

## Social Media as a Strategy to Attract Tourists in Setigi

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### ABSTRAK

*Penelitian ini bertujuan untuk menganalisis media sosial sebagai strategi menarik wisatawan di Wisata Setigi. Metode penelitian yang digunakan dalam penelitian ini pendekatan deskriptif kualitatif. Hasil penelitian analisis strategi pemanfaatan media sosial sebagai strategi menarik wisatawan di Wisata Setigi, berbagai platform media sosial sebagai tempat publikasi Wisata Setigi melalui facebook fanpage, instagram bisnis, dan tiktok. Akun facebook dan instagram terkoneksi secara langsung dengan tujuan memudahkan dalam penyebaran konten dan informasi dengan memanfaatkan fitur-fitur yang mendukung untuk menarik wisatawan diantaranya re-post, tag, hastag, caption, instagram story, facebook story. Adanya timeline update konten secara rutin membuat ketertarikan followers menjadi lebih kuat, dengan ini adanya fitur insight yang dapat mengontrol postingan dan mengetahui kinerja akun, sehingga dapat mengontrol promosi yang dilakukan agar menjadi lebih efektif dan relevan. Adanya fitur share memudahkan pengguna berbagi satu sama lain, Wisata Setigi membuat kebijakan bahwa seluruh karyawan saling share dan upload mengenai Wisata Setigi di masing-masing platform media sosial karyawan sehingga dapat lebih cepat dalam penyebarluasan.*

**Kata Kunci:** *Wisata Setigi, Media Sosial, Pengelola Wisata Setigi, Wisatawan.*

### ABSTRACT

*This research aims to analyze the social media as a strategy to attract tourists in Setigi. The research method used in this research is a qualitative descriptive approach. The results of the research analysis of strategies for using social media as a strategy to attract tourist in Setigi, various social media platforms as a place for Setigi publications through facebook fanpage, instagram advertising, and tiktok. Facebook and instagram accounts are connected directly with the aim of facilitating the dissemination of content and information by utilizing features that support to attract tourist including re-post, tags, hashtags, caption, instagram story, facebook story. The existence of a timeline of content updates on a regular basis make followers interest stronger, with this an insight feature that can control post and know account performance, so that they can control the promotions that are carried out to be more effective and relevant. The existence of the share feature makes it easier for users to share with each other, Setigi makes a policy that all employees share and upload about Setigi on each employee's social media platform so that dissemination can be faster.*

**Key words:** *Setigi, Social Media, Management of Setigi, Tourist*

### INTRODUCTION

Various natural resources, culture, and natural charms in Indonesia that are still not managed properly, it is necessary for the role of the government and local residents to unite to manage the natural wealth they have to become tourist destinations. Now the interest in visiting tourists also has the potential for local tourism in the village, each village has a uniqueness that is used as a strategy to attract tourists, it all depends on how to manage the potential of the village to become a tourist

village, because tourism development will bring many benefits and advantages. Tourism villages developed in rural areas have special characteristics, such as pristine natural resources, village uniqueness, history and culture in the village. Tourism villages are an alternative for sustainable rural development that prioritizes the community as tourism actors so that rural communities will benefit from tourism activities, but not all villages can develop tourism well, even with supporting

natural resources and the uniqueness of each village. It all depends on how to manage to realize a tourist village and how to introduce tourist destinations so that they become the spotlight among tourists.

One of the new tourist destinations in Gresik Regency which is in the spotlight of tourists in the north is Setigi Tourism and Gosari Nature Tourism. This can be seen from Google Reviews, through Goggle Reviews tourists will know how big the rating given by tourists who have visited. In Google Reviews, tourists will review tourist destinations after visiting, because currently tourists who will visit a tourist destination will look through the internet, either from Google Reviews or social media. The following is Google Review data regarding the rating given by visitors to Setigi Tourism and Gosari Nature Tourism.



