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Cultural Content in the Youth's Social Media on Likupang Super Priority Tourism Destination

Riris Loisa^{1*}, Lusia Savitri Setyo Utami², Nigar Pandrianto³, Lydia Irena⁴

^{1,2,3}Faculty of Communication, Universitas Tarumanagara, Jl. Letjen. S. Parman no. 1, Jakarta 11410, Indonesia

*Corresponding author Email: ririsl@fikom.untar.ac.id

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ABSTRACT

There are 1340 ethnic groups comprising Indonesia, a country with a rich culture and has a lot to offer to the tourism industry. This cultural wealth needs to be communicated to the community, including the younger generation, as the younger generation and the largest group of users of social media, as well as a potential market for the tourism business. Experience sharing activities carried out through social media have a positive and significant influence on travel intentions. Millennials and Generation Z who are fluent in social media, have a role in increasing tourism activities. Ideally, these cultural contents are shared abundantly on social media. Then, how is cultural content shared on social media about the super priority destination of Likupang. The research aims to analyze the cultural content in the social media of Likupang super priority tourist destination among the younger generation. The research is conducted in a qualitative case study method, where data collection was carried out through social media observations using big data analysis tools, and forum group discussion with the younger generation, academics, and tourism practitioners in the Likupang area. This research found variations in cultural content in Likupang tourism include language, clothing, arts and culture, local wisdom, culinary, leisure activities. Secondly, regarding narration and storytelling. Of the many kinds of uploaded content, narrative content has its own charm, even above it has been found that the content has the 7th highest engagement among 1000 uploads with the hashtag #Likupang. Thirdly, the selection of the method in conveying the narrative and storytelling, which micro-influencers' content aims to increase consumer travel conversion, more than brand recognition among a larger audience.

Keywords: Cultural Content, Social Media, Young Generation

1. PREFACE

The merging of tourism and culture, as well as travelers' growing interest in cultural events, offer both unusual potential and demanding challenges for the tourism business. A type of tourism activity in which the visitor's primary motivation is to learn about, discover, experience, and consume the tangible and intangible cultural attractions or products in a tourism destination is referred to as cultural tourism in the definition by the UNWTO General Assembly. These attractions/products relate to a collection of distinctive material, intellectual, spiritual, and emotional characteristics of a society that includes literature, music, the creative industries, living cultures with their customs, value systems, and beliefs, as well as arts and architecture, history, and cultural heritage, culinary heritage.

A form of tourism known as "culture tourism" enables visitors to take part in traditional celebrations and rituals. The visitor can thus experience a true cultural exchange with the people. Additionally, because cultural tourism is a significant growth factor, it helps local communities recognize their own culture. Groups therefore try to celebrate and promote their culture since it distinguishes them from other communities. Local communities can get advantage from cultural tourism: cultural tourism benefits the local economy and can support the growth and development of underprivileged communities; this type of tourism generates revenue that can be invested in local charities; it aids in the preservation of regional culture while enabling localities

to highlight its distinctiveness to set itself apart from other areas; and it aids locations in promoting themselves and competing on an equal level with more cutthroat places.

One of the fastest-growing categories of the tourist industry, contributing for an estimated 40% of all tourism worldwide, cultural tourism is defined by the UNWTO as travel focusing on cultural attractions and products. It crosses paths with historical and religious sites, as well as with crafts, the performing arts, gastronomy, festivals, and other unique events. Through cultural tourism, which can produce employment, the transformation of rural and urban areas, and the preservation of cultural and natural heritage, nations around the world are able to capitalize on their distinctive blend of tangible and intangible heritage and contemporary culture to promote economic growth and sustainable development. Cultural tourism is an industry segment that is always changing due to shifting lifestyles, the emergence of new types of culture and creativity, and traditional and digital innovation. Furthermore, it has grown into a more complicated phenomenon that is expanding political, economic, social, educational, and ecological dimensions. Globally, cultural tourism is a significant source of employment, and many nations view it as a top priority to encourage job growth, particularly for young people. Cultural tourism permeates the entire cultural ecosystem, supporting employment in the areas surrounding historical, natural, and museum sites, namely through restoration and maintenance work, as well as throughout the various cultural domains, particularly crafts, gastronomy, and performing arts, and further stimulated by festivals and cultural events.

