

Chapter I

Introduction

1.1 Background of the Study

Recently, social media is inseparable from public consumption. Starting from the younger community to the elder community, they are dependent on attractive platforms that can connect themselves, even with the outside world. One of the platforms is called Instagram, Instagram is an entirely visual platform, which relies on both text and pictures. Instagram's sole purpose is to share images and videos with its audience or users.

Instagram is also no stranger for the tourist to get a glimpse of their desired place to visit. Through Instagram, they are able to compare and decide their itinerary for their vacation based on the accounts that provide and promote their unique and enticing touristy place on to posting page provided by Instagram. As tourists, they would perpetually choose a vacation destination or visit a place they want to know where the place is, the things it has to offer, its effectiveness, and its attractiveness of the place.

Traditionally, any destination business owners have the initiative to make brochures, pamphlets, or even billboards to get the attention of potential customers. But as time goes by and habits keep changing as well as technology that continues to develop, things like brochures, pamphlets, and billboards are reduced or even abandoned.

Over the past two years, the world of tourism has also followed changes in strategies to promote their respective tourist destinations. Solely because of the pandemic Covid-19 that happened in the early 2020s. Hotels, cafes, museums, art

galleries, and other local destinations getting affected by it. And by that, they also started to try to promote their place by making short reviews with videos or attaching interesting photos of their respective places on Instagram.

As stated by Buhalis and Law (2008), *“Electronic social media has essentially reshaped the way of tourism information distribution and ways of trip planning.”*

It is truly shown that the influence of electronic social media (i.e. Instagram), thoroughly helped and dominated the way how promotional and marketing strategies happen nowadays.

Not only is it the initiative of these destination business workers to use the internet platform (or rather Instagram), but there is also costumers interference who deliberately reviews the places they visit to share with fellow Instagram users. And sometimes, the tourist destination business owner deliberately invites public figures or influencers who have recently become famous on Instagram to promote the place. In the end, this method has become a trend and an effective way to promote a business in the tourism sector lately.

The paragraphs above show the impact of Instagram on introducing or simply promoting or even connecting people to finally know that there are so many places that they have not visited or even know. And lately, on the internet people are more drawn to places that serve and provide spaces for taking pictures and for self-relaxation by going to places that have a lot of valuable aesthetics. For an instance, gallery spaces are quite loved lately by most Instagram users.

The purpose of the gallery itself According to the Language Center of the Ministry of National Education, (2003):
“A gallery is a lobby or place; can also be interpreted as a place that exhibits three-dimensional artwork by one or more people a group of artists

or can also be defined as a room or a building for displaying objects or works of art.”

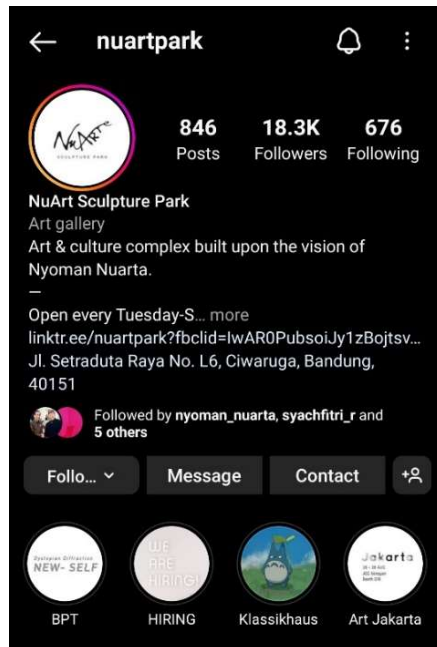
Art galleries are known as a place that could be memorable for visitors who seek pleasure through the aesthetics of objects. This could have happened because of the widespread exchange of information through social media networks, given how influential social media is lately, especially Instagram. Or maybe, it was simply because the visitors love the idea of art and galleries.

And with the writer’s intention to bring the topic of an art gallery, here the writer wants to introduce a little about art galleries that are familiar among art lovers, especially in Indonesia, and it is “NuArt Sculpture Park” or “Nyoman Nuarta Sculpture Park”. NuArt Sculpture Park is a sculpture art gallery located in the northern part of Bandung, West Java, Indonesia. NuArt Sculpture Park is located on Jalan Setra Duta Raya no. L6, Bandung, West Java. It is an art tourism location in Bandung. NuArt Sculpture Park was first opened in 2000. This place is a center for a sculpture by Nyoman Nuarta. Nyoman Nuarta's sculptural works from the beginning of his career to the latest works as the main character are displayed inside the gallery. In addition to the museum gallery, this is also the place for the process of making sculptures by Nyoman Nuarta himself.



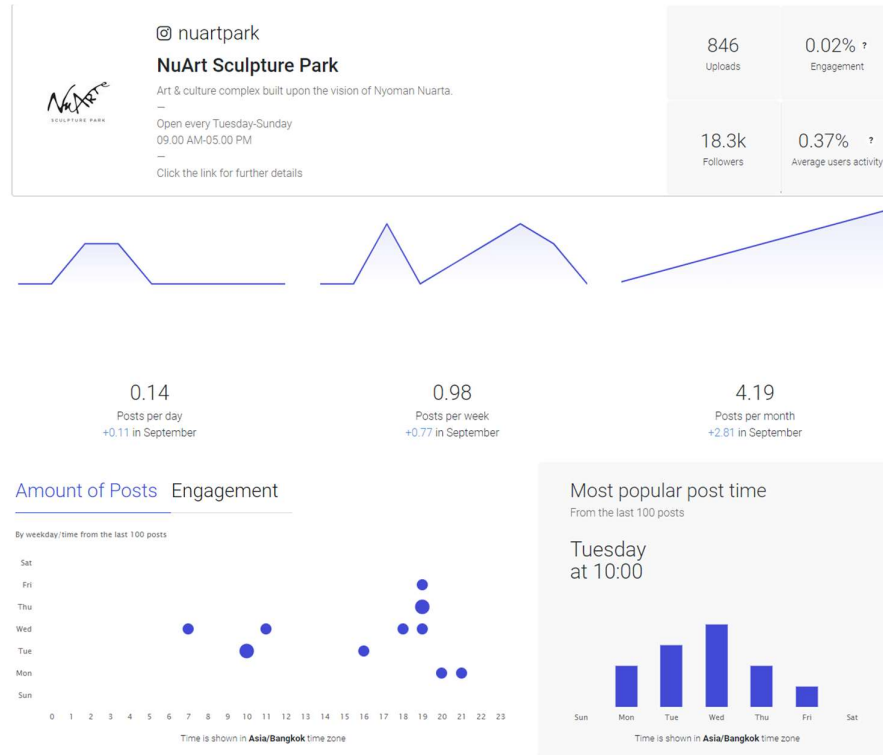
Picture 1.1.1: NuArt Sculpture Park Main Building