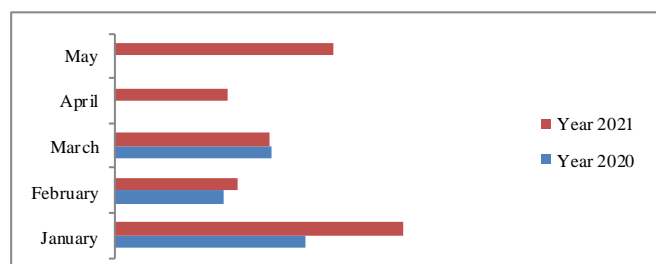
Source: Google Review Setigi Tourism and Gosari Nature Tourism

Figure 1. Rating Setigi Tourism and Gosari Nature Tourism

Through the rating given by tourists, of course, what is the strategy of the tourism

manager in increasing tourist visits and becoming a competitive tourist destination, so the researcher wants to analyze the strategy carried out by Setigi Tourism as a strategy to attract tourists to visit. Setigi Tourism is located in the village of Sekapuk, Ujungpangkah Districts, Gresik Regency, called Setigi is an abbreviation of Selo Tirto Giri which has meaning Selo “rocks”, Tirto “water”, and Giri “hills”. Setigi Tourism initially it was a former limestone hill mine and was used as a garbage dump by the people of Sekapuk village, which later the Sekapuk village government through Sekapuk Village-owned enterprises managing the place makes it an exotic tourist destination and visitors. Setigi Tourism presents the natural beauty of limestone hills with various forms of caves and overdracts with a sense of pristine rural nature, Setigi Tourism can also provide income for the Sekapuk village community and reduce the unemployment rate of the Sekapuk village community, because it opens up a lot of job opportunities that are devoted to the community Sekapuk village.

Setigi Tourism is also popular among tourists. This is shown in the graph of the number visitors to Setigi Tourism from January to May 2020 and 2021 below.



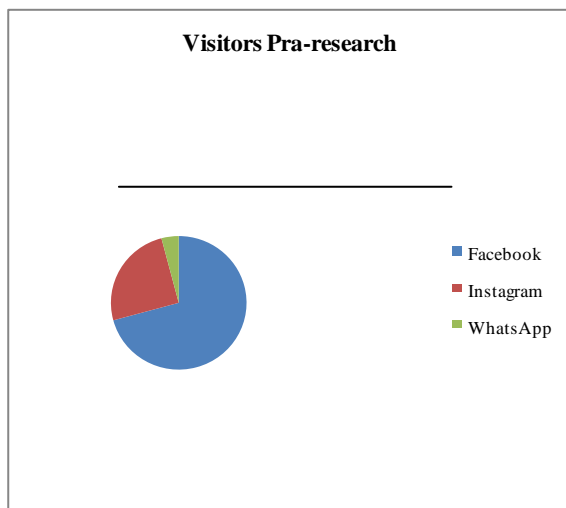
Source: Sekapuk Village-owned enterprises

Figure 2. Graph of Number of Visitors to Setigi Tourism January to May 2020 and 2021

Based on the graph, the number of visitors from January to May 2021 has increased when compared to the number of visitors from January to May 2020. After the researchers conducted pra-research by conducting interview with one of the

management of Setigi, she said that the number of visitors had increased due to promotions. Previously, Setigi Tourism had a marketing team to carry out promotions, but over time it felt less effective, therefore Setigi Tourism made a policy that all employees become the marketing team to carry out promotions, where all employees are required to post at least one post every day related to Setigi Tourism on employee social media. The management of Setigi Tourism also said, in April and May 2020 visitors experienced a drastic decline and were worried that the number of visitors would decrease again, but with a promotion carried out through social media that did not rely solely on one marketing team, the number of visitors was increased. Setigi Tourism visitors in April and May 2021 experienced a very rapid increase.

Another thing, after the researchers conducted pra-research by conducting interviews with several tourists who were visiting, some visitors said that visiting Setigi was due to the social media platforms facebook, instagram, and whatsapp. This is shown in the following graph.



Source: Managed by researchers, 2021  
 Figure 3. Graph Pra-research Interview with Visitors Setigi Tourism

Based on the social media pra-research graph, the results of interviews from several visitors are the average tourists who visit Setigi

Tourism because they are through the facebook social media platform. Based on this introduction, thus a study is needed to analyze “Strategies for Utilizing Social Media as a Strategy for Attracting Tourists in Setigi Tourism”.

