Unlocking the Potential: The Diverse Impacts of User-Generated Content on Tourism Promotion

Prihatin Dwihantoro[1(✉)], Dwi Susanti[1], Pristi Sukmasetya[1], and Moch. Imron Rosyidi[2]

[1]University of Muhammadiyah Magelang, Magelang, Indonesia
[2]University of Trunojoyo Madura, Bangkalan, Indonesia
`pdwihantoro@unimma.ac.id`

Abstract. This research was conducted in the Kalibiru Tourism Area, Kulon-progo, Yogyakarta Special Region to describe other impacts or side effects of using user-generated content as a tourism promotion media in Kalibiru Yog-yakar-ta. The conceptual approach used is the concept of a spectacle society from Jean Baudrillard. This qualitative research method is a case study by con-ducting in-depth interviews with informants according to the judging crite-ria, namely the manager of the Kalibiru tourist area. Research results show that various inno-vations in the use of UGC can attract tourists to come to Kalibiru. However, the digitization of this destination, or what is more of-ten called selfie spots has not been able to bring visitors sustainably. It is due to visitors' lack of experience if only photo or selfie spots offer what is offered. So the use of UGC that is not wise can cause the talkative presence of net citizens, which leads to the instability of visitors in tourist areas.

Keywords: UGC, Tourism, Spectacle society

1 Introduction

The development of communication technology predicted by Marshal Mc Luhan about 60 years ago has reached a very massive stage [1]. This Era has encouraged people to use more and more technology in various fields of activity. No exception to the use of promotions in various fields of digital information technology has been utilized in such a way and massive [2], [3]. The Indonesian government has also launched a program strengthening information from various aspects that can support community literacy's ability to utilize digital technology [4]. The use of digital information technology. In addition to being used in essential matters such as the prevention of radicalism [5], it can also be used as to means of tourism promotion and integrity among tourism actors [6], [7].

One of the strategies used in the implementation of online digital promotion is to use user-generated content [8]. Definitive user-generated content is an effort that can also be called electronic word of mouth in the form of disseminating information like word of mouth based online or digital. User-Generated Content is also referred to as activities

in uploading, tagging, searching, digging, and writing information or opinion about a phenomenon, object, place, etc. [8], [9]. The potential tourism area which is quite massive in applying user-generated content is the Kalibiru Tourism Village, Kulon Progo, Special Region of Yogyakarta. Fig.1. show the location within the KTHKm Mandiri Kalibiru Kulon Progo Office.

Fig. 1. Location within the KTHKm Mandiri Kalibiru Kulon Progo Office, Documentation by Researchers (2021)

In managing tourism potential in Kalibiru, the community, apart from joining with the Lingkar Community, there are also many members of the Forest Farmers Group Independent Community or KTHKm [10]. Community management applications even show an increase in income which continued to increase from 2010 until proven by its peak in 2016, consisting of 443,070 tourists. Meanwhile, local-level income and nationally, Mandiri KTHKm reached 5.4 billion rupiahs in 2017 [11].

The success of achieving the number of visitors is supported by the strategy of good promotion [12]. Promotions that are often done are: take advantage of user-generated content. In a community, promotion managers take advantage of selfie spots and photo locations as media UGC production for the wider community. If done, search through the search field will bring up more than 190,000 posts with #kalibiru. This indicates that the use of UGC has indeed been quite massive. The impact of utilization can increase the number of visitors from 2010, which amounted to 7167 per year and peaked in 2016 with 36,923 visitors per year. However, the area experienced decreased visitors even before the pandemic 19 in 2018, with 1,880 visitors or a 94% decrease.