Nyoman Nuarta Sculpture Park has been one of the most unique places to visit especially for tourists. On this occasion, the writer is quite curious about how they promote this NuArt tourist spot to the public at this time. As far as the writer's research, they have been promoting a lot on Instagram, making web designs exclusively to portray the magnificent work of art Nyoman Nuarta made himself, and last but not least they made a virtual tour for their gallery which is interesting. Their Instagram account is named **@nuartpark** which has over 18 thousand followers and the number of their followers is still growing to this day.



Picture 1.1.2: NuArt Instagram Account

They frequently post and promote the activities available at the NuArt Sculpture Park as one of the strategies to pursue and attract tourists to NuArt Sculpture Park. So, here is some of the proof that NuArt Sculpture Park uses Instagram as one of the media to promote their business.



Picture 1.1.3: NuArt Sculpture Park Instagram Account Insight Graphic

As stated in the picture above, it could be concluded that the amount of time NuArt Sculpture Park for posting on Instagram is quite frequent. Although the total of posts for a day is quite low, they still use Instagram as an effective promotional medium. So, when they hold a certain event or exhibition, the followers of the NuArt Sculpture Park account can easily find out the news.

Therefore, compared to the modern way of promoting that is about to be a game-changing plan for a touristy promotion, they would have certainly used the traditional way to promote the gallery. Therefore, to answer and enhance the ability of Instagram advertising for NuArt Sculpture Park the writer will find the answer after going through research.

1.2 Identification of the Problems

These days, social media is an endless place to spread everything that can interest each user. In addition, now social media, especially Instagram is no stranger to entertainment media. People will easily receive information wherever their finger touches the phone screen or taps the cursor on a computer monitor or even on any type of gadget.

And with that, social media is a place for entrepreneurs to try their luck in socializing their place of business, especially businesses in the tourism sector. So thus, the writer also wants to examine more deeply and assess the relationships between social media and the promotion sector that are present in society lately.

1.3 Limitations of the Problems

As the writer has mentioned earlier, Tourism destination development and management is a key factor to the success of the tourism industry in any given region, there must be a strategically planned connection between the supply and demand sides of the market.

The research was taken place at NuArt Sculpture Park at Jl. Setra Duta Raya No. L-6, Ciwaruga, Kec. Parongpong, West Bandung Regency, West Java. Based on the background of the research, the limitation of the problem focused on how the usage and also the impact of the Instagram platform on promoting NuArt Sculpture Park and the customer point of view on how they decide their tourism destination from Instagram posts, and also, to assess the usage of electronic promotion versus traditional promotion via brochures, pamphlets, or even

billboards. The time period that is used as a reference is from the last 2-3 years, considering the impact of the Covid-19 pandemic on NuArt Sculpture Park.

1.4 Research Questions

Based on the discussions outlined above about the study, there are several formulations of a research question for this paper “**The Impact of Social Media Instagram Platform on Promoting NuArt Sculpture Park as Tourism Destination**”, there is consist of :

1. Does Instagram become one of the most influential platforms to promote NuArt Sculpture Park?
2. What are the factors that make potential travelers choose NuArt Sculpture Park as their destination through Instagram posts?
3. Does NuArt Sculpture Park still promote using conventional promoting media? (i.e. brochures, pamphlets, and billboards)

1.5 Objectives of the Study

In this matter, the research that the writer focuses on is the global phenomenon in the use of the Instagram platform in advertising for tourist destinations; NuArt Sculpture Park. However, there were many advantages and disadvantages throughout this platform, therefore given the many developments that can be found in this problem, it is necessary to have clear problem boundaries regarding what is made and resolved in this study. The objective matters in this study are as follows:

1. Assessing the effectiveness of Instagram in promoting business opportunities and attracting travelers to determine tourist destinations.

2. Classifying the choices of potential travelers in determining each tourist destination displayed on the Instagram social media platform.
3. Analyze shifts and changes in the choice of how to promote a tourism business from print media to electronic media.

1.6 Significance of the Study

In this research, the writer gives two beneficial aspects there are theoretical benefits and practical benefits. Here are the benefits aspects expected below:

1 Theoretically

This research is expected to be helpful to increase the knowledge and future development of both parties (i.e. the writer and agency concerned). Through analyzing any kind of shifts and changes in the choice of how to promote a tourism business from print media to electronic media. The results of this research are expected to assess, evaluate and improve the efficiencies of promoting methods in NuArt Sculpture Park.

2 Practically

The result of this research is expected to be some sort of consideration for the instances to solve and improve their promoting matters, especially in NuArt Sculpture Park. And also, as a media or a tool as a source of information and references for any further improvement of NuArt Sculpture Park.