**LITERATURE REVIEW**

**Definition of Tourism**

According to Rahma (2020), some of the tours in Indonesia that are used as a source of foreign exchange for the country include:

- a. Nature Tourism  
 Nature tourism has a unique and pristine natural beauty that can be used as a tourist destination.
- b. Culture Tourism  
 The diversity of ethnic groups in Indonesia results in the diversity of cultural products that are owned in each region and can be used as tourist destinations.
- c. History Tourism  
 In Indonesia, related to cultural history from prehistoric times to the period of independence can be found in all museums in Indonesia. It can be used as a tourist attraction.
- d. Shopping Tourism  
 Shopping tourism is a travel activity carried out by a person in order to buy goods or services at a location which calls “gifts, souvenir”.
- e. Religious Tourism  
 Religious tourism is an Islamic heritage tour in the form of tombs, mosques, former kingdoms which can be used as a tourism potential. One of the activities usually by muslims is referred to as pilgrimage.

**Interested Visit**

Susanto and Astutik (2020), express interest in visiting a tourist, the better the promotion, because with a wider range of promotions, tourists will be interested in visiting a tourist destination. The more recent things in a tourist destination and the ease of access provided

will certainly create interest in visiting a tourist.

### **Digital Marketing**

According to Kurniawan (2019), several types of digital marketing, including:

a. Website

Through a website, a business person can introduce products and services more broadly.

b. Sosial Media Marketing

Through social media can establish communication with the community, various social media including.

1) Facebook Social Media

Facebook marketing to increase sales and establish communication with customers. Facebook page is like a blog that provides various information, this feature is more directed at the business field which will provide various open information to facebook users.

2) Instagram Social Media

Instagram easily shares photos and videos which makes many instagram users promote products, both goods and services through instagram. One of them is through Instagram Advertising which has several advantages, including more specific target consumers, more flexibility, and wider reach.

3) YouTube Social Media

YouTube allows users to watch and upload videos to the YouTube site, this can be used as a dissemination of information about tourist destinations through videos in YouTube content.

4) Search Engine Marketing

Search Engine Marketing support website to appear on the home page on search engines by trying to make the website appear on the first page of Google.

5) E-mail Marketing

E-mail marketing aims to retain consumers and attract new customers by sending certain promos provided by the company via e-mail.

6) Video Marketing

Through video marketing can show an interesting concept that is equipped with SEO and can determine the right target or goals. In video marketing using the help of the YouTube social media platform to attract customers.

7) Online Advertising

Digital marketing this one is similar to advertising, namely utilizing the internet network. Users can advertise online through various media such as YouTube or others.

According to Warmayana (2018), in the industrial era 4.0 digital marketing that can be applied in tourism is E-tourism which makes it easy for tourists to get information about tourist destinations, as follows:

a. Website

The website is an information page provided via the internet that can be accessed by anyone, anywhere and anytime that contains information about tourist destinations that contain images and videos.

b. Social Media

Social media can promote a tourist destination quickly which will be conveyed to tourists because nowadays social media users are growing rapidly.

c. Online Advertising

Online advertising will quickly market tourist destinations by creating advertisements on website pages.

d. Discussion Forums

Discussion forums will make it easier for tourists to find updated information about tourist objects.

e. Mobile Applications

Mobile Applications is a mobile application specially designed for smartphone devices that makes it easier for tourists to find the desired tourist attraction.

Sukaris et al., (2019) that technological advances through various media platforms both print, electronic, digital media and social

media contribute to the shift in consumer consumption patterns

According to Elkhairiyah (2020), the current trend is to prefer social media to find out about a tourist destination to be visited. There are several things to consider using social media in promoting tourist destinations, including:

- a. Create an Official Account  
The first thing to do before creating an account is to analyze and determine the social media platforms that will be used as promotional media.
- b. Create Content  
Content is the most important part in promoting tourist destinations by considering interesting captions, making videos that show the beauty of tourist destinations, and writing interesting facts about tourist destinations.
- c. Create a Hashtag  
Hashtag aims to allow participation in filling out content in the official social media accounts of a tourist destination.
- d. Using Hashtag when Uploading Posts  
Hashtag makes it easier for someone to find the post they are looking for, by adding a hashtag, it will increase the number of posts related to the area of a tourist destination.
- e. Add Location  
Social media such as Instagram, Facebook, and TikTok have a location marker feature with the aim that followers can find out where the photo or video was taken, so that other users can find out the location of tourist destinations through Google Maps.
- f. Timeline Update  
Making a schedule to update content regularly will make followers' interest stronger, with this, tourist destination account managers must know when to upload a post.
- g. Caption Writing  
Attractive captions are very important in attracting followers' attention by revealing interesting facts about a tourist destination,

so that followers will provide a response through the comment column, and also increase followers' trust in the social media account of a tourist destination.

