

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

2.1.1 Definition of Ecotourism

In terms of social and economic activity, travel and tourism are essential to daily life. Originally exclusively enjoyed by a small group of wealthy individuals at the beginning of the 20th century, they are today considered a component of human rights. The United Nations World Tourism Organization (UNWTO) officially defined tourism as the activities of individuals traveling to and staying in places outside their usual environment for leisure, business, and other purposes. Goeldner & Ritchie (2009) further mentioned that tourism 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. These interactions aim to entice and accommodate visitors, shaping the overall tourism experience.

When it comes to expanding the tourism industry, it is crucial to address activities that may have negative effects, particularly on the environment. In doing so, it becomes important to carefully evaluate the potential and unique characteristics of each destination during the tourism development process. By considering the specific attributes of a place, such as one of which, its natural resources. Consequently, we require what is known as sustainable development. Hence, the idea of ecotourism can be established in this situation. Ecotourism is ethical travel to natural regions while working to protect the environment and

enhance the welfare of the local community (Gale & Hill, 2009, pg. 3). Furthermore, Goeldner & Ritchie (2009) highlighted ecotourism specifically focuses on wildlife enjoyment and undeveloped natural landscapes. Initially, ecotourism was practiced by nature-loving travelers who wanted the tourist spots to last forever while preserving the locals' culture and welfare. In accordance with Goeldner & Ritchie, ecotourism strongly emphasizes tourism activities that contribute to the well-being of local people and environmental preservation (Danamik et al.,2006). In short, according to Sulistiyono (2008), ecotourism is a highly advantageous option in terms of economy and ecology is to visit still-wild places devoid of symbols of luxury, learn from experience, preserve the environment, and get to know the locals better.

Considering the definitions of ecotourism, ecotourism is important due to its numerous benefits. According to Goeldner & Ritchie (2009), there are several benefits and importance of ecotourism. First, it not only provides local employment and generates income but also allocates funds for the preservation and enhancement of protected areas. Second, ecotourism educates visitors about the environment, fostering awareness and understanding. Third, it plays a vital role in encouraging heritage and environmental preservation, safeguarding cultural traditions, and conserving natural resources.

2.1.2 How to Improve/Develop Ecotourism

According to Middleton & Hawkins (1998), the following are strategies to develop sustainable tourism:

1. Collaborating with various stakeholders, including local communities, government bodies, tourism operators, and NGOs, is vital for sustainable

tourism development. This collaboration promotes shared decision-making, empowers local communities, and integrates diverse perspectives.

2. Effective planning and management of tourism destinations are crucial for ensuring sustainability. This involves assessing carrying capacities, protecting sensitive areas, implementing zoning regulations, and monitoring visitor flows to prevent overcrowding and resource depletion.
3. Engaging local communities in tourism development and ensuring fair and equitable benefits are essential. This can be achieved through community-based initiatives, capacity building, training programs, and creating income opportunities for residents.
4. Implementing sustainable practices, such as energy efficiency, water conservation, waste management, and protecting natural habitats and biodiversity, is crucial for minimizing the environmental impact of tourism. Sustainable tourism promotes responsible visitor behavior and respect for local ecosystems.
5. Targeted marketing and education efforts can raise awareness among tourists about sustainable travel options and the importance of responsible behavior. Segmenting the market and catering to environmentally conscious travelers help attract visitors who support sustainable tourism practices.
6. Regular monitoring and evaluation of tourism activities are necessary to assess their environmental, economic, and social impacts. This ensures continuous improvement, tracks progress towards sustainability goals, and enables the implementation of effective management strategies.

2.1.3 Social Media in Ecotourism

Social media used to be referred to as the digital technology that enables the users to create user-generated content and to interact with other users all around the world (Kaplan & Haenlein, 2010). However, in more modern days, social media has developed and enabled the users to do more activities on social media. A new definition according to Carr & Hayes (2015) states that, social media is an internet-based channels that allow the users to communicate and present themselves, directly or not, to a large audience or to personal connection who gain value from the user-generated content (UGC). Social media is an internet-based channel, which can differentiate social media with other communication tools such as email or text messaging. Kent (2010), define social media as a channel that allows its users to gain or give feedback to a network member in a real-time interaction or indirect communication, which supports the new definition of social media. User Generated Content is content or piece of work that is created by user and shared among other users. The notion is about making content that is open for interaction. Social media platforms such as Facebook, Twitter, Instagram, and other sites allow their users to communicate with other users while sharing and producing content in various forms, such as pictures, videos, text, and many others (Carr & Hayes, 2015).

