampung province offers various tourism objects, such as, among others, mountains, museums, lakes, and traditional foods. The tourism sector is one of the sectors significantly influencing a country. Tourism development and popularity can significantly increase a country's foreign exchange. In this disruptive era, social media is an inseparable aspect of tourism promotion. However, the problem emerges related to the suboptimal use of social media to market the tourism sector in Lampung to both domestic and foreign prospective visitors. In this regard, the present study attempted to optimize social media as a tourism information media and business communication instrument to increase tourism visits. To this end, this qualitative descriptive method used secondary data. The data were collected by reviewing articles, books, and news relevant to the purpose of this study. To provide tourism information, various platforms should be optimized, such as Instagram, Facebook, Youtube, and the website.

Keywords : *Social Media, Business Communication, Lampung Tourism, Social Action Media Theory*

1. Introduction

Tourism emerges as one of the most significant economic sectors due to its ability to create employment. Among employments coming from tourism are travel bloggers, tour guides, travel agents, and tourism consultants. Lampung province is renowned for its Lampung Bay, among other tourism objects including beaches (e.g., Tanjung Setia Beaches renowned for its wave that suits for surfing, Gigi Hiu beach renowned for its rock formation that is similar to shark's tooth formation, Kiluan Bay renowned for dolphin attractions in the morning) and other natural tourism objects. However, these travel destinations would not be recognized by people if there are no effective and efficient communication media to promote them. Business communication aiming for certain goals includes verbal and non-verbal modes (Purwanto, 2006).

Promotion activity refers to planning, implementing, and controlling organizations' communication with customers and other marketing targets. Marketing promotion functions to attain various communication purposes with customers (Liliweri, 2011:483). Media means communicating, including printed media (newspaper, magazine, poster, banner) and electronic media (radio, television, and movies). In this disruptive, rapid-changing technology era, The promotion media also includes the internet. Regarding the tourism business, social media seems to emerge as the most effective communication platform. Currently, people use social media to search for tourism, culinary, restaurant, and hotel recommendations. These social media include Instagram, Facebook, and

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Website, which can be accessed through a personal computer, smartphone, and tablet. Internet emerges as a dynamic media as its users provide two-way information regarding tourism destinations, among other topics. One of the push factors affecting one's decision to visit a tourism destination is often psychological. While the pull factor includes the travel destination itself.

The pull and push factors in tourism are also described by Richardson and Fluker in *Tourism Sociology* (Pitana, I. and Gayatri, 2005):

““Push factors are all the economic, social demographic, technological and political forces that stimulate a demand for tourism activity by ‘pushing’ consumers away from their usual place of residence. These are the dominant factors when people decide they want to ‘get away from it all’, but are vague about where they want to go. Economic, socio-demographic, political, and technology factors are the push factors that stimulate the visitor increase, pushing them to visit tourism destinations.”

Based on Richardson and Fluker's argument, social media seems to serve as the push factor that affects one's decision to visit tourism objects. That is, social media like Instagram, Facebook, and blog can influence prospective visitors' decisions. For tourism business actors, the internet provides them with easier access to obtain tourism information and support their businesses. Tourism information exchange acts as the means to exchange information, which serves as the marketing, customer services, and sales strategies.

Ministry of Tourism and Creative Economy supports the use of social media to promote Indonesian tourism. The tourism information and news can be accessed at www.parekraf.go.id while the website on tourism promotion is available in www.indonesia.travel. In addition to websites, there is also social media account “@indtravel” on Facebook and Twitter. The Office of Tourism and Creative Economy of Lampung Province also uses Facebook and Instagram to promote tourism objects in the province through its account, pariwisata_lampung. The efforts are also made through the website <https://dinaspariwisata.lampungprov.go.id/>. However, the use of websites is still one-way communication in nature, which is still suboptimal to deliver the messages. The websites sometimes miss information regarding past and incoming events in Lampung.