#### h. Interaction with Followers

An interaction can be made by answering questions posed by social media users through the comments feature, Direct Messenger (DM), and Messenger. Through re-post is also included as a form of interaction.

### Marketing Communication

According to Firmansyah (2020:10), Marketing communication is an effort with the aim of conveying a message to the public about the existence of a product. One of them is the promotion mix.

- a. Advertising  
Advertising is a part of marketing communication. There are many forms of advertising, through print media, electronic media, and display media. Ads can also be found through the social media platforms Instagram, Facebook, YouTube, and TikTok.
- b. Sales Promotion  
Sales promotion is carried out through networked media based on web networks, social media and can be found in a coupon or context through networked media.
- c. Public Relations and Publicity  
Public relations and publicity is a program that is carried out internally for company employees, and externally for customers.
- d. Direct Marketing  
Direct marketing is a direct relationship with individual consumers who will be the target for building customer relationships. Direct marketing does not have to use salespeople, but can use other media including:
  - 1) Social media marketing  
Social media is a marketing platform with a massive number of users, marketing on social media can run effectively because it makes it easier to

interact directly with consumers and exchange information related to products and services. Through social media, can share business content to all relationships exponentially so that it will increase the popularity of a brand.

2) Online marketing

Online marketing through online media platforms such as websites, marketplaces, facebook ads, google ads, and online ads.

3) E-mail marketing

Through e-mail marketing, it can be in the form of electronic bulletins or promotional e-mails to customers who have made purchases.

4) Personal Selling

Personal selling is an interaction that is carried out face to face with the aim of generating sales and building customer relationships that are carried out directly to consumers who will be the target.

## **METHOD**

The method used in this research is a research method with a qualitative descriptive approach that analyzes a research result. The data sources used in this study are primary data, namely the management of Setigi Tourism and several tourists who are visiting Setigi Tourism. Data collection techniques through *interview*, interview that will be conducted by researchers are unstructured interview and structured interview. Researchers conducted unstructured interview on the basis of the research objective, namely to examine social media platforms as a place for Setigi Tourism publications including social media facebook, instagram, and tiktok, so that researchers can develop a question guide through the results obtained from informants to produce structured interview which later the researcher will give some questions to the informants in more depth, so that they get clear and detailed information.

Data analysis techniques through data reduction, data display, and verification. Test the validity of the data through triangulation and member check, triangulation used by researchers is source triangulation, after the researcher has analyzed the data, the researcher will conduct interviews with several tourists who are visiting, and after the data is obtained, the results of interviews with visitors will compare the suitability of the statement from the Setigi Tourism management, so that the data that has been analyzed can produce a conclusion.

## **RESULTS**

Talking about the facebook social media platform, there is a facebook marketing with the aim of increasing sales and establishing communication with customers, facebook pages are like blogs that provide a variety of information, this feature is more focused on the business field that will provide various open information to facebook users (Kurniawan, 2019). Official facebook account as a place of publication for Setigi Tourism uses a facebook fanpage that is intended for professional business purposes. Through facebook fanpage, don't need to add people and wait for people to accept friend requests, but only by inviting other people through various posted content and complete information, other people simply by clicking "Like Page" will automatically become followers. There is no limit for followers on facebook fanpage like on facebook profile which has limits on friendship.

Instagram social media accounts used by Setigi Tourism through business instagram accounts with the business category "Local and Travel Websites", and the existence of a link to the Setigi Tourism location on the instagram account page that is connected directly to "Google Maps" with the aim of making it easier for tourists to find a location. Through an instagram account, businesses can not only send messages via "Direct Message (DM)", but can also communicate via telephone by

clicking "contact" on the @wisatasetigi instagram page. According to Kurniawan (2019) instagram easily share photos and videos that make many users promote products, both goods and services through instagram, one of which is introducing a tourist destination through instagram advertising with several advantages, including more specific target consumers, more flexibility, and a wider reach.