For many years of development, social media has gone through various changes, from its technical infrastructure, scale of interaction, to its organizations. Social media used to be accessed through the internet using the World Wide Web, but since the use of mobile phones is increasing, social media has diffused its sites to mobile applications. Social media has become more adaptive, knowledgeable, and personal. The scale of interaction in social media has also changed and become

more massive and more personal, which allows people to receive or give a reaction personally or publicly. Lastly, the changes in organization allow users of social media to communicate and interact with other users in the provided virtual place to share their common interests and goals. Social media provide a place for individuals to share and collaborate around their interests (Carr & Hayes, 2015).

Based on those developments, social media now provides more opportunities for their users. The openness for collaboration and interaction will lead the users to achieve more opportunities. Collaborative projects, such as Wikipedia, YouTube collaboration or virtual game worlds may benefit the participants involved in the project. These collaborative projects also work for individuals to showcase their self-presentation, which could also expose them to more opportunities or engagement from audience. For instance, writing blogs, personal social media account, and virtual social worlds (Kaplan & Haenlein, 2010). Other than helping users to communicate and interact with each other, social media is also effective for marketing and influencing audience. With a good strategy of social media management to raise the public engagement, an organization would gain more profit or opportunity (Hou & Lampe, 2015).

One of the most popular social media applications is TikTok. TikTok is an international application owned by the Chinese Tech Company, Byte Dance. This user-generated content application shares short looping videos designed to entertain, inform, influence, or build community with other users (Jerasa & Boffone, 2021). In a cinematic study of TikTok, Bresnick (2019) defines TikTok as a virtual playground and emphasizes it more as a creative media than a social media. Bresnick stated that, "TikTok liberates young people to express themselves

without being forced to stick to the visual styles, narratives and online cultures from the past.” TikTok provides many features, such as video editing, live streaming, video viewing, For You Page, TikTok shop and so on. Additionally, TikTok is primarily driven by algorithm, which help personalizing the content to the user’s preferences and provide them in the user’s “For You Page.” These features and system made TikTok extraordinarily influential towards the TikTok users, especially young people. Just like many other social media apps, TikTok could be used for outreach and marketing as well (Anderson, 2020).

Many studies have proven the opportunity of using TikTok. Not only is it useful for communicating (Edwards, 2021; Richards, 2022), but it is also effective for promoting businesses (Haenlein, et. al., 2020; Guarda, et. al., 2021; Wahid, et. al., 2022). TikTok has a feature called “Live Streaming,” which allows users to record themselves in real time. In this feature, a user can interact with many people at once through comments. Many businesses and sellers take advantage of this feature to promote their products directly and earn trust from their target market. Some studies also discussed the use of TikTok as a news site for sharing information (Li, et. al., 2021; Rochford & Palmer, 2022). Through the “For You Page,” information can spread quickly and widely, and even has the chance to go viral on the internet. Some credible news sites also used TikTok to post some interesting news. Additionally, TikTok can be helpful for raising the awareness of health (Kong, et. al., 2021), social matters (Zhao & Abidin, 2023), including tourism (Arkansyah, et. al, 2021).