The pandemic, which began to spread in Indonesia in early 2020, has been a heavy blow to the tourism industry. While the curve of pandemic starts to slope, the recovery of the tourism sector due to Covid-19 in Indonesia is carried out by emphasizing several features such as attractions, accessibility, amenities, proportions, and participation of private business actors. Furthermore, tourism recovery is carried out by applying techniques of creative content by prioritizing narratives, living culture, and cultural strengths. Indonesia's tourism recovery efforts are prioritized on five super priority destinations, one of which is Likupang.

There are many kinds of digital technology used by the government to encourage the tourism sector. The provision of information about tourism in cyberspace through digital technology can be accessed anytime and anywhere. So that promotion through social media is believed to be the most effective way to introduce cultural wealth. Where social media has six characteristics, namely networks, information, archives, interactions, social simulations, and content by users, Nasrullah said.

The social media users referred to in this study are the young generation, especially the Millennial and Generation Z. These two generations are known as digital natives in the use of information and communication technology, especially the internet. The Younger generation is also very active in using social media, especially as a place to share experiences, self-actualization, or aesthetics. Not only that, but this generation is also able to create and find networks through social media, so it's no wonder that they are very fluent in this matter.

Information becomes an important entity in social media because users create content and then interact based on the information in that content. Including tourism content that is uploaded when the user is traveling. The content will become information for those who are exposed, which can continuously lead to interaction. The dynamics in social media, where users share experiences on social media, were also found to have a significantly positive influence on travel motivation.

Escalating again with the relationships that can be created through social media where users can create new connections, and even a community to interact with each other. By using hashtags or Likupang hashtags, users connect with each other and contribute to the diversity of content about Likupang tourism on social media. Social media is found as the best practice to engage customers, particularly regarding information search, decision-making behaviors, and tourism promotion.

Based on those considerations, this research intends to analyze how cultural content is shared in youth's social media about the super priority destination of Likupang.

Source material

Seyfi, Hall, and Rasoolimanesh, offered six key factors affecting cultural tourist experiences in a destination have been identified using a grounded theory approach to the development of memorable cultural tourism experiences (MCTEs): prior perceived significance of the experience, authenticity, engagement, cultural exchange, culinary attraction, and quality of service. The results of this research add to current efforts in tourism scholarship to comprehend the essence of memorable travel experiences (MTE) in general and in the context of cultural tourists' experiences. The theoretical and practical implications of the study's findings are examined, and several directions for additional investigation are also suggested.

There are 12 elements of culture that can be attraction for tourist arrivals as proposed by Ritchie and Zins (1978): language; traditions; handicraft; and eating habits; art and music; history of the region; work and technology; religion that is stated in a story or something that can be witnessed; Architectural forms and characteristics in each tourist destination; local dress and clothes; educational system; and leisure activities

Research by Wimrayardi, Putra, Hidayat, and Parmadi in West Sumatera, brings forth a framework or model of the local culture that might be utilized to support culture-based tourism and the development of cultural tourism. Local culture could evolve into such a destination with greater value and become an attraction for travelers. The strategy for promoting cultural activities and the specific needs of the tourism business is both founded on the fact that traditional crafts currently exist in the context of the opportunities and challenges that are currently confronting. Opportunities for traditional arts, particularly music, are spurring the inventiveness of producers or cultivators, leading to an increase in requests to exhibit performances in line with market demands.

Rahayu in her research entitled *The Role of Positive E-Wom and Tourist Attitudes in Increasing Visit Intentions in Millennial Generation* also found that e-WoM on social media has a positive and significant influence on tourist attitudes, where tourist attitudes have a positive and significant influence. on the intention to visit.

Zeng and Gerritsen also found that information search and decision-making behaviors, tourism promotion, and the focus on best practices for engaging with customers are all significantly influenced by social media. Utilizing social media to advertise travel-related products has shown to be a successful tactic.

