

CHAPTER I

INTRODUCTION

1.1 Background

As a country with abundant natural wonders, Indonesia is well-known for its tourism industry. Indonesia's unique ecosystems, endemic wildlife, and stunning landscapes have captivated the imagination of nature enthusiasts and adventure seekers. Furthermore, Indonesia's cultural richness and diversity enhance the attractiveness of the Indonesian tourism industry. Tourism, as defined by Goeldner & Ritchie (2009), can be described as the collection of activities, processes, and results that emerge from the connections and engagements between tourists, providers of tourism services, governments of host destinations, local communities, and the surrounding environments.

One of the broader fields of tourism is ecotourism. Ecotourism emphasizes enjoying and appreciating wildlife, natural landscapes, and cultural heritage. Moreover, Goeldner & Ritchie (2009) highlighted that ecotourism focuses on wildlife enjoyment and undeveloped natural landscapes. Considering the definitions of ecotourism, promoting ecotourism becomes crucial due to its numerous benefits. It not only provides local employment and generates income but also allocates funds for preserving and enhancing protected areas. Additionally, ecotourism educates visitors about the environment, fostering awareness and understanding. Moreover, it is vital in encouraging heritage and environmental preservation, safeguarding cultural traditions and conserving natural resources. As mentioned before, due to its mesmerizing natural wonders, Indonesia has many potential ecotourism destinations to be promoted. However, several destinations still need to be promoted. One

ecotourism destination that needs to be promoted is Boon Pring, famous for its bamboo in Sanankerto Village, Malang.

One of the ways to promote Boon Pring is by using social network sites or social media. Social media is an interactive digital platform allowing users to communicate, share, collaborate and create digital content or information over online social networks, such as applications, blogs, websites, and virtual social worlds (Boyd & Ellison, 2008; Appel et al., 2020). Many organizations and businesses are starting to use social media to communicate with their target audience because it provides a cheap and easy way to promote anything globally, from physical products to ideology. When social media is optimally managed and effectively used, organizations or businesses could increase their information and awareness, and even engage their community and lead the audience to take some action (Hou & Lampe, 2015). Social media is a powerful platform to strengthen social connections and trust between the organization and their target audience. Social media is a place where information is shared and attained, which could benefit the users and the organization. Social media could also increase social involvement or participation by inviting the target audience to take specific actions. Additionally, social media users gain entertainment and amusement by consuming content shared through social media. These benefits have caused people and organizations to use social media in their daily lives (Khan et al., 2014).

Many countries have used social media to promote their tourism and hospitality industries. Not only to promote, but a study by Zeng and Gerritsen (2014) has stated that social media continues to influence the social and economic aspects of the tourism industry, and it is powerful enough to change the way travellers choose a

destination. Businesses, such as tourist businesses, tourist travel planners, destination management and tourism marketing, use social media to provide their audience with new services that help them get the best travelling experience. Boon Pring can also take considerable advantage of social media platforms as long as the public opinion of the consumers supports and positively promotes the destination site. This is because social media's role in ecotourism is very influential. It is where potential tourists decide to visit the destination sites by considering the reviews and comments from other users or travellers. Moreover, not only does it influence travellers' perception of the ecotourism industry, but it also influences the awareness of the ecotourism industry while educating the audience about the importance of ecotourism (Zeng & Gerritsen, 2015).

There are various types of social media, namely Facebook, Instagram, Twitter, TikTok and many more. *TikTok* is an application produced by Byte Dance company in September 2016. TikTok is an application that provides endless feeds of short videos that continue to play on a loop with various topics, from education to entertainment, including travelling. One of the most exciting features in TikTok is the "For You Page" or the home feeds where users can find and watch videos similar to their preferences. The "For You Page" videos are personalized based on TikTok's algorithm, made from user engagement data (Anderson, K. E., 2020).

As mentioned earlier, the videos on TikTok come up with various topics, including travelling. The Indonesian Ministry has used TikTok to promote Indonesia's tourism and hospitality, not only for promotional purposes but also to educate and share information related to tourist objects. Videos about Indonesia's tourist objects have gained many viewers and engagement; for example, over 22.8

million videos are uploaded with the hashtag #WonderfulIndonesia (Arkansyah et al., 2021). TikTok can also be a powerful and impactful tool in promoting Indonesia's tourism and ecotourism. Boon Pring could also benefit from using TikTok to promote its beauty and wonderful nature. By making videos that might interest the audience of TikTok, Boon Pring may have the chance to promote itself as a beautiful ecotourism site in Indonesia.

After learning about TikTok and its potential in promoting Boon Pring ecotourism, I plan to promote Boon Pring through TikTok by creating content that might encourage audiences from local citizens to international tourists to come and visit Boon Pring. I plan to create content using content writing theory, paying attention to the storytelling elements, and maximizing the writing or video scripts with an excellent copywriting formula. The content or short videos would contain various topics and purposes, from promoting Boon Pring as an ecotourism site in Indonesia, educating the audience about natural attractions at Boon Pring, and raising awareness about the importance of ecotourism. I will create the content as a video script, which later can be visualized with excellent and high-quality video footage.

1.2 Objectives of the Project

To promote Boon Pring while also educating audiences including international tourists, I design the content planning and content creation. This project is based on my personal experience travelling to Boon Pring and it can be effectively promoted through my research. Boon Pring is a beautiful ecotourism site with fantastic nature and attractions that deserve more recognition. Therefore, I am willing to create series about Boon Pring that can help them to attract tourist's enthusiasm, while also

promoting Boon Pring and ecotourism sites all around Indonesia. My focuses on this project are:

1. to promote the beauty of nature in Boon Pring Ecotourism,
2. to educate local and international audiences about Boon Pring,
3. to encourage the audience to come and visit Boon Pring,
4. to raise awareness of ecotourism in Indonesia.