Table 1. Visitor Data of Kalibiru Tourism Village 2010-2021

No	Tahun	Pengunjung Pertahun	Peningkatan
1	2010	7.167	0%
2	2011	13.039	82%
3	2012	19.012	46%
4	2013	19.762	4%
5	2014	79.137	300%
6	2015	309.541	291%

7	2016	443.070	43%
8	2017	355.498	-20%
9	2018	22.565	-94%

Source: Kalibiru Tourism Management Office

This table shows a significant decline after 2016 reached the peak of tourists, down to -94% in 2018. So based on the problems and realities above, the researcher wants to see other impacts or side effects of using user-generated content as a tourism promotion media in Kalibiru, Yogyakarta. This research aims to explain why this phenomenon can occur through the approach that the researcher will do with case studies and the concept of Jean Baudrillard. The approach to the concept of Baudrillard's is suitable for viewing this research. Moreover, the UGC base is the basis for the spectacle community or spectacle society. People will be interested in doing the same if they watch posts or other people's content. Baudrillard calls simulacrum to change the abstract into concrete or the concrete into the abstract [13]. Baudrillard explains that we always are on the conditions of the Spectacle Society [13]; due to the pattern of life of a society consumptive, we live as a condition of society spectacle. Fig.2. show the spectacle society simulation.
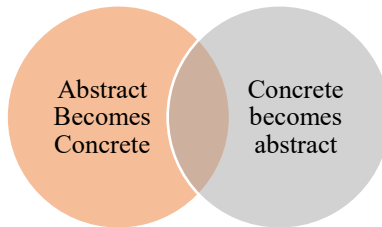

Fig. 2. Spectacle Society Simulation [14]

Similar research on UGC has been carried out quite a lot, such as research about User-Generated Content management as an internal promotion strategy to increase brand awareness on Instagram account @thehousetourhotel [8]. This research was conducted with the aim of know-how to manage User Generated Content as a strategy promotion viewed from 3 stages, namely, planning or strategy formulation the beginning, implementation, or execution of the strategy, to the evaluation of the strategy the previous steps have been carried out. In addition, research on digital-based tourism management is also available in destination digitization research as a development strategy for tourism promotion in Magelang Regency [7]. Results from the previous research shows, that community-based tourism in Magelang and the active role of the community in promoting tourism through approaches to digital technology have an impact on the development of tourism potential and promotion in Magelang Regency, Indonesia.

At the research location, there is also research on community empowerment in Kalibiru in research entitled; The Community Empowerment Strategy in Protected Forest Management through Community-Based Ecotourism Development in Kalibiru Village, Kulon Progo Regency [10]. Research results show that the existence of Kalibiru Ecotourism has been proven to provide economic benefits to group members and residents of Kalibiru and local communities. From the various previous studies above, no

one has studied the effects of a side of the use of UGC in the promotion of the Kalibiru tourist village both in terms of location as well as in terms of the method of objectives and the concepts basic that will be used in this research. Therefore, this research still has novelty in terms of method location and the conceptual approach used.

2   Method

In adopting the empirical qualitative descriptive research approach, our study aimed to provide a nuanced understanding of the intricate dynamics surrounding the utilization of User-Generated Content (UGC) in the context of tourism promotion in Kalibiru. The case study method, chosen as the primary research methodology, facilitated an in-depth examination of the multifaceted aspects associated with this phenomenon. To initiate the research process, a careful selection of cases within the Kalibiru tourism domain was made, ensuring diversity in perspectives and experiences. This deliberate approach allowed us to capture a holistic view of the various factors influencing and being influenced by the incorporation of UGC in promotional strategies. By focusing on real-world instances and their specific contexts, our study aimed to contribute valuable insights into the broader discourse on the implications of UGC in the tourism industry Furthermore, the research questions guiding this study were crafted to address specific aspects of the side effects arising from the implementation of UGC. We delved into issues such as the impact on visitor perceptions, the role of social media platforms in shaping these perceptions, and the potential challenges faced by local stakeholders in managing the consequences of UGC utilization.

The adoption of case study research methods in this investigation is guided by several considerations. Primarily, the research aims to address questions pertaining to the "how" and "why," seeking a comprehensive understanding of the intricacies associated with the subject matter. Emphasizing an exploratory approach, the study seeks to elucidate the underlying mechanisms and reasons that drive certain phenomena within the chosen context. A fundamental principle in employing case study research methods is the commitment to non-manipulation of the observed object's behavior. This ethical stance underscores the importance of preserving the authenticity and natural dynamics of the subject under investigation. By refraining from interference, the research aims to capture genuine insights into the phenomena, acknowledging the impact of contextual factors on the observed outcomes. Furthermore, the selection of case study research is motivated by the desire to encapsulate the contextual conditions surrounding the phenomenon. Recognizing the inherent interconnectedness between the subject of study and its context, the researcher endeavors to provide a holistic perspective. This contextual approach is founded on the belief that understanding the broader setting is integral to gaining meaningful insights into the researched phenomenon [15].