Regarding heritage tourism, Surugiu & Surugiu investigated that for enterprises involved in heritage tourism, social media may be a useful tool. When a distinctive and genuine experience is provided, the outcomes—outside of an increase in visitor satisfaction—will be connected to the favorable reviews in social media channels, which "spread" from one consumer to another much more quickly. Social media enables a variety of operations regarding the heritage tourist industry, including planning the supply, promotion, and other crucial business marketing activities. Social networks have the power to alter how customers behave, how they travel, how they look for the greatest deals, and how they report their experiences.

Our Contribution

This paper offers an analysis of cultural content in social media, particularly Instagram which posted content with the hashtag of Likupang. The results of the analysis are expected to be a reference in designing policy papers related to digital tourism communication.

Paper Structure

The first part of the paper is an introduction containing an explanation of cultural tourism, cultural content in social media and social media in the context of digital tourism marketing. In addition, previous research on this subject is also presented in the beginning of this paper. The background in section two explains how the research was conducted and the data analyzed. The third part of this paper discusses the results of the analysis and the discussion refers to the concepts that have been put forward in the early part of this paper. The fourth part of this article is the conclusion, containing the essence of the discussion related to the research objectives.

2. RESEARCH METHODS

This research uses a qualitative approach with a case study method. The qualitative approach was chosen by the researchers on the grounds of being able to describe the results of the research in depth and broadly, to produce an analysis of the cultural content in the social media of the Likupang super priority tourist destination among the younger generation. Qualitative research is a research approach to explore and understand a central phenomenon. To understand the central phenomenon, the researcher interviewed research participants or participants by asking general and rather broad questions. The information submitted is then collected. The information is usually in the form of words or text. The data in the form of words or text are then analyzed. The results of the analysis can be in the form of a description or description or can also be in the form of themes.

While the case study method is a research method in which how and why questions are asked in a study, when the researcher has little control over an event and focuses on contemporary phenomena that have context with the real lives of individuals, groups, communities, or organizations. The case studied in this study is the cultural content in the social media of the Likupang super priority tourist destination among the younger generation.

This research also uses a big data analysis tool that can analyze social media, namely analisis.io. This tool collects data in the form of network analysis from the use of hashtags, viewers, comments on social media content that is the subject of research. After the data is collected, then the application also provides data analysis in the form of images or diagrams on the results of the

social media engagement. The researcher then conducted data analysis on the data obtained through the application.

The subjects of this research are the younger generation, academics, and tourism practitioners in the Likupang area. The hashtag #Likupang, which will be analyzed by Instagram social media, consists of 1,000 uploads. While the object in this study is the cultural content in social media, the super priority tourist destination of Likupang among the younger generation.

The data in this study were obtained through forum group discussion with informants. In addition, by observing the social media accounts of Likupang's super priority tourist destinations. The data analysis carried out was qualitative data analysis using the Miles & Huberman technique with the following stages: (1) data collection; (2) data reduction; (3) data presentation; (4) verification.

3. RESULTS AND DISCUSSION

Analysis of the #Likupang Hashtag on Instagram

A total of 1,000 uploads on Instagram using the hashtag #Likupang were analyzed using the social media analytics analisa.io, the results are described below.

Figure 1. Audience and Engagement #Likupang on Instagram



Source: Social Media Analytics (analisa.io)

Out of the 1,000 uploads, 327 persons were identified to have contributed to the content, which received 109,620 total video views, 43,725 likes, and 1,812 comments. More than 4 million accounts were reached in the audience. This statistic demonstrates how much Instagram social media content has been posted on the Likupang area, a top-priority tourism destination.

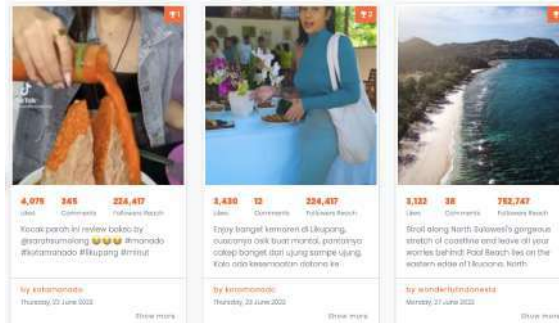
Figure 2. Geotag with Hashtag #Likupang on Instagram



Source: Social Media Analytics (analisa.io)

Furthermore, Figure 2 shows that based on tourist locations, Lihaga Island is a tourist area in Likupang which is the most content on Instagram using the hashtag #Likupang. Followed by Paal Beach, Bukit Larata, Pulisan Beach, and others.

