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by Sulistyani Sutarlan

The Relevance of Using Social Media Applications Strategies to Increase Marketing Potential of Indonesian Maritime Tourism (Analytical Study of Tourism Journals and Online Marketing)

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Abstract

This literature analysis aims to understand the relevance of social media applications as a marketing strategy for Indonesian tourist destinations in the virtual era. As technology advances, all businesses are involved in technology. One of them is using social media applications as a strategy in marketing tourist destinations in a country. In order to understand how relevant social media applications are to tourism destination marketing, we have collected evidence from previous studies and then analyzed them by involving an in-depth evaluation and interpretation coding system so that we can understand the relevance of the two variables above. Our data search is done electronically on databases of several international publications such as search, Taylor and Francis, Google books, several other publications. Based on the study and discussion results, we understand that social media applications are very relevant in providing information and promoting various tourist destinations in Indonesia, which are well-known tourist destinations. Thus, this finding is hoped to continue obtaining data for academic purposes and other business applications

I. Introduction

Today, in the digital era, prospective tourists can quickly get travel information through technology-assisted methods, including social media and advertisements from mainstream media (Farina et al., 2011). Why prospective tourists can get information through social media is that social media users are increasing day by day. Any news about political business and other news can quickly be found through social media platforms compared to other mainstream media. Since the presence of social media in the global community, businesses are often increasingly evolving by utilizing social media influencers to influence people's mindsets evaluated (Kaur, 2017). So that potential customers or consumers will continue to increase their purchases because the information they want on each product purchased, especially here, tourist-target suggestions can easily be found through applications on social media. So that those who previously did not intend to buy a tour package, after getting a race that was driven through a social media application, it

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accelerated decision making by potential travel buyers. Although the study of tourism and the clarification of how prospective tourism buyers are still being debated, previous researchers have emphasized that advertising rather than tourism products are part of services and travel that leads to experiences rather than previous tours (Zdunić et al., 2016).

Therefore, studies that discuss the use of digital social media applications to promote tourist destinations, especially in Indonesia, require complete exposure and proof (Chan and Guillet, 2011; Hendriarto et al., 2021). However, although few studies focus on promoting tourist destinations through various social media, this is because understanding and thinking about the effectiveness of social media is still shallow (Zahrotul, 2015). In addition, it has not touched the decision-making either from the tourism manager or in the tourism sector, where on average, they are people who are less active on social media. So this requires further study to understand how social media can affect every stage of a prospective tourist's journey so that they get more targeted information services (Varkaris and Neuhofer, 2017). Therefore, our research wants to gain an understanding and research evidence to give confidence to potential tourists to obtain information independently about the stages and procedures and strategies for how they can get more apparent information services. About their travel plans to a country, specifically for Indonesia, so that, among other things, the purpose of this literature review is carried out (Vargas-Sánchez and Moral-Moral, 2018).

Through this study, we will also review various evidence of travel studies, then analyze and see first-hand how the trust given by social media is at the stage where prospective tourists make decisions to travel to go to Indonesia or other countries (Filo et al., 2015). So later, we will evaluate how social media provide information to prospective visitors by examining any information findings that have been published in various tourism marketing journals, mainly social media (Leung et al., 2013). This literature review will also present a theoretical overview of how the theories about travel or tourism and the background of the theory, for example, how the role of social media in shaping the mindset of the way of tourism and in providing a terrace. With this, we can develop a method that presents the results of this study and the discussion thereof and applications that are technical, managerial, and also from a review perspective which is also helpful for future studies (Yli-Huumo et al., 2016).

II. Research Methods

This section will depict the technique for this review we did with the point of this writing examination to comprehend the significance of web-based media applications as a showcasing system for Indonesian vacationer locations in the virtual period. As innovation progresses, all organizations participate in innovation (Branthwaite and Patterson, 2011). One of them is by utilizing online media applications to showcase traveler objections in a country. To see how pertinent web-based media applications are to the travel industry objective showcasing, we have gathered proof from past exploration and afterward dissected it by including a top to bottom assessment and translation coding framework to comprehend the significance of the two factors above. Our information search is done electronically on a data set of a few global distributions, for example, Search, Taylor and Francis, Google books, a few different distributions. We led this review in an expressive subjective plan with optional information from distribution sources that we focused on in the distribution ten years prior (Malhotra and Malhotra, 2012).