Thus, the message regarding tourism information should be optimized to make it more effective to optimally promote tourism activities in Lampung province. Promotion is the part of business communication that plays an important role in improving the Lampung Tourism sector. Based on the description above, the present study aimed to analyze social media and business communication with respect to tourism development in Lampung province. The result of this study is expected to provide feedback for the Office of Tourism and Creative Economy of Lampung Province. This study is also expected to develop Lampung tourism information through social media optimization.

2. Literature Review And Hypotheses Development

Social Media

Technology is developed to fulfill human needs. In this disruptive, rapid-changing era, individuals may have different needs. Technology advancement allows us to keep up with the information update anytime, anywhere. As stated by McQuail (2010), the emergence of new media leads to the following changes:

1. Digitalization and convergence of the existing aspects of media;
2. Fluent interactivity and connectivity network;
3. Mobile community;
4. Demand to adapt to the advancement;
5. The emergence of various media;
6. Competition among the new emerging media to attract users.

The rapid-changing development of technology facilitates people to access information more easily through the internet. The internet plays an important role. In addition to cost-, time, and energy-saving, the internet allows individuals to access information almost instantly, including

information on tourism in social media, such as Facebook, Twitter, Instagram, and Youtube. It is estimated that around 70% of internet users use social media. A range of internet-based applications, including social media, is nowadays supported by web technology 4.0 that allows content creation and exchange among internet users (Kaplan and Haenlein, 2010). The number of social media users continues to increase every year.

Samovar LA and Porter RE (2009) argue that social media may result in changes in six cultural elements:

1. Social media changes beliefs, values, and attitudes.

The present technological advancement leads to changes in individuals. The proper use of social media may bring a positive impact for the users, whereas failure to filter information in social media may adversely affect users. Such failure can make individuals berate others, commit cybercrime, cyberbully, among others. That is, advanced technology can lead to changes in users' beliefs and attitudes.

2. World view

While technology advancement seems to have no boundary, the presence of social media may result in a cultural gap. Technology advancement is likely to modernize and broaden individuals' views on information they receive. In this era, individuals' views have become more global, thanks to technological advancement. However, technological advancement also leads to eroded cultural values.

3. Social organization.

While the organization's involvement in real life is official and binding, organizational involvement in social media does not bind its active and passive members. Therefore, many people are interested in joining an organization through social media.

4. Human nature.

Social media allows individuals to conceal their true nature, for instance, when they take a picture of their activities or write something in their minds. Social media allows individuals to express their thoughts freely without considering the consequences.

5. Activity Orientation

From the positive point of view, activity orientation such as business promotion, online business, and online motivation, among other positive activities. However, from a negative perspective, social media may emerge as a means to show off.

6. Self-perception and other people's perception

Social media users can upload any picture they want. As they become more active in social media, others' perceptions of one's self may be formed.

Business Communication

Business communication in the tourism sector utilizes social media to exchange information, allowing the business message to be optimally delivered in an effective and efficient manner. According to Purwanto (2011), business communication covers a range of communication modes, both verbal and non-verbal, aiming to attain certain goals. While Purwanto (2011) divides communication into verbal and nonverbal modes, Effendi (1993) describes it as having four modes.

1. Written and oral communication constitutes verbal and nonverbal modes of communication.
2. Nonverbal communication can be seen in movement, mimic, gesture, etc. This type of communication delivers its messages through signs.
3. Direct communication refers to face-to-face communication between the communicant and the communicator to obtain feedbacks.
4. Handphones, TV, radio, Whatsapp are among the communication media.

The functions and goals of business communication are closely associated with an organization. The function of business communication is almost similar to organizational communication. According to Sendjaja, as cited in Rosmawati (2010), an organization's business communication has four functions as follows:

1. Being informative

Business communication aims to provide accurate and information for seniors and subordinates to help them complete the given task.

2. Being Regulatory
Regulation is pivotal for an organization. It serves as a means to control the organization's internal aspect.
3. Being persuasive
The communication may be performed to persuade others to implement the message being delivered, both in the form of ideas or tasks.
4. Being Integrative
Being integrated is one of the important aspects of developing a solid organization.

