

Utilization of Instagram Social Media in Repairing Image of Anyer Beach Tourism (A case study on the Anyer Krakatau Culture Festival 2018 event via @akcf_official Instagram account)

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ABSTRACT

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This study aims to determine the use of Instagram social media in improving the image of Anyer beach tourism through organizing the Anyer Krakatau Culture Festival event and promoting it to the public through the Instagram account @akcf_official. This research uses a case study method with a qualitative approach. The determination of the informants was carried out using a purposive sampling technique with three informants as key informants and one informant as secondary informants. Data collection techniques using observation, interviews, literature study and documentation. The validity technique is done by data triangulation. The theory used in this study is the CMC (Communication Mediated Computer) theory and using the PR Transfer Process model.



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A. INTRODUCTION

Indonesia's ocean area is very diverse and has a lot of potential for natural resources. The tourism sector has now become an important aspect of the main choice in regional development. The development of an area can open new tourist attractions for tourists, both foreign and local tourists (Antania, 2020; Rahma, 2020; Nugraha, 2020) Indonesia's tourism potential does not necessarily make all tourism in Indonesia develop. Overcoming the neglected tourism problem, the tourism ministry established the Wonderful Indonesia program which is used as branding to attract tourists.

Departing from the Wonderful Indonesia and Exciting Banten programs, the Regent of Serang supported the Serang Regency Tourism Office in moving the Wonderful Indonesia and Exciting Banten programs by issuing a decree numbered 556/Kep.329.Huk.Org/2018 regarding the formation of the organizing committee for the Anyer Krakatau Culture Festival activities this year. 2018 to carry out an annual event on a national and international scale, to improve the image and as a form of innovation from the promotion and branding of Anyer beach tourism.

This annual event is called Anyer Krakatau Culture Festival which was fostered and inaugurated directly by the Regent of Serang and has just started in 2017. The Anyer Krakatau Culture Festival event was first held in the Anyer Beach area to promote local wisdom of art, culture, and tourism. The local wisdom is expected to be able to attract tourist visits in the long term, besides that it is also expected that tourists can come back to the festivals which will be held regularly every year. Anyer Krakatau Culture Festival events are held to enliven the activities, ranging from cultural performances to debus attractions to the Kaserangan silat movement. (Akong Gondrong, Project Director of Anyer Krakatau Culture Festival 2018, quoted from dispar.bantenprov).

Communication in the era of technology as it is today, Cyber Public Relations is a useful work activity for public relations carried out using the media (Kamariani & Wike, 2021) The Public Relations Committee of Anyer Krakatau Culture Festival has an Instagram account with the username @akcf_official which has 7 thousand active followers and an average of 50 to 100 likes.

The phenomenon of Cyber Public Relations is very interesting to study because of the increasing use of internet-based cyber in improving the image by providing information and promotion through Instagram social media which is increasingly becoming a crucial thing. Regarding the promotion of the Anyer Krakatau Culture Festival event carried out by the public relations committee of the Anyer Krakatau Culture Festival through social media, the Instagram account @akcf_official will be very important because of the problems related to the image of the Anyer beach tourist destination.

- PR Transfer Model (PR Transfer Process)

The classic situation is illustrated in the PR transfer process, where we can see what kinds of things PR practitioners have to deal with. In this situation, the goal to be achieved is to change the four negative attitudes into four positive attitudes (Nallore, 2020).

- a. Hostility

Here we need to know whether there is any hostility directed at our organization or company; to what extent, what form it takes, what are the contributing factors, and can and how to reduce the hostility.

- b. Prejudice

Prejudice can arise from reasons that are personal, educational, religious factors, social conflicts or clashes between social classes, environmental influences, or simply because of misunderstanding. A few years ago, British society had a prejudice against Japanese products. Today, British consumers even prefer Japanese-made cars to European-made cars. Thus, the so-called prejudice can actually change or be changed. So, the prejudice shifts from the old idea or thing to the new idea or thing.