The Setigi Tourism fanpage facebook account is connected directly to the @wisatasetigi instagram account with the aim of making it easier for Setigi Tourism social media admins to post content by utilizing various features that support it to attract tourists. According to Elkhoiriyah (2020) content is the most important part in promoting a tourist destination.

Various features include the use of the follower content re-post feature that makes the audience interested in visiting Setigi Tourism by considering interesting follower content. Especially if re-post audience content that has a large number of followers, so it can reach many people. Utilization of the re-post feature to get live content instantly with various interesting photos. This makes visitors compete to upload photos on their instagram accounts with the tourist destination instagram account tag in the hope that they will be reposted. Through re-posting followers content, it is not only limited to posting on the feed, but can also be done through instagram stories (instastory). The more followers who are tagged on the social media accounts of tourist destinations, the better the image of the tourist destinations in the views of followers. This is as according to Elkhoiriyah (2020) interactions are not only carried out through the comment feature, Direct Messenger (DM), and mentions, but interactions can be carried out through several features provided by social media, one of which is the regram or re-post feature. The existence of re-posting of followers content gives a positive impression and increases trust to other audiences because

posts are not only from the tourist destination instagram admin but are real from visitor posts. When re-posting followers content, there is also ethics by always including the source of the owner of the content being re-posted.

The hashtag feature makes it easier for someone to find the post they are looking for (Elkhoiriyah, 2020). The use of the hashtag feature allows the audience to search for information about Setigi Tourism which displays some uploaded content, both content from the @wisatasetigi instagram admin and content from visitors. In the bio of the instagram account @wisatasetigi there is the words "Tag us and the hashtag #WisataSetigi" through the hashtag allowing tourists to participate in filling out content. In the hashtag #WisataSetigi there are thousands of posts not only from the @wisatasetigi instagram account, but also posts from visitors. The hashtags used when posting content on the @wisatasetigi instagram page are not only through the hashtag #WisataSetigi contained in the bio of the @wisatasetigi instagram account, but also using several hashtags, so that it will attract the audience when looking for a tourist destination through hashtags, which are likely hashtags that Setigi Tourism is listed when posting a piece of content that will appear in audience searches, as the hashtags used in several posts on the @wisatasetigi instagram account

Adding a hashtag when posting of content will increase the number of posts from the audience who upload it on social media by including the hashtag. Through the hashtag feature, it represents a conversation that is being discussed, so including a hashtag in a post will make the post visible and of course the post will be well organized and grouped. Adding a hashtag on the instagram account profile, then the audience can click on the hashtag which will provide great benefits in distributing content and will increase the number of followers. One of the keys to using social media is to follow trending topics, with this can also apply a concept in adding

hashtags when posting content. The more additional hashtags used, the faster the dissemination of content, the addition of relevant hashtags by adding hashtags related to the content posted will make it easier for the audience to find content.

On the @wisatasetigi\_official tiktok account, audiences seek information not only through the @wisatasetigi\_official tiktok account page, but also from hashtags, so that when posting content by including hashtags it has an important role with the aim of making it easier for the audience to find information, as well as allowing the audience to participate in filling content. The use of the hashtag feature helps in displaying content to audiences who are not followers, with this the hashtag feature becomes a door that leads the audience to view the tiktok account page, so that there is an interest for the audience to become followers. Researchers analyzed content about Setigi Tourism on tiktok social media, there was more content from visitors than the content posted on the @wisatasetigi\_official tiktok account. In the hashtag #wisatasetigi, the number of impressions reached 2 billion, this is the participation of tourists when posting content on the tiktok account page by including the hashtag. This is an opportunity for the admin to optimize the quality of the content so that it attracts the audience to become followers.