According to B. Cutis, James J. Floyd dan Jerry L. Wilsor (2004), business communication has several purposes as follows:

1. Resolving problems and making decisions.
One's position in business determines the expertise in resolving a problem and making a decision for business growth.
2. Evaluating behaviors
As one's behavior determines their success in business, It is pivotal to evaluate one's behavior in order to assess their achievement and develop future plans regarding their behaviors.
3. Meeting Needs of Goods and Services
To improve people's life quality, the needs for goods and services should be fulfilled.

Lampung Tourism

Renowned for its bay, Lampung Province is one of the densely-populated provinces after Medan. Consisting of 13 regencies and two municipalities, Lampung is abundant in culture and tourism destinations. It is located near Jakarta, Serang, and Palembang, with a 169.21 km² total area. Several years ago, this province was a destination for transmigration. As the tourism destination in Lampung becomes more popular, this province becomes an alternative tourism destination. Located in southern Sumatra, Lampung has abundant beautiful beaches. The tourism sector may provide considerable contributions for a region. Among various contributions brought by the tourism sector is the increase in national revenue and foreign exchange. More tourism objects open employment opportunities, improve the local economy and development.

The central government continues to encourage the development of tourism destinations in each province. As President Joko Widodo states, the development of tourism sectors should be accelerated in order to develop the national economy. Accelerated tourism growth can make the governments' five-year development program focus on infrastructure, tourism, food, maritime, and energy sectors (Pikiran Rakyat, 2017).

Lampung province determines six main tourism objects to make Lampung as a tourism destination region. These tourism objects are:

1. Menara Siger in Bakauheni,
2. Ecotourism destinations like beaches in Kalianda
3. Agrotourism objects in Pekalongan,
4. Gunung Betung Public Forest park,
5. Sekolah Gajah, Way Kambas,
6. Forest in Bukit Barisan National Park.

Almost every regency in Lampung province has featured tourism destinations. There are 177 natural and artificial tourism destinations offered to visitors, in addition to 145 cultural tourism objects. These tourism objects are not monotonous, preventing visitors from being bored with the offers. Besides its beautiful nature and beach, Lampung is also rich in culture and traditional foods. Visitors can enjoy local foods such as seruit, pepes tempoyak, kue tat, gulai taboh, etc. In 2017, it was estimated that 11.7 tourists visited Lampung, representing a 54% increase from 2016. Considering the huge potential of tourism objects in Lampung, the development plan should be designed based on the assessment of all components of tourism objects in Lampung, especially non-featured tourism destinations. Meanwhile, the development of non-featured tourism objects is done by improving the

destination's accessibility, facilities, and infrastructure. In featured tourism destinations, the facilities and infrastructures have been well developed.

Some popular tourist destinations that have attracted domestic and foreign visitors are Tanjung Setia beach for its surfing wave, Kiluan Bay for its dolphin attractions in the morning, and Pahawang for its underwater beauty, Gigi Hiu beach with the rocks like shark teeth, and many more with destinations each other characteristic. In addition to beaches, Lampung province also offers museums, mountains, waterfalls, and culinary destinations. Lampung also hosts annual cultural events, one of the most popular events was Krakatau Festival, a festival held to commemorate the Krakatau Eruption in 1883. This festival is held every year in August. In this festival, various culture are shown from 13 regencies and two municipalities. The highlight of this event was visited Anak Gunung Krakatau's Mountain.

Gerald Schoening and James Anderson's Social Action Media Theory

Gerald Schoening and James Anderson (1995:93-116) propose a community-based approach using social action media research and highlight six underlying notions of this approach. The first notion is the message itself is meaningless yet generates the audience's interpretive process. Each audience possesses different ways to interpret what they see and read. For instance, when individuals watch a movie on a TV, they may have different views related to the movie. The second notion is that the messages of media and programs are determined actively by the audience instead of determined passively. In other words, audiences may act based on what they see and listen to.