2.1.4 Promoting ecotourism through TikTok

TikTok is now one of the most downloaded apps in 2020, and they are revolutionizing social media with 15 to 60 second videos. Young people have strong influence in using social media such as Facebook, Twitter, Instagram, and TikTok, which are used by a wide range of generations. If Facebook has more Generation X users, then TikTok is dominated by Generation Z (Firamadhina & Krisnani, 2020). Here are several factors why many users use TikTok application, which are:

1. Data privacy is a significant concern for a growing social media network. TikTok guarantees privacy and data security. Unlike Facebook, which has received criticism from consumers due to privacy concerns, this information is essential for users. TikTok is considered successful in maintaining the security of its users.
2. TikTok gives its users a voice for expression that is, of course, accessible to a global audience which potentially generates popularity. Apart from that, there is a community on TikTok that can increase our account rating. Of course, through these communities, users can collaborate and support each other.
3. There is content that contains elements of comedy. This is related, among other things, to the behavior of TikTok users. Unlike other social media platforms, TikTok users are motivated by the need to seek pleasure or simply the information they need (Aurelia et al., 2021; Fahira et al., 2021).

The content generated by users on social media – such as images, videos, blogs – can influence the decision of other users to plan on traveling and choose

their destination. The electronic Word-of-Mouth (eWOM) is spread over the social media channels and becoming a trending topic, which attracts the attention of tourists. The use of social media has played a role in promoting tourism and ecotourism. Social media helps ecotourists feel satisfied by socializing online as much as they do through in-person interactions during eco-tour experiences. Additionally, studies show that social media facilitates knowledge-sharing and collaborative practices among ecotourists, benefiting them mutually (Sarkar & George, 2018). These highlight the importance of social media in ecotourism, significantly influencing the behavior of ecotourists. Ecotourists on social media are transformed into passionate advocates and knowledgeable individuals in the realm of sustainable development. This transformation leads to ecological citizenship, wherein social media empowers these individuals to influence tourism corporations to adopt sustainable practices. By tapping into the collective wisdom of social media communities of ecotourists, tourism companies can develop and manage products and operations that prioritize ecological consciousness (Sarkar & George, 2018).

Social media such as TikTok has increasingly been used for promoting tourism and ecotourism. In a study by Sudradjat & Akiyat (2023) on the use of TikTok for advertising tourism, the result showed that TikTok brought positive result in promoting tourism, distributing content and information related to the tourist objects, and influencing the audience to travel. Frequent and regular video posting may affect the audience's interest in tourism as well. Indonesia's Ministry of Tourism has been promoting Indonesia's tourism project through TikTok, with the account @PesonaIndonesia and @Wonderfulid. This TikTok account became

the channel where the audience or tourist can interact with the special admin who manages the account to talk about Indonesia's tourism and ecotourism. This application has successfully brought positive results and could even encourage international tourists. Additionally, the topic #WonderfulIndonesia and #HiddenParadise were trending on TikTok with more than 22 million uploads, focusing on capturing the beauty of Indonesia's natural tourist objects (Arkansyah, et. al., 2021).

2.2. International Tourist

According to United Nations Economic and Social Council Resolution No. 870 article 5, tourists visit an area or country that is not their natural residence for any reason except to carry out work paid for by the country visited. According to Republic of Indonesia Law Number 9 of 1990, tourists conduct tourism activities. Based on the definition above, the parts included are:

1. A tourist is any visitor, as described by a foreign tourist, who stays in the location visited for at least 24 hours but no more than 12 months, including vacation/recreation, sports, business, attending meetings, studying, and visiting for health reasons.
2. Travellers (Excursionists) are any visitors, as defined by international tourists, who remain in a location for less than 24 hours, including ship passengers. Cruise Passengers are travellers who arrive in a nation by ship or rail but do not stay in the country's accommodations.

In addition, there are several types and kinds of tourists, which can be seen from the nature of the trip and the scope in which the tour is carried out; tourists can be classified as follows:

1. Foreign tourists are foreigners who travel on tours to another country that is not the tourist's home country. Foreign visitors may be identified for a nation based on their citizenship status, travel papers, and the type of currency they spend because this group of tourists usually always swaps their money first at a bank or money changer before purchasing.
2. Domestic foreign tourists are foreign tourists who live in a country to travel in the territory of the country where they live. Tourists are not citizens of a country but rather foreign nationals who, as part of their obligations, reside and live in a country and earn money in their home country's currency.
3. A domestic tourist is a citizen who travels within their own country's boundaries.
4. Indigenous foreign tourists are citizens of a particular nation who serve or have served overseas, return to their place of origin, and conduct tourist vacations within their own country's borders.
5. Transit tourists are visitors who go to a nation by transit and are compelled to halt at a location such as a station, airport, or station against their choice.
6. Business tourists travel for reasons other than tourism, but the excursion will take place once the primary objective has been achieved.