The tag feature can find out which accounts link one account to another (Deepublish, 2020). When posting content by utilizing the tag feature, it can help in disseminating information and communicating accounts with each other. The tag feature is an easy way to get exposure (popularity) quickly on social media. Accounts that are tagged will get a notification that the account was mentioned when posting content, so that there is interaction between users which will later be re-posted, thereby attracting the audience and increasing the number of followers. instagram admin @wisatasetigi when posting content tagged with an account that has a lot of

followers, and an account that is tagged is prioritized in the Gresik area, such as the instagram account @gresiktourism, @gresiksumpek, @exploregresik, @wisatagresik which will be re-posted by the account in the tag so that it is faster in disseminating information.

Writing captions for information and revealing interesting facts from the photo spots posted will attract the attention of followers. However, not all audiences can linger and read captions on a piece of content, many audiences also ignore captions because they think they are less interesting and the impression is monotonous. According to Elkhoiriyah (2020), an attractive caption is very important in attracting followers attention by revealing interesting facts about a tourist destination, thereby increasing followers trust in the social media account of a tourist destination. Writing an interesting caption will encourage the audience to linger in the post, with this in writing the caption there is an element of question and answer so as to encourage followers to leave comments about the opinions of their respective audiences. Through these comments, can draw a conclusion from the opinions of each audience, so can get ideas for new content, besides that can establish an interaction by replying to various comments from the audience. Writing captions with a fun writing style will also attract the audience, such as short jokes or puns in writing captions.

According to Elkhoiriyah (2020), making a schedule for updating content on a regular basis will make a followers interest stronger. The Setigi Tourism social media admin for posting on social media prefers at night because many users are active on social media and the possibility of users who are free or confused about where to go on vacation, by seeing Setigi Tourism posts that appear on the audiences homepage so that there is interest in visiting to Setigi Tourism. Most or frequent posting also makes the audience bored and as soon as possible the audience will unfollow,



because it floods the audience's homepage. However, with this also don't have to post at all in a day, because posting content is very important in attracting the audience and must appear on the audiences homepage regularly.

Facebook fanpage there is an insight feature that can see the reach of posts, as well as audiences who interact, through the insight feature can find out about posts that get a lot of attention from the audience, so can develop from posts that are liked the most by the audience. Through the insight feature, can analyze the most effective and efficient facebook fanpage performance, seen from the posts that have the most interactions or the most interesting posts. Here's an insight showing the last 28 days from November 28 to December 25, 2021.



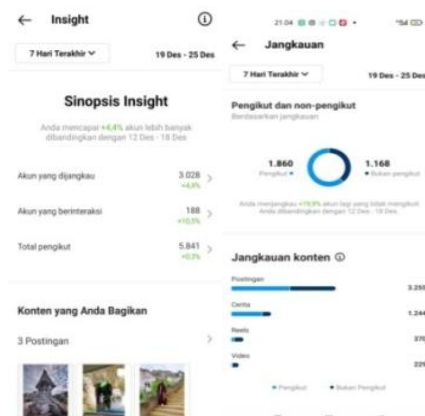
Source: Setigi Tourism Facebook Fanpage Official Account

Figure 5. Insight of Facebook Fanpage Posts “Setigi Tourism”

The same thing on business instagram accounts, the insight feature can analyze the performance of business accounts, because not all followers give likes to a content that is posted, so through the insight feature can find out a description of the performance of a content as an evaluation of the strategies used in the use of social media from content which

is posted from knowing how often the profile is visited, knowing the performance of the instagram account, so that the insight feature can find out the types of posts that are most interesting to the audience and can control the promotions that are carried out to be more effective and relevant, and can find out the right time to post content. This is as according to Alfajri, et al (2019) the use of social media analytics on instagram with the insight feature which has an important role in helping users to increase the effectiveness of marketing products and services.

Instagram admin @wisatasetigi always controls posts through instagram insight, as shown in figure 6 through instagram insight containing menus including "Time Period" showing the last 7 days from December 19 to December 25, 2021. "Insight Synopsis" informs every performance improvement account for the last 7 days. “Accounts Reached” contain insights about reach as shown in figure 6. “Content Shared” provides information about content posted on the homepage in the last 7 days.