- c. apathy (apathy)

This apathy is the main enemy of PR because it is the biggest obstacle to understanding. This reluctance, ignorance, and ignorance is basically the product of an

excessive ego, laziness, limited imagination, or the result of a less attractive way of presenting a new subject so that it is unable to provoke the interest and trust of the intended audience.

d. Indifference (ignorance)

This attitude is a common disease which to some extent is still normal. In today's busy times, it is impossible for a person to know and understand everything around him well. In foreign markets, people do not have sufficient knowledge of prospective imported goods or their producers.

It is used because it relates to the identification that the author examines. Instagram account @akcf_official who was chosen by the public relations committee of the Anyer Krakatau Culture Festival for the promotion of the Anyer Krakatau Culture Festival event can make it easier to turn the negative situation of the Anyer beach tourism area into a positive one

- Computer Mediated Communication (CMC)

One aspect that has emerged from the development of new media, and the increasing existence of cyberspace that brings together individuals or groups in a virtual area to communicate, is computer-mediated communication. Computers, mobile phones, or other connected devices are basically not just media that mediate the distribution and circulation of messages, but as a medium like aspects and environments in face-to-face communication. It's just that communication that occurs in cyber media depends more on text, both text in the real sense and symbols, icons, or other markers that represent the intent of the message. (Rulli Nasrallah: 2014).

Marc Smith describes several aspects of communication in cyberspace. First, it is explained that communication in the cyber world does not require the existence and similarity between users (aspatial) of cyber media as long as the interaction function through cyber media still exists. This means that interaction does not have to occur at the same time, the sender and receiver do not have to be in the same location as occurs in two-way communication, both face-to-face and through media such as telephone. Second, explaining that in cyber media interactions can be conditioned according to, for example, the schedule desired by the user when connected to the network. Communication (can) occur in the same space and time conditions (synchronous) and can also be different (asynchronous). Third, that the interactions that occur in the cyber world actually occur through text media. Text in its various forms also involves symbols (icons) being the medium used by users in communicating. Fourth, that the interactions that occur do not require similarities such as status or level of knowledge (astigmatic).

The theory used in this research is using CMC (Computer Mediated Communication). Researchers use this theory because this theory is related to the title that the author is researching. The new media chosen by the Anyer Krakatau Culture Festival event committee, namely Instagram, can facilitate the dissemination of information. In addition, this research can also be related to CMC because the technological media intended in the theory is not only computers but all technologies that can share data and disseminate information. Information that seems light is packaged attractively through videos and photos can attract people to see what information the Instagram account provides. The innovation carried out by the Anyer Krakatau Culture Festival event committee is a good idea where in the modern era the public relations committee of the Anyer Krakatau Culture Festival event committee can quickly read the situation so that the message conveyed can be accepted by the public.

B. METHODS

The researcher used a qualitative research approach. Qualitative research is a research conducted based on the paradigm, strategy, and implementation of a qualitative model. Case study research is one of the research methods that examines contemporary phenomena using a naturalistic research approach. (Moleong, 2016). In this study, the researcher uses an intrinsic case study because the researcher wants to examine a case in more depth. Intrinsic case studies are researchers who intend to understand a particular case in more depth. In this study, researchers intend to examine the use of Instagram in improving the image of Anyer beach tourism through an event organized by the Serang Regency Government and disseminate information about the event through the @akcf_official Instagram account in more depth.

C. RESULT AND DISCUSSION

Anyer Krakatau Culture Festival, an art performance which is an annual event aimed at maintaining local culture in Serang Regency. Departing from the Wonderful Indonesia and Exciting Banten programs, the Regent of Serang supports the Wonderful Indonesia and Exciting Banten programs by holding annual national and international events, as a form of innovation from the branding of Anyer beach tourism.

The Anyer Krakatau Culture Festival which was fostered and inaugurated directly by the Regent of Serang and has just moved since 2017 was first held in the Anyer Beach area, raising local wisdom of art, culture, and tourism as well as presenting marine tourism with the concept of cultural arts performances. The local wisdom is expected to be able to attract tourist visits in the long term, besides that it is also expected that tourists can come back to the festivals which will be held regularly every year.

