

## The Role of Official Account on Social Media toward Attracting Tourism Sector

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**Abstract.** The purpose of this research is to find out the role of official account in supporting the development of the tourism sector. Official account is one of the strategies in supporting tourism development by promoting and introducing the potential of tourism resources to attract the attention of the wider community, increasing visitor interest and also making the tourism object a superior tourist attraction. This research uses a qualitative method of description. The results of this research are to see the characteristics of social media as a forum for promotion of the development of the regional tourism sector. This research concludes that promotion of tourism excellence requires promotion, one of which is through social media.

### 1. Introduction

Indonesia has a wealth of tourism resources that are very abundant, each region has a distinctive tourism advantage that has the potential to be developed. Tourism provides many benefits to national development, one of which is foreign investment. Therefore, if the development of the tourism sector is developed and managed properly it can increase the potential of the region. In the development of the tourism sector not only rely on the potential of natural resources owned but also consists of several supporting factors such as the role of government and society, the availability of infrastructure and also media information in supporting tourism development. The role of social media is as a promotional tool and also a forum for information in providing knowledge of the advantages of tourism natural resources to attract attention and increase visitor interest. The use of social media every year is increasing, this is an opportunity to promote the tourism sector for the wider community and facilitate tourists to determine tourist destinations.

The benefits of information technology for the business world are bringing producers and consumers closer, costs that are cheaper and more flexible. In the book also explains that advertising through the internet provides more benefits in reaching local, national and international markets [1]. Furthermore, in the research explained that the benefits of social media in marketing products are promoting products, building communication between sellers and buyers openly, helping employees to share many things, promoting good and interesting content, becoming a good place to discuss products easily [2]. The main actors are local governments, investors and local communities and also supported by complete facilities with good quality so that the tours offered can attract attention [3]. The reason for promoting tourism on this screen is to create trademarks and income. Many can be purchased here and can also be offered in various types so that the products offered are very attractive [4]. As for the Development of Social Media Strategies in Tourism Destination that information media has an important role in developing tourism both in terms of supply and also demand. The role of social

media is influential in increasing tourist destinations in the tourism market by providing easier and cheaper marketing in attracting prospective visitors [5]. Furthermore, that social media has an influence on tourism as a tool in providing information that helps prospective visitors find out tourist destinations and plan trips and in the previous research there were many things that could be factors in the development of tourism and one of them was information media [6]. In the tourism industry, social media acts as a promotional tool in providing knowledge in information that is easier and to increase the interest of end-users [7]. That marketing tourism products through social media is an appropriate strategy. Evidently, many countries around the world have used social media as an important tool in tourism promotion. Social media plays an increasingly important role in various aspects of tourism, especially in information seeking, tourism promotion and also decision-making behavior. With the existence of social media in the development of tourism proved to facilitate many parties in giving and obtaining information [8]. In determining the journey, a tourist would need information about this which is an important factor why social media is needed in tourism development strategies, with the presence of social media to help promote, sell and develop management relationships with customers. Many surveys show that around 50% of people who is going to travel tend to download travel applications to plan trips [9]. Furthermore, marketing strategies in social media are to promote products through social media tools such as Twitter, YouTube, Facebook, Instagram, etc. to attract customers. tourism product marketing strategies offer a comprehensive collection of information about various tourist attractions, accommodations, tours, attractions, events, destinations, and the latest information related to other trips [10].

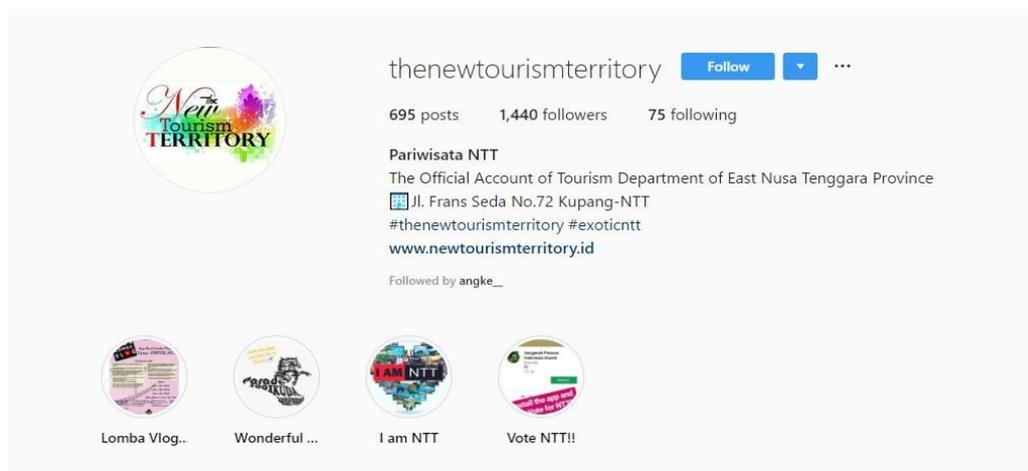
The purpose of this research is to find out the role of official account in supporting the development of the tourism sector that influences increasing interest in visiting potential visitors, which in turn will influence the development of tourism potential resources. This research uses a qualitative descriptive method to study social media in tourism development.