In this study, a case study was carried out by examining how to develop selfie spots and locations to support UGC from existing tourism promotion actors. Data collection methods in this case study research are carried out in various ways. First is participant observation. The power of data collection with participant observation is rooted in observing actual processes "in the field". Researchers can observe actual work routines

during observation, recording the decision-making processes, conflicts, negotiations, and compromises, all of which are part of the production process at various levels [16]. This method will be conducted by conducting community observations and in-depth interviews with the Health protocol if possible. In addition, the Informant Interview was determined using a purposive technique. For specific cases, purposive considered more suitable and qualified [17], informants were selected through criteria as managers and actors of tourism in Kali Biru. The key in this research is Mr. Sudadi as the head of the tourism object manager and Mr. Parjan Advisor to KTHKm Mandiri Kali Biru. The length of the period research about two months to obtain saturated data, and data triangulation occurs.

3   Results and Discussion

3.1   Results

Promoting destinationfor tourism requires aspects of increasing the number of visitors, but also the sustainability of visitors also needs to be considered. This is consistent with the concept of sustainable development, or SDGs should pay attention to the environmental and economic aspects that are sustainable [18]. However, if anyone who looks at the table of visitors in Kalibiru, they do not experience progressivity but is heading towards regress. When visited by the researchers, the KTHKm community told about how the promotional strategies they did to increase the number of visitors. They shared that social media has an essential role in supporting tourism promotion. As a result, many people are attracted by the existence of social media.

The old marketing system was word of mouth, so from visitors who came to tell their friends, so if you get stories from friends, it is more than social media. But if recently through Tiktok. (Sudadi/12/6/2021)

The opinion shows that there is no strategic media planning so that a promotion objective can be appropriately implemented. Only rely on the word of mouth and use the UGC approach as the basis for promotion. This indicates that fluctuations increase in the promotion increase table are due to a lack of media planning. So community participation in tourism management or CBT is considered essential to be implemented, including in tourism promotion activities. A CBT study conducted in Pakistan [19] shows that community strength and empowerment are crucial issues. The study demonstrated a significant relationship between community empowerment and sustainable tourism development initiatives, and community support for tourism partially mediated the relationship between the two. The findings imply a high level of community empowerment through CBT, enabling the community to develop sustainable tourism through local community support for tourism. However, creative, and innovative citizen participation approaches in CBT should also be adopted, and appropriate design models should be developed to ensure sustainable tourism development. Fig.3. show the Location of the entrance to the Kali Biru Tourism Village.

Yes, that is it, see what the name is upside down, the potential is indeed after seeing the behavior of visitors, we used to have game facilities, now from there we see what visitors do. One of them is taking selfies; we never do that here, even though out there people do that, now we try to capture *that opportunity, the visitor's behavior becomes a facility. We still maintain it even though now I feel it is not a trend anymore. Outside of the pandemic, we see the trend is not like that anymore. However, we try to maintain that photo spot, and we can say we inspire many places. Mainly selfie spots, now we have a few tourism opportunities. Outsiders see a lot of tourism potential here, but we do not (Sudadi/16/06/2021).*

Fig. 3. Location of the entrance to the Kali Biru Tourism Village

The digital word-of-mouth model known as UGC is currently the mainstay of promotion in Kalibiru. The opinion of the informant reinforces this. Indeed Instagram and Facebook produced by visitors are used very much, and this is what initiates the development of various selfie spots or digital tourist locations.