III. Results and Discussion

3.1. Social Media and Marketing Business

According to Cross, (2021) efforts to understand the tourist experience are significant, from getting information about tourist destinations, procedures before buying and preparation, how they traverse between countries, and how they gain experience while in tourist destinations until they return home happily from each origin. For prospective travelers, the experience of previous visits is an exciting experience for business tourism managers who support tourism and all stakeholders related to the tourism industry. Then related to the decision of tourist events to get holiday information through the stages of online assisted information, for example, social media, starting from looking for information on determining tourist destinations to the stages of obtaining various transactions carried out as well as information on spending funds for the preparation of democracy as well as transportation accommodation and all other devices (Sigala, 2016). This involvement is significant to understand if they have several alternative experiences to get information on whether they can make friends through international travel services or even through social media that is so integrated today.

social media are seen as having the potential to expand public sphere, territory or domain where discourse takes place involving citizens openly. However, the existence of the Internet public sphere tends to be seen as a contestation space where corporate and state forces try with various ways to control and dominate it. Nevertheless, the wave of digital activism has become a creative means for citizens to develop global and local discourses. They use social media as an alternative to creating autonomous public sphere, and consolidate counter power against other forces (state / corporation). (Bo'do, S. et al. 2019)

So, we can understand that with more and more social media platforms moving to accommodate information services and tourist destinations (Hudson et al., 2015). This is owned even though indirectly by the organizers rather than tourist destination facilities in a country; this social network is ideal, which is very helpful for potential tourists (Wood et al., 2013). All experiences gained from social media and others are essential to be understood by all components involved in developing tourism businesses between countries and within their own countries. We mentioned above, along with the development of various social media platforms, it is possible for business people, including tourism companies, to participate in innovating promotion mechanisms patterns and even sell tourism products through various types of social media (Munar, 2012). Due to this for potential consumers, easy, practical, and economic steps are taken to get various kinds of information about their travel plans and implementation, namely, through social media, especially social media nowadays, not only as a place for friendship and games. However, social media is slowly being used as a place for business events such as advertising promotions and even ordering and sales are made because of the nature of this media cell that can be reached very easily anytime and anywhere (Hays et al., 2013).

Because of this study, the leadership of social media platforms has increased, renovated, made a tremendous impact to help share and even help how information (Dabner, 2012). This will be conveyed and reach those who need it, thus becoming the basis of the emergence of social media, which is now used by those who channel hobbies and friendships and business events on various scales (Saravanakumar and SuganthaLakshmi, 2012). So related to influencing the number of sales of tourist destinations, social media has provided something very significant to form a team or service that is very integrated, very communicative, affordable by all levels of society,

ranging from celebrities. To business people from all walks of life to society. In essence, all of this will allow the sale of tourist destination services directly to potential tourists to a place (Jones et al., 2015).

So, talking about the impact of social media presence on increasing sales and popularity of tourist destination advertising services, there is no doubt that social media has tremendous and innovative capabilities that reach various levels of consumers and their levels of ability because social media is a segment of the millennial generation who wants to get information (Khajeheian, 2013). As quickly and accurately as possible. So, there is almost no doubt that dealers owned by social media influence tourism activities and mobility between countries. More and more business people integrate their services related to transaction promotion so that all products can be presented through social media, namely the influencer system (Leerapong, 2013).

According to Fotis, (2015) with positive content and innovative, inspiring nature, social media makes social media the most trusted number criteria for decision making from potential tourists who want to get information services quickly, satisfyingly, and benefiting both parties. Thus, social media plays a role here in providing archival services in terms of destinations rather than tourism, both domestically and abroad, and potential buyers, both domestic and visiting from abroad (Stepchenkova and Shichkova, 2017).

3.2. The Benefit of Social Media in Marketing Tourism

In general, there are several benefits of promotion-based marketing on social media for tourism purposes. Social media is information where people are more inclined to the younger generation to be on social media, making it easier for destination communities to share and absorb information for tourist purposes (Rasul et al., 2020). Because in general, the younger generation is a generation that likes to travel, so they tend to share experiences while on vacation, automatically other friends will see how the experience and convenience made by their friends who travel in terms of vacation visiting relatives even the purpose of carrying out business activities in one city to another city or from one country to another, so because everyone uses social media, the cell will be very effective in disseminating information, spreading promotions, and getting the convenience of tourist services (Cann et al., 2011).

Apart from being a means of information, social media is also a means to communicate with each other because social media is also equipped with picture message facilities, where prospective tourists will quickly see the display of promotional videos and even other experiences so that information can be asked directly to the organizers or management. (Hughes and Palen, 2012). What kind of tourist destinations do they go to? This is very meaningful for both the country's tourism business and other businesses related to the tourism business; now, social media is ready to communicate and interact directly with customers (Wendling et al., 2013). The use of social media in risk and crisis communication. Then, through the convenience that social media has, it can also give impressions and messages to other audiences, how through experiences shared by other friends, audiences or friends on this social media will form new perceptions and even be challenged to visit as previously informed by a friend, this is a very effective strategy for attraction developers and managers to interact with potential tourism customers through the use of social media features and platforms of various models (Zeng and Gerritsen, 2014).