International tourists are a person or group of people who travel to visit a tourist attraction outside their country to seek pleasure, experience, add insight, or relieve fatigue and stress. Of course, the purpose of a person or group of people on a trip or activity is motivated by various factors.

2.3. Formal Framework

2.3.1 Content Writing

Content writing is creating digital content that helps businesses attract potential customers and build stronger relationships with their audience to communicate directly to convert them into potential customers. Content Writing used to be limited to journals, works of literature, or education. However, the emergence of digital marketing has improved content writing to communicate with the audience over the internet, specifically social media. Content writing also serves the purpose of strengthening a brand, influencing people, and other grand purposes (Zeleneva, 2021).

There are essential preparations in the content writing process before the writing production. The steps include research, planning, and writing or producing step (Zeleneva, 2021).

a) Research

High-quality content can attract and engage more audiences and may also help increase brand awareness. Furthermore, high-quality content may reflect a business' qualities and present values to build stronger relationships with audiences. In-depth research is necessary to avoid false or misleading information and create high-quality content. In-depth research should include the business goals, buyer persona, search intent, keyword research, content strategy, and topic research.

i. Business Goals

Before the research, a business or a company should define its goal in using social media for its marketing strategy. The content's format,

strategy, style, and tone can be determined and produced. The business goal can include measurable results, for instance, the percentage of KPIs (Key Performance Indicators) and detailed plans for reaching specific audiences or achievements.

ii. Buyer Persona

A buyer persona is the depiction of a business's ideal customer. A buyer persona is obtained from qualitative and quantitative data from a business's market research and existing customer profiles. This research includes analyzing and understanding the customers from the aspects of demographics, professional status, psychographics, pain points and challenges, influence and information sources, and their purchasing process. This research may include customer surveys, interviews, or social media communication.

iii. Search Intent

Search intent is related to understanding the audiences' behavior. Search intent provides appropriate answers that users might be looking for. Understanding these intentions may help the business have more significant opportunities to expand.

iv. Content Strategy

A comprehensive content strategy can effectively engage a business' audience and increase opportunities. Understanding what content format fits perfectly with the business, using the appropriate channel to publish the content, producing high-quality content, and analyzing the

performance of each content would increase brand awareness and engagement. Without a good content strategy, the content campaigns would look disorganized and ineffective.

v. Topic Research

Lastly, on research for content, in-depth topic research would produce high-quality content that resonates with the business' audience and helps gain more traffic. On deciding what topics to discuss in content, content writers must try to find out the audience's most significant pain points, run surveys on social media, analyze content gap (keyword gap), repurpose competitor's content, or discuss the relevant trends among the audience. Once a topic is decided, thorough research is necessary for content production.

b) Planning

The planning stage requires the content writer to organize the content goals, topics, content format, content function or pillars, and social media channels in the content calendar. A content calendar can provide a clear view of content production tasks. A content calendar allows the creative team to develop quality content before the specified publication time, and the consistency of posting would keep the audience engaged. Content writers can make or organize content planning using any platform. One of the most used platforms for content plans and calendars is an Excel sheet, which details the goals of each content, the content types, topics and the presented content, publication dates, and the person in charge of each task. A content calendar helps the supervisor and the whole creator team create digital content,

showing how each progress is running or ongoing. It also helps the team communicate during the creation and publication or inform any updates related to the content. Some important elements that should be included in the content calendar are:

i. Content goals

Content goals refer to the purpose of the digital content, which often comes from the marketing campaign plans. The purpose of a content may also be reflected by the business' purpose to use social media. Some businesses use social media as a communication channel and some use them for increasing sales. Setting the goal of a content is very important because it will help shaping the content with a stronger message.

ii. Content format

The content format refers to the type of content, which can be pictures, videos, text, and others. The type of content should be noted in the calendar since the time production for each type of content may be different from one another.

iii. Content pillars

Content pillars, also known as content function or content theme, refer to the categories of content. Some content might focus on increasing sales, while other content may focus on entertaining the audience. There are 4 types of content pillars, namely educational or informational pillar, entertainment pillar, promotional pillar, and relational pillar. Educational pillar content focused on giving information for the audience.