It's just that it's most effective. we tell IG from those who see our appearance on FB; for example, we pay for what we see, usually tens of thousands, up to millions, the percentage is only 10. Now the rest is word of mouth that I catch they also upload themselves, I mean, for example, I'm from here and then upload it to my Instagram, so my friends are curious. Well, that's part of the relay, word of mouth. We don't do WOM by ourselves but from visitors. (Sudadi/12/6/2021)

As stated above, implementing the UGC promotion in Kalibiru has become a major strategy because it is considered cheap and easy to implement. In addition, it is considered having the potential for more than a 10% increase that they have done so far through promotions Adsense and so on. So it can be considered natural that the community considers this strategy the most optimal and optimistic.

In 2016, the highest was 443,070 foreign tourists and foreign tourists per year. After the covid system was changed everything, starting from the basic salary, UMR there were allowances. Now share the profit—all based on group agreement. So we uphold the results of the agreement. Previously, the salary was 3 million, now 400 thousand

must also receive. The important thing is that we continue to prioritize openness (Parjan/10/062021)

The decrease in the number of visitors is very influential in sustainable tourism. Youth employees and all those involved are also feeling the impact. Moreover, it is very influential in people's income, which has fallen to 80% more than Pak Parjan's salary description above.

3.2   Discussion

The data and reality above show that user-generated content is not a specific strategy or special media that can sustainably increase tourism, it is based on the opinion that people are quickly bored in the digital world. The purpose of coming to a location is only to show off IG feeds and posts on social media. McLuhan read this condition after learning from the story of the Greek Myth about Narcissus. He looked in the mirror at a lake seeing his very handsome face in the reflection of the lake. He then fell in love with what he saw. It saddens him to see the shadow disappear at night and when the water moves. Here Narcissus is already in a hyperreality, according to Baudrillard [13]. When it is all programmed into him, he can no longer distinguish what is real and what is not. That is roughly how short the stages are that we love our posts more than our lives.

Never been invited, but they came on their own. This promotion was originally from WOM, campus to campus, then photos were crowded, and TV stations visited us without being asked. Now, when it starts to decline, we will think about the strategy. I never had a promotion before. Because it used to be WOM, now it is intensified again when there is a decline; before the pandemic, there was a decline 2 years earlier. Now, it's just starting to think about its promotion, even though it is already out of date. So, let's start calling TV again; the bureaus collaborate to introduce Kalibiru. It's just starting again. Previously we did not promote because it was already crowded, but this is our fault. (Sudadi/20/06/2021)

The opinion above shows that UGC is said to be unable to create sustainable tourist visits. Of course, this is reinforced by the pandemic conditions that make everything even more difficult. So indeed, visitors' experience to come to a tourist location is not just a photo experience or documentation experience [7]. Efforts are needed to improve visitor experience through product differentiation, product diversity, and serving the growing special interest market. The 2030 Agenda and SDGs have resulted in new hopes for achieving wider tourism inclusion and empowering marginalized communities to realize sustainable development. Of course, this is not just tourism, but also how to create a resilient community that is stable and sustainable through tourism that does not only offer digital aspects. Partnerships are the key to coherent policies, e.g., SDG 17.14), to create synergies across different policy areas (e.g., social, economic, environmental) and at different levels (e.g., supranational/global, national, local), and to have an impact on all involved through collective vision, common goals, alignment and transparency [18].

4   Conclusion

Research results show that various innovations in the use of UGC can attract tourists to come to Kalibiru. However, the digitization of this destination, or what is more often called the use of selfie spots has not been able to bring visitors sustainably. This is due to the lack of experience by visitors if what is offered is only photo or selfie spots. So the use of UGC that is not wise can cause the talkative presence of netizens which leads to the instability of visitors in tourist areas. Suggestions that can be given from this research are the need for further research to find more effective strategies to maintain the sustainability of tourism visitors. Maybe you can do action research by conducting a partnership pilot project that can support tourism sustainability according to the SDG's goals, namely sustainable institutional partnerships.