Anyer Krakatau Culture Festival event, various events are held to enliven the activities, ranging from cultural performances to debus attractions to the Kaserangan silat movement. Anyer color fun run 8K, Sunda Strait fishing competition, Anyer and kaserangan batik exhibition, Serang culinary festival, grilled fish along the coast, cooking demonstrations, water safety competition, to photo competitions for tourism and cultural destinations. The Anyer Krakatau Culture Festival event was also enlivened by the capital's bands and artists. There is also a beach clean up which is a community service activity and tree planting to Anyer Beach, to be precise on Florida Beach.

The implementation of the Anyer Krakatau Culture Festival event can be pursued by introducing tourism potential as well as cultural arts to all levels of society both domestically and abroad and it is hoped that the community will be able to participate in each of its activities and competitions.

- **Utilization of Instagram in Improving the Image of Anyer Beach Tourism**

This study discusses the use of social media Instagram@akcf_official in order to improve the image of beach tourism (Case study regarding the Anyer Krakatau Culture Festival 2018 event through the Instagram account @akcf_official). As is known, Serang Regency is famous for its wide beach tourism area, namely Anyer beach.

This study uses the theory of CMC (Computer Mediated Communication), which in this theory explains the use of cyber media as a communication medium. In this case, it is not only the use of computers, but devices connected to the internet referred to in this theory. Computer Mediated Communication or CMC is a process of human

communication through computers involving audiences, in certain contexts, where the process utilizes media for certain purposes.

The Instagram account @akcf_official presents every activity of the Anyer Krakatau Culture Festival event which is held in the Anyer beach tourist area. In addition, this research uses the concept of a PR transfer process, which is an illustration where we can see what things must be faced and changed. In this situation, the goal to be achieved is to change the four negative attitudes into four positive attitudes. Through these changes, it is hoped that in the end a knowledge will be achieved that can foster understanding. These four negative attitudes become positive attitudes, namely: hostility into sympathy, prejudice into acceptance, apathy into interest, and indifference into knowledge as one way to spread the Anyer Krakatau Culture Festival event.

From the results of research that researchers have done by means of observations and interviews, it shows that the Anyer Krakatau Culture Festival committee applies the concept of a PR transfer process to improve the image of the Anyer beach tourist destination. Of all the PR transfer processes carried out, the most frequent and easy process is changing apathy into interest, because the main purpose of spreading the Anyer Krakatau Culture Festival event is to foster public interest in Anyer beach tourism, especially through social media.

- Public Relations Committee of Anyer Krakatau Culture Festival in attracting sympathy

One of the concepts of the PR transfer process is the process of changing a negative attitude of hostility into a positive attitude of sympathy, in this study the Public Relations Committee of the Anyer Krakatau Culture Festival used this process in attracting public sympathy for the Anyer Krakatau Culture Festival event. The process of attracting sympathy carried out by the public relations committee of the Anyer Krakatau Culture Festival is to see the tourist destination of Anyer beach which is the place where the Anyer Krakatau Culture Festival event is held. In the process of attracting sympathy, the Anyer Krakatau Culture Festival committee saw Serang Regency which has a variety of tourism potential, and one of the largest tourism owned by Serang Regency, namely Anyer beach tourism, with the existence of a very wide beach and sea making Anyer beach tourism has the potential for facilities and infrastructure. good tourism infrastructure.

The process of attracting public sympathy in the implementation of the Anyer Krakatau Culture Festival event held in the Anyer beach tourism area is a very effective way. The Anyer beach tourism area is indeed a fairly large tourism place owned by Serang Regency, the facilities and infrastructure are quite good but the management is still weak. Therefore, we hope that the Anyer Krakatau Culture Festival can attract the sympathy of the public to participate in the event and we hope that it can boost tourist visits to Anyer beach.

Apart from the aspect of the Anyer beach tourist destination, the process of attracting public sympathy is also carried out by using hashtags on Instagram accounts @akcf_official. The use of the hashtag #akcf #kabserang #ayokeyanyer #anyerbisa is one of the strategies taken to spread and promote the Anyer Krakatau Culture Festival event held in the Anyer beach tourist area.