Entertainment pillar content focused on sharing fun and humorous content that make audience excited. Promotional pillar content focused on promoting the business and selling services or products. Lastly, relational pillars content focused on inviting and interacting with the audience to build relationships with them. Content pillars can be decided once the content goals and format are set.

iv. Content topics

The topic of the content should be organized in the content planning. An organized and well-planned content topics can help make the business' social media account look more professional and credible. Content topics should also be in line with the content goals or purpose and should have a similar focus. Interesting topics on social media will help businesses gain more awareness. Although determining a series of topics at once might not be possible, content writers should at least be aware of the typical topics they will write.

v. Social Media Channels

Social media channels are the preferred channels to publish content or works. Content writers can decide which channels work the best for the written content to maximize the potential. For instance, social media such as Instagram works best for visual content, such as images or videos.

c) Writing

The writing process is the core activity in content production. In writing content, especially written content, headlines, creative writing, and clarity are

essential components that will help gain more audiences and convert them into customers. Writers should also be skilled in writing effective hooks, consistent tone, and voice, and be goal oriented.

i. Head-turning headlines

Headlines will determine the reaction of a business' audience. Engaging headlines will attract more audiences and help the business gain more traffic. However, without engaging headlines, the audience would not be interested in the business. Before creating an engaging headline, content writers should research certain topics and have excellent knowledge of audience behavior. I will provide an overview of certain words that evoke the audience reaction, which will be useful for my research later. One word can have the power to change something or trigger an emotion that would keep the audience interested in reading. Afterward, conveying the audience's needs and urgency would convince them to take immediate action or, at the very least, create personal connections. Lastly, the headline should contain strong promises that may benefit the audience.

ii. A compelling hook

Once the headline is made well, a compelling hook should be placed under it. A hook is the first heading or sentence that excitingly describes the entire content. The first sentence or two should answer the audience's question of why they should be reading the content. It is essential to keep the audience excited after reading the headline. Content writers often use

copywriting with high-quality data, provoking questions, or one-sentence stories that keep the audience curious.

iii. Stay clear and focused

In writing content, it is essential to focus on one topic for certain audience groups rather than forcing different ideas into a piece of content. The best content the audience favors is time and cost-effective content; hence focusing on a specific topic and giving actionable advice is enough for one piece of content. The use of tone and voice should also match the buyer persona as it will help the content reach the target audience. Revising, editing, and proofreading are the final steps of the writing process. In this step, grammar, spelling, and punctuation should avoid any errors that would make the content look unprofessional (Zeleneva, 2021).

2.4. Studies on Earlier Works

2.4.1 The account of @wonderfulid

The slogan “Wonderful Indonesia” highlights the potential of the country’s cities, mountains, and beaches as a travel destination for international tourists. The logo portrays Indonesia’s natural beauty and rich cultural heritage while promoting the nation’s tourist industry (Yasmin, 2023).

The launch of the Wonderful Indonesia 2011 campaign was announced in Cambodia during the meeting of ASEAN tourism ministers. The 2017 UNWTO Film Competition Award for the best tourist film for the East Asia and Pacific area was one of several awards it garnered fame. The World Economic Forum rates the competitiveness of travel and tourism in Indonesia at 42 out of 136 nations.

The @wonderfulid account is the Ministry of Tourism and creative economy of Indonesia’s official account. In a philosophical sense, Indonesian tourism promises the world a stunning Indonesia. Indonesia is a beautiful country in terms of its people and natural surroundings. Thus, the name “Wonderful” was chosen to give visitors a good time (anonymous, Travel Guide, 2023).