Figure 3. Post with Highest Engagement



Source: Social Media Analytics (analisa.io)

It can be seen in Figure 3, the uploads that get the highest engagement are content created by Instagram @kotamanado and @wonderfulindonesia. However, after further analysis, the first content featured food in Manado city, not specifically in Likupang, even though the content used the Likupang hashtag. While the second and third content displays Likupang tourism. The second content features travel trips carried out by a macro influencer named Karin Novilda who has more than 7 million followers on Instagram.

This content has 3,430, likes, 12 comments, and a follower reach of more than 200 thousand accounts. Through this content, Instagram @kotamanado takes advantage of the dynamics in social media with great support from micro-influencers who already have their own fan community, because it is also believed that sharing travel experiences on social media has a significantly positive influence on travel motivation.

The third content shows the beauty of Paal Beach which is located in Likupang. This content was uploaded by the official Instagram account of the Ministry of Tourism and Creative Economy of the Republic of Indonesia which has 753 thousand followers. This content has a higher follower reach than the second content, with a total of 752 thousand.

Figure 4. Post with Highest Followers Reach and Impression



Source: Social Media Analytics Result from analisa.io dan Instagram @officialmncvt (https://www.instagram.com/p/Cf0N_tAIQHm/)

One content, uploaded by Instagram user @officialmnc tv, was discovered to have the highest follower reach and impression out of the three. This content is an advertisement for one of MNC TV's television programs, namely Indonesian Authentic Places which shows the visit of actor Hamish Daud and host Sere Kalina to the Bahoi and Pulisan Tourism Villages in the West Likupang area.

Figure 5. Influencer Profiles



Source: Social Media Analytics (analisa.io)

Figure 5 shows the top 10 Instagram accounts with the most followers who upload content with the hashtag #Likupang. Even though MNC TV, Wonderful Indonesia, and RCTI accounts are ranked the 3rd largest, the Instagram account that has the largest engagement is the micro-influencer Kelly Courtney account which has 59 thousand followers. Kelly's post using the hashtag Likupang shows her togetherness with friends on Paal Beach and has received 1,904 likes and 14 comments.

Not only nature tourism content is included in the top 10 content with the highest engagement, but there is also culinary content and cultural content uploaded by the @jejahinid Instagram account. This account is part of BUMN InJourney which is engaged in aviation and tourism. With 15 thousand followers, this account shares various information on Indonesian tourism.

Figure 6. Cultural and Culinary Content #Likupang



Source: Social Media Analytics Result from analisa.io

The content of @jelajahinid which shows Likupang wonderful cuisine is ranked 7th with 1,044 likes and 142 comments. This content features North Minahasa culinary specialties, namely tinutuan porridge, goroho bananas and roa chili sauce, lalampa, and skipjack fufu. Furthermore, cultural content was ranked 9th with 707 likes and 70 comments. The content describes 4 unique traditions of the Minahasa tribe in Likupang, namely the art of kolintang music, mapalus cooperation, the toki door ceremony, and the cakalele or kabasaran dance.

Figure 7. Commentary Page on Cultural Content of @jelajahinid



Source: Instagram @jelajahinid (<https://www.instagram.com/p/CgbDDhILjwy/>)

In the cultural context, it was also found in the comments section that there were many people who gained new knowledge and even wanted to visit Likupang. The comments column can be seen in Figure 7 above. This is in line with what was described by Setiadi that in social media connections and communities are created to interact with each other, share knowledge and experiences, especially culture in Likupang, North Minahasa.

This result is also in line with research conducted by Wimrayardi, Putra, Hidayat, and Parmadi that found local culture could evolve into such a destination with greater value and become an attraction for travelers. Including the research that was written by Surugiu & Surugiu that stated social media enables a variety of operations regarding the heritage tourist industry.

Likupang Cultural Content in the Youth's Social Media

Examining further the hashtag #Likupang, which has been described above, through the group discussion forum, researchers found several things related to Likupang cultural content on social media. First, variations in cultural content in Likupang tourism include language, clothing, arts and culture, local wisdom, culinary, leisure activities, in line with what has been mentioned by Ritchie and Zins .