References

1. R. K. Logan, Understanding new media: extending Marshall McLuhan. Peter Lang, 2010.
2. R. Golwalkar and S. V. K. Shelar, "An Analysis of Digital Era Human Communication with specific reference to Late Adolescents in Pune," Annual Research Journal of SCMS, Pune Volume 5, March 2017, p. 1, 2016.
3. R. Fauzyah and E. Franzia, "MOTION GRAPHIC PROMOSI PASAR PAPRINGAN DI TEMANGGUNG, JAWA TENGAH," Jurnal Dimensi DKV Seni Rupa dan Desain, vol. 3, no. 2, pp. 159–174, 2018.
4. I. A. P. Santoso, S. Anwar, and S. D. Waluyo, "Peran siberkreasi dalam meningkatkan ke-mampuan literasi digital untuk mencegah aksi radikalisme," Peperangan Asimetris, vol. 6, no. 1, 2020.
5. W. Widyasari and H. Allert, "Understanding Online Media Literacy in Diverse Society: Criticism of# Siberkreasi Movement in Indonesia," MedienPädagogik: Zeitschrift für Theorie und Praxis der Medienbildung, pp. 101–125, 2019.
6. L. Muliawanti, M. I. Rosyidi, A. A. Suryaningtyas, and P. Dwihantoro, "Sinergity of Actors Role for the Development of Tourism Sub-System in Borobudur," 2021, doi: 10.4108/eai.18-11-2020.2311738.
7. L. Muliawanti and D. Susanti, "Digitalisasi Destinasi sebagai Strategi Pengembangan Promosi Pariwisata di Kabupaten Magelang," Warta ISKI, vol. 3, no. 02, pp. 135–143, 2020, doi: 10.25008/wartaiski.v3i02.53.
8. R. E. Sihotang and R. M. U. Malau, "Pengelolaan User-generated Content Sebagai Strategi Promosi Dalam Meningkatkan Brand Awareness Pada Akun Instagram@ thehousetourhotel," eProceedings …, vol. 7, no. 1, pp. 1805–1815, 2020.
9. S. Ramadhanty, N. Amatullah, N. A. Setyadani, and T. S. Ramli, "Doktrin Safe Harbor: Upaya Perlindungan Hak Cipta Konten Dalam Platform User Generated Content," Legalitas: Jurnal Hukum, vol. 12, no. 2, p. 267, 2020, doi: 10.33087/legalitas.v12i2.226.
10. W. Wiyono, R. Hidayat, and S. Oktalina, "The Community Empowerment Strategy in Protected Forest Management through Community-Based Ecotourism Development in Kalibiru Village, Kulon Progo Regency," Habitat, vol. 31, no. 1, pp. 11–27, 2020, doi: 10.21776/ub.habitat.2020.031.1.2.
11. R. E. Noviyanti, C. Wulandari, and R. Qurniati, "Jurnal Sylva Lestari," Jurnal Sylva Lestari, vol. 4, no. 1, pp. 11–20, 2016.

12. Admin, "Desa Wisata Kali Biru," Visitingjogja.com. [Online]. Available: https://visitingjogja.com/8593/desa-wisata-kalibiru/
13. J. Baudrillard and R. Wahyudi, Berahi. Yayasan Bentang Budaya, 2000.
14. S. Dalimu, A. Putra, and R. Azi, "The portrayal and the effects of hyperreality in ready player one movie by steven spielberg (the application of jean baudrillard 's theory)," 2020.
15. R. K. Yin, "Studi kasus: Desain & metode," 2008.
16. L. M. Given, The Sage encyclopedia of qualitative research methods. Sage publications, 2008.
17. K. Z. Darmawan, "Penelitian etnografi komunikasi: tipe dan metode," Mediator: Jurnal Komunikasi, vol. 9, no. 1, pp. 181–188, 2008.
18. S. Kumar, N. Kumar, and S. Vivekadhish, "Millennium development goals (MDGS) to sustainable development goals (SDGS): Addressing unfinished agenda and strengthening sustainable development and partnership," Indian journal of community medicine: official publication of Indian Association of Preventive & Social Medicine, vol. 41, no. 1, p. 1, 2016.
19. S. Khalid, M. S. Ahmad, T. Ramayah, J. Hwang, and I. Kim, "Community empowerment and sustainable tourism development: The mediating role of community support for tourism," Sustainability, vol. 11, no. 22, p. 6248, 2019.