The Indonesian Ministry of Tourism promoted ten destination branding initiatives in 2019. Ten venues have been redesigned to increase tourism in the area with new logos and taglines. The 10 locations that underwent rebranding were: Colorful Medan, according to information provided on the Bone Regency Tourism Office’s official website. Wonderful Jakarta, Stunning Bandung, and the cultural wonders of Java. Friendly Lombok, Bali, The Island of God, majestic Banyuwangi Investigate Makassar, Raja Ampat (West Papua), Bunaken (North Sulawesi), and Wakatobi (Southeast Sulawesi). This endeavor might increase the potential of

tourist attractions throughout Indonesia (anonymous, 10 Destinasi Wisata Indonesia Tahun 2019, 2019).

The TikTok account @Wonderfulid posts videos and other information about Indonesia's diverse regions, including its diverse cultures and natural beauty through a video and brief caption in English as shown in figure 1-3.



Figure 1 @wonderfulid video 1



Figure 2 @wonderfulid video 2

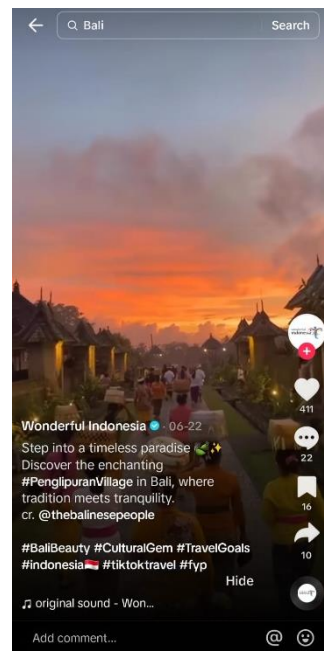


Figure 3 @wonderfulid video 3

I intend to write a script for the social media on Sanankerto Village's natural beauty, particularly the popular destination of Boon Pring, which similar to @wonderfulid account.

2.4.2 The account of @backpackertampan

Pandhu Waskitha Adiraharja is the actual name of the owner of the TikTok account @backpackertampan. Pandhu, who now lives in Bali, originally came from Jakarta. Before starting his career as a travel content creator, Pandhu majored in software engineering at a university in the Alam Sutera area, Tangerang, Banten. Pandhu gave up after three years because he did not pursue his passion. Pandhu starts looking for a job to fill his new existence. Then, because he had to live in Bali, he got the opportunity to work as a social media editor. Then he decided to take the worker and move to Bali (Puspitasari, 2021).

Apart from enjoying the ride, Pandhu loves to take interesting pictures. To encourage more people to travel to tourist destinations in every region in Indonesia, @backpackertampan presents interesting information with exciting photos. Pandhu initially exclusively posted his travel-related films on Instagram. However, since then, he has started to make and post videos discussing his experiences in the tourist spots they have visited as the owner of the Instagram account @backpackertampan and the TikTok account with 2 million followers and 37 million likes on TikTok material uploaded on his social media. Apart from being a travel vlogger, @backpackertampan or Pandhu Waskitha Adiraharja is also known as a writer. He wrote two books that talk about his experiences while traveling (Puspitasari, 2021).