Through the Instagram account @akcf_official, the public relations committee of the Anyer Krakatau Culture Festival always shares every series of activities for the Anyer Krakatau Culture Festival event in the form of photos and videos by including the

hashtag posting. The use of hashtags is done so that later all updates regarding postings of the Anyer Krakatau Culture Festival event will be well grouped. Use of hashtags on every Instagram post@akcf_official also the goal is to facilitate the dissemination of posted content, photos and videos posted by Instagram accounts. @akcf_official is included in the explore feature of other Instagram users and the use of hashtags also makes it easier for the @akcf_official account admin to find out how many Instagram users post the Anyer Krakatau Culture Festival event activities using the hashtag.

Use of social media accounts Instagram @akcf_official and hashtag #akcf#kabserang #ayokeyanyer #anyerbisa is one of the easiest processes to attract public sympathy carried out by the public relations committee of the Anyer Krakatau Culture Festival in the dissemination and promotion of the Anyer Krakatau Culture Festival event.

- Public Relations Committee of Anyer Krakatau Culture Festival in gaining public acceptance

The next PR transfer process is to change the negative attitude of prejudice into a positive attitude of acceptance. The Anyer Krakatau Culture Festival committee uses this process to gain public acceptance of the Anyer Krakatau Culture Festival event.

One form of changing public opinion regarding the bad prejudice against the Anyer beach tourism area is by holding the Anyer Krakatau Culture Festival event, in addition to making it easier for the Government to promote Anyer beach tourism through the Anyer Krakatau Culture Festival event using Instagram social media @akcf_official.

In addition to promoting the Anyer Krakatau Culture Festival event to the public, the process of getting public acceptance of this annual event is also carried out by approaching the community directly. This is done by inviting certain communities in the Anyer Beach area to participate as part of the Anyer Krakatau Culture Festival event committee so that the Anyer Krakatau Culture Festival event activities can clearly be accepted by the community.

The Anyer Krakatau Culture Festival committee formed a committee for this annual event by involving several elements of the community. As seen in the committee structure of the Anyer Krakatau Culture Festival 2018 event, there are 8 (eight) community members who are the committee and one of them is the trail adventure activity at the Anyer Krakatau Culture Festival event and who is the committee for the trail adventure section of trail adventure activities at the Anyer Krakatau Culture Festival event.

Gaining public acceptance is very important to improve the image of tourist destinations, apart from appointing several people to be part of the Anyer Krakatau Culture Festival event committee, public acceptance is also obtained through public responses to the content available on the Instagram @akcf_official social media account. Getting public acceptance can also be seen from the number of Instagram followers belonging to the Anyer Krakatau Culture Festival event committee, namely @akcf_official. Public acceptance of the Anyer Krakatau Culture Festival event will have an impact on the interest of the event and visits to Anyer beach tourism. Satisfied tourists will develop a supportive attitude towards the destination and the presence of satisfaction will strengthen tourist loyalty and tourist satisfaction has a positive influence.

- Public Relations Committee Anyer Krakatau Culture Festival in fostering public interest

Growing public interest in the Anyer Krakatau Culture Festival event can influence people's behavior, if the community has an interest in the Anyer Krakatau Culture Festival event, the community will develop an attitude of supporting the Anyer beach tourist destination. Growing public interest can be through tourism stakeholders. In the process of growing public interest, the Anyer Krakatau Culture Festival committee establishes communication with tourism parties or stakeholders to spread the Anyer Krakatau Culture Festival event. One of the parties involved in the spread of the Anyer Krakatau Culture Festival event is the Indonesian charm generation community (genpi), both the Serang Regency genpi community and the Banten genpi community who continue to participate in promoting the Anyer Krakatau Culture Festival event.

The Anyer Krakatau Culture Festival committee collaborates with tourism stakeholders to improve the image of Anyer beach tourism through the Anyer Krakatau Culture Festival event. Because if the spread of the Anyer Krakatau Culture Festival event is not assisted by tourism stakeholders, it will be difficult to get interest from the community. So, the Anyer Krakatau Culture Festival committee went through the process of growing public interest in organizing the annual event by engaging tourism communities to participate in disseminating the Anyer Krakatau Culture Festival event.