“Then talk about communication and culture, in language, clothing, cultural arts, local wisdom, we sell them there. Earlier, when we talked about wonderful culture, wonderful people, the sales there, in my opinion, include wonderful cuisine.” (Hifni)

“Actually, it is complete, there is diving, the snorkeling package in Likupang is good, yes, there is also trekking. It's just that it hasn't been put together and so far, mostly local Indonesians are almost very few, the rest are foreign tourists, but foreigners are also from certain regions. Which is indeed Europe has not yet entered there. The average number of Chinese tourists.” (Iis)

Secondly, regarding narration and storytelling. Of the many kinds of uploaded content, narrative content has its own charm, even above it has been found that the content has the 7th highest engagement among 1000 uploads with the hashtag #Likupang.

“Storytelling is important, yes, how can each tourist area bring it up for tourism that really wants to be sold, stories that are characteristic of the area, for example, can be added value.” (Yugih)

The various cultural elements mentioned by Ritchie and Zins such as culture, tradition, handicraft, art, and music, as well as the history of the region owned by Likupang of course can also be packaged in such a way in the form of narratives and storytelling which are then uploaded on social media, which as we know has an extraordinary ability to spread information from one consumer to another quickly.

Thirdly, the important point is the selection of the method in conveying the narrative and storytelling. One of the informants also mentioned that people who are active on social media are an important part of narrating both in text and visual form.

“Social media is good; people really want to go there because there is so much content. Part of these social media people will tell and narrate in text and visuals about phenomena that occur in the field, hopefully this will be a good outcome and output, and will also be a special policy for us to explore.” (Yuliandre)

Then who are these people on social media that can draw users in and could possibly have an impact on their choices? According to Zeng and Gerritsen social media may be utilized as a method to sell tourist items and has a big impact on how people make travel decisions.

“Between macro and micro influencers, the more effective at increasing FOMO (fear of missing out) is the micro one. To encourage people to buy, micro influencers are also more effective, in contrast to for example macro influencers or celebrities such as Raffi Ahmad who travels on a big ship, not all the consumers are 'sultans' like that, the level of brand awareness may be greater, but not necessarily the conversion.” (Abie)

Micro-influencers, compared to macro-influencers and celebrities who have a massive number of followers, can deliver narratives related to Likupang tourism with the variety of content they control, such as videos on Reels and TikTok, photos on Instagram, and so on. Their content aims to increase consumer travel conversion, more than brand recognition among a larger audience.

4. CONCLUSIONS AND RECOMMENDATIONS

The integration of tourism and culture as well as tourists' increasing interest in cultural events present the tourism industry with both extraordinary opportunities and difficult obstacles. Cultural tourism is a particular kind of tourism activity where the visitor's main objective is to explore, experience, and consume the tangible and intangible cultural attractions/products in a tourist location.

Users produce material on social media and then engage in interactions based on the information contained therein, making information a crucial element. Included in this are tourist-related uploads made while the user is traveling. For individuals who are exposed, the content will become knowledge, which may continually prompt interaction.

A total of 1,000 uploads on Instagram using the hashtag #Likupang were analyzed using the big data analysis tool. It is found that not only nature tourism content is included in the top 10

content with the highest engagement, but there is also culinary content and cultural content uploaded by the @jejahinid Instagram account. This content features North Minahasa culinary specialties, namely tinutuan porridge, goroho bananas and roa chili sauce, lalampa, and skipjack fufu. While the cultural content consists of the art of kolintang music, mapalus cooperation, the toki door ceremony, and the cakalele or kabasaran dance.

Researchers also found several things related to variations in cultural content in Likupang tourism include language, clothing, arts and culture, local wisdom, culinary, leisure activities. Secondly, regarding narration and storytelling. Of the many kinds of uploaded content, narrative content has its own charm, even above it has been found that the content has the 7th highest engagement among 1000 uploads with the hashtag #Likupang. Thirdly, the selection of the method in conveying the narrative and storytelling, which micro-influencers' content aims to increase consumer travel conversion, more than brand recognition among a larger audience.

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