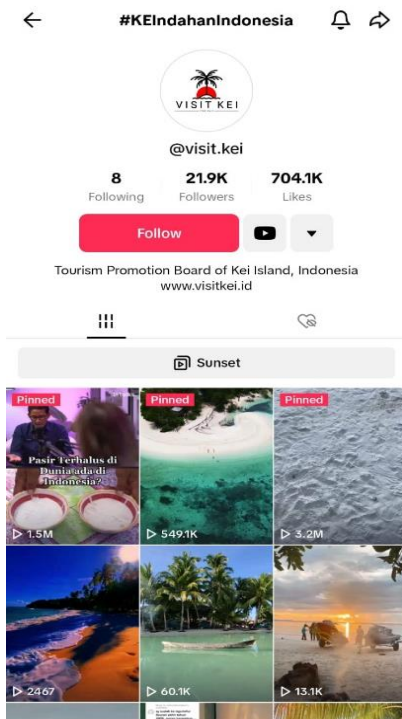


Figure 4 @the account of @visit.kei

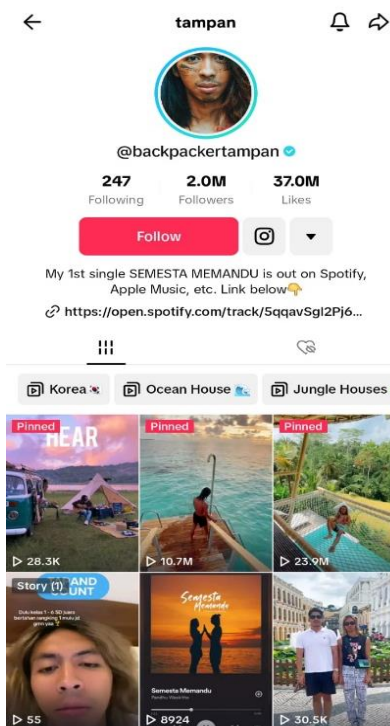


Figure 4 the account of @backpackertampan

His TikTok account @backpackertampan had a project with Kei Islands (@visit.kei). This project aims to promote Kei Island internationally. In promoting this project, @backpackertampan creates exciting content and captions that are no less interesting. With this project, we can show the splendor of the beauty of Kei Island itself to the audience on their TikTok account. @backpackertampan's personality is relaxed and quite fun, using simple language to be understood by the audience as demonstrated by figure 6-8.

The caption used in figure 6 is *“iseng banget yang numpahin tepung”* (what a naughty spilling the flour) seems like a casual caption containing no promotion at all. However, through this simple caption, it emphasizes that the sand on Kei Island is as white as flour as can be seen in the video.

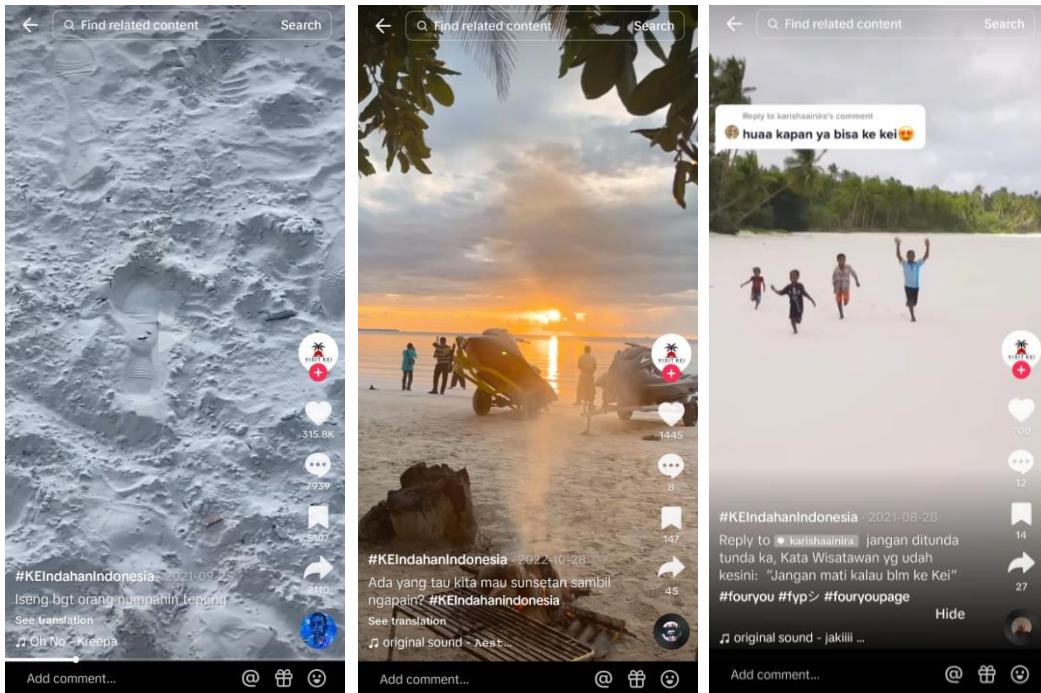


Figure 5 casual caption 1 Figure 7 casual caption 2 Figure 8 casual caption 3

Another casual caption is demonstrated in figure 7. “Ada yang tau kita mau sunsetan sambil ngapain?” (Does anyone know what we’re going to do while enjoying the sunset?) seems like a casual caption posted by a friend instead of a hard-selling promotional video. However, when we watched the video, we can see that this “friend’s post” highlighted the speedboat, one attraction that is offered by Kei Island.