In addition to tourism stakeholders, in the process of growing public interest in the Anyer Krakatau Culture Festival event, an interesting way of promotion and dissemination of information is needed, one of which is through content in the form of photos posted on the @akcf_official Instagram account. Not only posting photos, Instagram @akcf_official also displays content in the form of several videos accompanied by captions to make the message displayed clearer, easier to understand, and the purpose will be conveyed more precisely, this indicates that the public relations committee of Anyer Krakatau Culture Festival continues to strive to grow public interest in the Anyer Krakatau Culture Festival event through posting photos, videos accompanied by interesting captions to improve the image of Anyer beach tourism.

In addition to the content on Instagram that is required to be attractive, in the process of growing public interest in the Anyer Krakatau Culture Festival event, the @akcf_official Instagram account also utilizes the features available on Instagram which are supporters to facilitate the dissemination of information related to the Anyer Krakatau Culture Festival event.

- Public Relations Committee Anyer Krakatau Culture Festival in providing knowledge to the public

The process of providing knowledge to the public is carried out by the Anyer Krakatau Culture Festival event committee by building branding for the Anyer beach tourist destination, because with the emergence of the Anyer Krakatau Culture Festival event, it is hoped that many tourists will come to Serang Regency so that many benefits are generated by the tourism sector and also continue to grow. move the economy of the people of Serang Regency, especially the people around the Anyer beach area. This will provide welfare for the local community.

In addition to building tourism branding, the purpose of holding the Anyer Krakatau Culture Festival event is for development in Serang Regency. Tourism activities in this case the Anyer Krakatau Culture Festival event is one sector that plays a role in the development process of the Serang Regency area. This role can be demonstrated

through foreign exchange earnings generated by tourism visits. The increase in economic growth and community welfare as described above that has been included in the law is expected through the implementation of the Anyer Krakatau event

This Culture Festival can provide opportunities for development in Serang Regency.

Development in Serang Regency through the Anyer beach tourism destination is a process of changing the quality of the region, because tourism is a development industry that needs to be developed. Through the Anyer Krakatau Culture Festival event, development in Serang Regency, the Anyer beach tourist destination, can be managed regularly and gradually (Sudipa et al, 2020). Increasing the economy through holding the Anyer Krakatau Culture Festival event can support infrastructure improvements as well.

Building tourism branding through the annual Anyer Krakatau Culture Festival event owned by the Serang Regency Government is also carried out by disseminating information about the series of Anyer Krakatau Culture Festival events through the @akcf_official Instagram account.

D. CONCLUSION AND SUGGESTIONS

Pemanfaatan intagram yang dilakukan oleh Humas panitia Anyer Krakatau Culture Festival untuk memperbaiki citra wisata pantai Anyer dengan menyebarkan event Anyer Krakatau Culture Festival melalui akun instagram

@akcf_official mengacu pada 4 proses konsep transfer Public Relations dan menggunakan teori CMC (Computer Mediated Communication), dimana Humas panitia Anyer Krakatau Culture Festival menggunakan 4 proses tersebut sebagai cara untuk memperbaiki citra wisata pantai Anyer melalui event Anyer Krakatau Culture Festival. 4 proses konsep transfer Public Relations tersebut diantaranya, mengubah sikap negatif permusuhan menjadi sikap positif simpati yaitu dengan menarik simpati masyarakat melalui destinasi wisata pantai Anyer dan penggunaan hashtag pada akun instagram @akcf_official. Mengubah sikap negatif prasangka menjadi sikap positif penerimaan yaitu dengan mendapatkan penerimaan masyarakat dengan cara melakukan promosi event Anyer Krakatau Culture Festival melalui akun instagram @akcf_official dan pendekatan dengan masyarakat. Selanjutnya proses mengubah sikap negatif apati menjadi minat dengan cara menumbuhkan minat masyarakat terhadap event Anyer Krakatau Culture Festival melalui stakeholder pariwisata, konten pada akun instagram

@akcf_official, dan penggunaan fitur-fitur instagram. Proses mengubah sikap negatif acuh tak acuh menjadi sikap positif pengetahuan dengan cara memberikan pengetahuan kepada masyarakat melalui membangun branding destinasi wisata pantai Anyer.

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