Some listeners, for instance, may listen to the radio to get rid of boredom while driving, and others listen to it at midnight to help them sleep, while others actively listen to the radio to obtain information about recent events.

The third notion is that media meaning continuously changes when members approach media in different ways. For example, radio programs can sometimes be entertaining, serious, or serve as a background, depending on when and how the program listens.

Fourth, the meaning of a program or message may be discovered communally instead of individually. This constitutes a part of the tradition of group, community, or culture. It implies that when individuals join a community, they accept the activity and meaning in the community or group.

The fifth notion is that determining group interpretation of the media content. In other words, how to act toward a media and its meaning represent social interactions. This means that individuals never watch TV alone. That is, how individuals watch TV and what individuals do with the TV constitutes an interaction between an individual and others.

The sixth notion is that the researchers should also join the community they study, although temporarily. Thus, they have an ethical obligation to disclose what they study and share their knowledge with the community. According to social act media, the popular media approach views the audience as consisting of a range of interpretive groups that may interpret what they read, see, and listen to differently (Schoening Anderson, 1995:93-116).

Hypotheses

Hypothesis refers to temporary empirical data that require researchers to obtain evidence to prove it (Sugiyono, 2017:63). The problem statement of the study represents temporary answers of the question. The hypothesis of the present study is to analyze social media and business communication regarding the development of tourism sector in Lampung Province.

3. Reseach Methodology

In the reseach that has been done, the research uses a qualitative reseach method. Reseach with a qualitative approach emphasizes more on the analysis of deductive and inductive inference process as well as in the analysis of the dynamics of the relationship between observed phenomena , using sciencetific logic. The qualitative reseach in these reseach has been carry out descriptively. Descriptive means that the data collected is in the form of words, pictures and not numbers. For the

purpose of the study, a qualitative descriptive method was applied. The secondary data were collected through literature review on books, journals, articles, and news relevant to this study.

4. Result And Discussion

Lampung province has become a strategic tourism destination, as it only takes one hour to cross to Bakauheni by ferry. By flight, it only takes 30 minutes from Soekarno-Hatta airport to Raden Intan Airport. This province offers various tourist destinations such as beaches, waterfalls, rivers, mountains, lakes, museums, etc. The interesting point of tourism in this province is the little distance between each object. For instance, Mutun, Sari Ringgung, Ketapang, and Klara beaches are close to each other, allowing visitors to simply choose which one to enjoy. Most visitors know tourism objects in Lampung from social media. Digitalization has disrupted the field of media, affecting the development of the tourism business. It allows individuals to obtain information and analyze featured tourism objects through various platforms such as Twitter, LinkedIn, Youtube, Instagram, Facebook, and Whatsapp.

The number of online media keeps increasing. Indonesian Press Council reports that Indonesia has approximately 47,000 media, and 44,300 of them are online media while the rest of them are electronic (e.g., radio and television) and printed media (newspaper, magazine). This number does not include the increasing number of bloggers and vloggers. As the world is closer to digitalization, activities, both work and non-work related, can be carried out online from home. Technology advancement continues to trigger rapid changes. Social media usage becomes more intense, and new media emerge. Internet installation has also become more popular due to the demands of technology. Failure to keep up with the technology may result in slower information flow. Technology advancement also affects the tourism sector, where it offers a virtual visit to the tourism destination. Thus, the internet can be seen as a mediator of information between communicators and communicants. Lampung province can become an alternative tourism destination by continuously spreading tourism information. Most of the visitors come from Jakarta, Serang, and South Sumatra, thanks to information shared on social media.

Considering the increasingly intense use of technology, the media currently functions to:
(Burgoon and Huffner, 2002)

1. Provide efficient information dissemination
Efficient use of high technology media can save various aspects, such as time, cost, and energy.
2. Strengthen the obtained information
Support from high technology media allows communicator and communicant to make impressions.
3. Educate and direct
Current audiences are more interested in high technology such as internet. Audiences are interested in positive effect from the information.
4. Entertain
Audience prefer to have entertaining news and informations.
5. Serve as Social Control
Social policy can function as a monitoring system through the communication media.