The same thing happened to figure 8. The caption “Jangan ditunda-tunda ka. Kata Wisatawan yang udah ke sini: ‘Jangan mati kalau belum ke kei’” (Don’t postpone it. A tourist that has been here said: “Don’t die if you haven’t been to Kei”) not only sounds like it was posted by a friend of yours but also involve an interaction with the follower that left a comment.

Therefore, I am inspired by @backpackertampan TikTok account that convey interesting facts about the culture and he is educating the viewers by interact them as if they with him.

2.4.3 The account of @econusa.id

Care for nature with the Econusa Foundation. The @econusa.id account focuses on sustainable natural resource management in Eastern Indonesia (Maluku and Papua). As it develops appropriate strategies and supports advocacy, campaigning, communication, and stakeholder engagement initiatives, EcoNusa continues to support the growth and capacity building of civil society organizations. With this joint effort, we also educate policymakers at the regional and national levels on the principles of sovereignty in the management and conservation of natural resources (EcoNusa, 2023).

Its vision is “People’s sovereignty over the just and sustainable management of natural resources.” Its mission is “Promoting learning and best practices by local NGOs and communities to the national and international levels on natural resource management, equitable, and sustainable natural resources.” They collaborate with stakeholders from various levels, both in the field and in government, at the local, national, and world levels, to fight for the preservation of nature and culture that we have, armed with the ideals of sovereignty, sustainability, conservation, and cooperation. The main topics discussed by EcoNusa were Papua and Maluku’s critically endangered marine and forest ecosystems. Lives will be affected both locally and globally (EcoNusa, 2023).

To address the climate problem, the EcoNusa Foundation and Blink Official Indonesia organized an initiative in 2021 that involved planting 2,850 mangrove seeds. At the Angke Kapuk Mangrove Nature Tourism Park in the DKI Jakarta Province, 50 mangrove seedlings were planted. Then, in Sawinggrai Village, Meos Mansar District, Raja Ampat Regency, West Papua Province, some 2,800 mangrove seedlings were planted. They collaborated with EcoDefender members and the Raja Ampat Indigenous People Business and Livelihood Movement Association (PERJAMPAT) to plant mangrove seedlings in Sawinggrai Village (Putra, 2021).

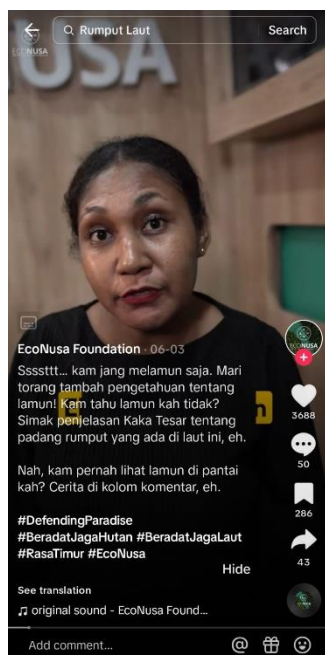


Figure 6 @econusa.id content 1



Figure 10 @econusa.id content 2



Figure 11 @econusa.id content 3

The TikTok account @econusa.id presents educational content and exciting facts about Eastern Indonesian culture, which of course, add insight to anyone who enjoys the video as demonstrated in figures 9-11. Most of the content presented is about forest and marine ecosystems. In addition, it also discusses the flora and fauna found in Maluku and Papua. Apart from that, the @econusa.id account also displays exciting facts about the culture of the people of East Indonesia. Although

the content might sound educational which is identical to something boring, however, the account @econusa.id delivered the content in a fun and unique way. With content like this, viewers are able to gain insight into the culture by simply watching the video, without visiting the place in person.