## 2. Method

In this research, the writer used descriptive qualitative method to obtain primary and secondary data which later be analyzed with the aim to describe the tourism agency @thenewtourismterritory account of the Nusa Tenggara Timur tourism agency as a place to provide information and promotion to the tourism sector.

## 3. Results and Discussion

The main goal of this study find out the role of social media in supporting the development of the tourism sector. Nusa Tenggara Timur has potential tourism natural resources, historical tourism, marine tourism and cultural tourism. In tourism development a forum is needed to provide information and knowledge through social media. The Nusa Tenggara Timur tourism office has an Instagram



account as a strategy to attract tourists to visit the account name @thenewtourismterritory (see Figure 1).

**Figure 1.** Official account profile of Nusa Tenggara Timur Tourism Department

The picture above is a tourism service Instagram account in Nusa Tenggara Timur that posts information, activities and knowledge about tourism in the Nusa Tenggara Timur that aims to introduce Nusa Tenggara Timur tourism to the wider community using Instagram users. With the existence of government-owned Instagram accounts, it is easy to provide information. with the @thenewtourismterritory account the government can share the charm of tourist attractions in Nusa Tenggara Timur one of the beaches in Labuan Bajo (see Figure 2).



**Figure 2.** Labuan Bajo beach

The picture above shows the position's meaning is a form of tourism promotion to improve the tourism sector of Nusa Tenggara Timur. The picture is one of the beaches in Labuan Bajo, West Manggarai. The pictures provided are also interesting and useful so that they can attract the attention of visitors. Apart from being famous for interesting tourist attractions, Nusa Tenggara Timur also has an interesting culture. from this interesting culture there are cultural events or activities such as horse racing that have become a tradition to this day (see Figure 3).



**Figure 3.** Horse racing in Sumba

The photos shared are one of the unique cultures found in Nusa Tenggara Timur. Horse racing is one of the traditions of the Sumba people, Nusa Tenggara Timur, and is still done to preserve local culture. So besides posting natural beauty in Nusa Tenggara Timur, it also posts a unique culture that is marked by Nusa Tenggara Timur as a support for cultural preservation. besides that, the government-owned @thenewtourismterritory account also posts things related to tourism development in Nusa Tenggara Timur, one of which is by inviting people to always support representatives of Nusa Tenggara Timur in tourism contest events (see Figure 4).



**Figure 4.** Nusa Tenggara Timur tourism ambassador

Another form of support for tourism in Nusa Tenggara Timur is by inviting the community to provide support for representatives of Nusa Tenggara Timur in the event of the selection of Indonesian Tourism ambassadors so that tourism in Nusa Tenggara Timur can be recognized by the wider community. with the participation of Nusa Tenggara Timur representatives in the tourism ambassador contest is one strategy to introduce tourism in Nusa Tenggara Timur and also compete in offering tourism potential. one strategy to attract visitors is by holding cultural events organized by the government of Nusa Tenggara Timur. The event was held in several cities (see Figure 5).



**Figure 5.** Poster event schedule in Nusa Tenggara Timur

The strategy of the Nusa Tenggara Timur regional government in increasing the interest of tourism visitors is by holding cultural events or related to tourism in several cities in Nusa Tenggara Timur. In the picture above shows that the government uses social media in providing information related to tourism activities. With this account, more people can easily get information.

#### **4. Conclusion**

If tourism is well developed it will affect regional and national development which will later describe the direct and indirect impacts in the development of the tourism sector. Notwithstanding the supporting factors, one of which is social media which plays an important role in promoting potential tourism objects. Promotion through social media provides many benefits besides the demands of the times that all activities are internet-based but also promotion through social media is easier and also cheaper.

From the above research it can be concluded that social media has a role in the development of the tourism sector, namely the existence of @thenewtourismterritory account can facilitate information and as a promotional tool for attract tourist.

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