Interaction and communication in the disruptive era are mostly done through social media as it eliminates time and distance issues. Many tourists visit Lampung's featured tourism destination after obtain the information through social media. One of the most frequently used social media is Instagram. This platform is used to inform almost all tourism objects in Lampung. The information is shared by Instagram accounts such as *Pariwisata_lampung*, *pariwisata_lampungbarat*, *pariwisatalamteng*



According to Kasali, advertising media is divided into two types:

- A. Above-the-line media, consisting of advertisements in printed, electronic, and outdoor media. This type of media indirectly targets the audiences because it is limited to the media audiences' acceptance. It is characterized by the following:
 1. Broad target audience,
 2. Easier concept and idea,
 3. Absence of direct interaction with audience,
 4. The media usually used include TV, radio, magazine, newspaper, tabloid, and billboard.
 5. The production cost is lower than the display costs.

Above-the-line media has been used to market tourism in Lampung, as seen in several billboards about a festival in the main roads. The billboard contains several events during the festival.

- B. Below-the-line media, consisting of all media like direct main, exhibition, point of sale display material, calendar, agenda, keychain, and souvenirs to make audience recognize the message being delivered. Below-the-line media aim directly the audience as they can understand the message being delivered. The characteristics of below-the-line media include:
 1. Limited number of audiences,
 2. Providing audience opportunities to feel, touch, interact, or even make a purchase directly.

The use of below-the-line media is less frequent than above-the-line media. This type of media is often used during exhibition or tourism events, for instance, the annual Krakatau Festival.

During Krakatau Festival, small and medium scale businesses exhibit Lampung's local crafts. These crafts include kain tapis, keychains, local foods, dances, and the culture of each regency in Lampung province.

Communication refers to the process of delivering information by communicators to the communicants. The success of communication can be viewed whether the purpose of the communication has been attained. Media is an important aspect of this delivery process. It serves as a means to pass the information. In a business context, communication plays an important role in obtaining the goals namely:

1. To develop same purpose, and
2. To make the communicator moves according to the communicants' will .

The largest tourism event in Lampung Province is Krakatau Festival. The festival is participated by all regencies in Lampung Province. Other festivals like Skala Brak in West Lampung and Sari Ringgung in Pesawaran regency are also held annually. In business context, communication is analogous to an investment made to achieve a certain goal. Thus, it is important to realize that the investment procedure may determine the achievement of the goal.

According to Jatmiko (2004:4), a satisfied customer is the main goal of a business. That is, the producer should understand customers' needs. The needs can be goods or services. Natural beauty and cultural diversity alone are not enough to develop a tourism industry. It should be supported by other facilities such as transportation services and human resources ready to support the industry. Community involvement plays a pivotal role in supporting the tourism industry. Tourism attraction and potential can only be optimized by developing facilities, infrastructure, and the readiness of human resources involved in the tourism industry, considering that tourism involves humans in its activities (Donald E. Linberg, 1976: 102).

A business organization is different from non-business organizations (e.g., school, mosque, etc.) The business organization produces goods and services to obtain profits and for its commercial purposes. Business communication includes the process of delivering and receiving messages of an organization. Business communication represents natural persuasion and effort to affect organizational behaviors (Wasasmita, 1998: 4-5). Tourism events in Lampung, in addition to increasing the economy, may open employment for its citizens.

5. Conclusion

This study concludes that Lampung Province possesses huge tourism potential that should be developed through social media. Optimizing social media is one of the means to deliver information to the public quickly. Business communication is expected to develop broad employment, improve the economy and broaden tourism marketing to develop public understanding to support the tourism sector while sustaining cultural values. The technology advancement helps prospective foreign and domestic visitors to find out about tourism in Lampung. Some valuable assets of this province have been renowned and require proper management to develop its tourism industry. In this disruptive, rapid-changing era, social media use should be optimized to develop the tourism industry in Lampung Province.

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