In addition, social media is also one that can be used to make this tourist destination different and have high branding (Bruhn et al., 2012). Management research review. Furthermore, with the advantages that social media has in terms of loving and branding, this is the identity of an area that can be presented directly through, for example, a logo or

miniature or regional name (Schivinski and Dabrowski, 2016), so that it is easy to give and easy for potential tourists to understand through the principles they see what they see. Please read what is displayed on social media which. In the end, this tourist destination looks better even though this social media is natural, but when exposed it is displayed with interesting content then this is a revolution that is ready to change the face of tourism for the better, better and reach out to all potential tourist visitors (Smith, 2012).

Furthermore, social media can also be used directly to market tourist attractions and continue disseminating information. With the influence that social media has both in communicating and media sources of information, it can also inspire and print brain colors from a tourist destination even though it is only online so that every potential tourist can have account access and obtain their information. Can publish all experiences, video images, and impressions obtained. At the same time, in a tourist location and other words finally, it seems crowded for people who have never been there will get a page on social media, exciting, inspiring and a service that can satisfy potential visitors (Királ'ová and Pavlíčeka, 2015).

3.3. Tourism Marketing on Facebook

As discussed above, social media is the most appropriate means of marketing tourist destinations both in Indonesia and in other parts of the country (Hal et al., 2019). Through social media, tourism business movers can study various studies to understand the role of social media, how tourism actors are, how potential tourism visitors are, and how all tourism-related businesses allow them to adapt and support each other to support domestic tourism programs (Putra et al., 2019). This is a massive opportunity for the world's movers to believe that more and more young people are flooding into social networks (de Souza Briggs et al., 2010). This makes it easier for tourism drivers to understand how young people are involved in efforts to share experiences and share experiences with various media platforms with different content so that they find what they are looking for and understand how the strategy conditions for success in planning tourism destinations in the future front (Edgell Sr and Swanson, 2013).

3.4. Web-Based Media Replaces Travel Planners

In the experience before the presence of web-based media, the obligations of tagging and advertising promotions were completed by specialist administrations (Chung and Koo, 2015). Notwithstanding, since the coming of online media, travel organizers are liable for 55% of all administrator arrangements and, surprisingly, more arrangements for movement bundles and outings. In any case, they need to move to an electronic model, a model that may extraordinarily profit from online media advertising and travel industry plan, without posing numerous inquiries on the web and a few web-based media (Frederick and Gan, 2015). To remain significant, web travel organizers should utilize electronic media to exhibit their capacity to offer clients an extraordinary encounter that would be difficult to find without a master's help.

As more up-to-date school graduates travel, the primary concern should be attempting to meet their one-of-a-kind necessities. Youngsters who mature from twenty to thirty keep valuing encounters over material belongings, so taking on a sheet from the B2B playbook is a great spot to begin (Ayers, 2015). Focal booking organizations have, as of late, added encounters to their rundown of contributions, as opposed to just permitting visitors at the office (Swarbrooke and Horner, 2007). Vacationers can recruit local people to show them the great spots, exercises, or individuals that make their location engaging. Travel administrations are qualified experiential delegates (Chesbrough, 2011). Accordingly, re-

examining the sorts of activities they can arrange for their clients will assist with staying with the sign in the generally independent travel market. Recollect that clients will consistently be expected to assist individuals with doing the things they need yet cannot do all alone (Drucker, 2012).

3.5. Offer Advertising Program

To wrap things up, this audit has a component for social sharing. Outfits are by all account not the only one who understands the significance of overviews that the customers like (Ahmad et al., 2020). Most voyagers additionally understand that their words are vital for the organizations they meet. To be sure, numerous explorers today hope to get some remuneration or advantage as a trade-off for overviews or sharing them with the help of the web. For the most part, individuals are mindful of techniques for posting, labeling, and checking their portion with inn or fascination staff to get their awards back (Minazzi, 2015). It did not exist ten years prior, yet presently the standing is lost if clients do not benefit from individuals' craving to give to their associations. The advantages far offset the expenses, so what is an intelligent thought to lose? (Brogan, 2010).

IV. Conclusion

In this final section, we will summarize the results of this study report to analyze the literature of several published journals. We study and analyze the paper to understand the relevance of social media applications as a marketing strategy for Indonesian tourist destinations in the virtual era. As technology advances, all businesses engage in technology. One of them is using social media applications as a strategy in marketing tourist destinations in a country. To understand how relevant social media applications are to tourism destination marketing, we have collected evidence from previous research and then analyzed it by involving an in-depth evaluation and interpretation coding system to understand the relevance of the two variables above. Our data search is done electronically on a database of several international publications such as Search, Taylor and Francis, Google books, several other publications. We carried out this study in a descriptive qualitative design with secondary data from published sources that we targeted in the publication ten years ago.

This study summarizes that social media has strong relevance to the marketing and promotion of tourist destinations in the country. With the trust that social media has, tourism businesses can quickly get the benefits. For example, how social media can change tourism marketing which was previously done traditionally. How before, travel agents were busy with travel services, but now all these tasks have been represented on social media from many existing false forms so that this result will become valid new input for many tourism movers in the field and academics.

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