Source: Setigi Tourism Instagram Official Account

Figure 6. Instagram Insight Setigi Tourism and Account Reached Through Instagram Insight Setigi Tourism

According to Directorate General of Information and Public Communication (2018) instagram story is one of the new features of instagram. Through instagram stories, users can share image and video content. Later,

instagram stories will only last 24 hours or can be stored in the highlights feature which can be continuously visited by visiting the user's profile page. The use of the instagram story (instastory) feature by the instagram admin @wisatasetigi gets a response from the audience who often see the instastory from the @wisatasetigi Instagram account that appears on the audience's instagram homepage (followers). Various instastory features including polls can interact with followers who can ask for advice or entertain followers. In addition to polls, there is an instastory feature asking questions so that it can build a sense of kinship and establish interaction with followers. Making instagram stories sometimes if the instagram social media admin @wisatasetigi adds a special template for each instastory post to make it look neat and impressive. Instastory that is lost within 24 hours can be posted permanently in the story highlights in the form of a small circle at the bottom of the bio on the instagram page. Through story highlights, can show the best stories to followers who have missed the instastory, in story highlights can also add an image for the cover story that illustrates the contents of the story highlights. The existence of a livestreaming feature, the instagram admin @wisatasetigi in doing livestreaming during certain events at Setigi Tourism such as when there are gymnastics events, meetings, outbounds, so as to improve interactive services to the audience.

The Setigi Tourism social media page also has many testimonials from tourists, this is an effort made by the Setigi Tourism management when there are tourists who visit and are willing to be asked for testimonials. Testimonials from visitors, the Setigi Tourism management does not direct visitors to give testimonials that give a positive response, but all testimonials given by visitors are in accordance with what visitors see and feel, which will then be uploaded on Setigi Tourism social media, before being released up, of course, the permit management first goes to the

testimony giver because not everyone is willing to be up on various social media.

The majority of Setigi Tourism employees are more facebook social media users, with this Setigi Tourism makes a policy that all employees become the marketing team to carry out promotions related to Setigi Tourism on each employee's facebook account. The greater the opportunity to promote tourist destinations, the faster the dissemination of information about a tourist destination. In addition to promoting on each social media platform, Wisata Setigi employees share with each other about Wisata Setigi on each employee's social media, so that they can disseminate the promotions carried out. Susanto and Astutik (2020) expressed interest in visiting a tourist with better promotions, because with a wider range of promotions, tourists will be interested in revisiting a tourist destination.

## **CONCLUSION**

Based on the results of qualitative research conducted at Setigi Tourism with the research title "Analysis Strategies Using Social Media as Strategy to Attract Tourists in Setigi" a conclusion can be drawn that Setigi Tourism builds a marketing communication through one of the promotion mix namely direct marketing that establishes direct relationships with individual consumers through social media marketing making it easier to interact directly with consumers and exchange information. Through social media, can share business content with all relationships exponentially so that it will increase popularity.

Various social media platforms as a place of publication for Setigi Tourism through the facebook social media platform by utilizing the facebook fanpage which is intended for professional business purposes, instagram social media by utilizing business instagram, and tiktok social media. Facebook fanpage accounts and instagram account are directly connected which makes it easy to disseminate

content and information by utilizing features that support attracting tourists.

Various features, including re-post followers content attract the attention of the audience by considering interesting followers content, thereby giving a positive impression and increasing trust in other audiences. Utilization of the tag feature can help in disseminating information and communicating accounts with each other to get exposure (popularity) quickly. Utilization of the hashtag feature by including hashtag in the instagram bio will make it easier for the audience to click on the hashtag and allow the audience to participate in filling out the content, adding hashtag that are relevant and related to the content posted will make it easier for the audience to search for content, the use of the hashtag feature also helps in displaying content to audiences who are not followers, with this the hashtag feature becomes a door that leads the audience to view the account page. The use of the instagram story feature is also very important in attracting the attention of the audience, because it is at the top of the instagram page which is the followers see when opening instagram, and instagram stories can also be connected directly to facebook stories which makes it easier to spread content. The existence of a timeline of content updates on a regular basis will make an audience's interest stronger, with this it can be monitored through the insights feature that can analyze the performance of business accounts and control the promotions made to be more effective and relevant.

This research can be used as additional reference material for those who will conduct further research in the same field, namely the strategy of using social media as a strategy to attract tourists in a tourist destination.

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