

Utilization of Facebook as a Promotional Media for Mount Rinjani National Park

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ABSTRACT

Facebook is one of the largest social media platforms in the world, by offering various features that can be used for the promotion of products or services from a company. The purpose of this study is to identify and analyze promotional strategies carried out by Gunung Rinjani National Park through the use of Facebook social media. This type of research is qualitative, with qualitative descriptive analysis methods. Data collection was carried out through direct observation and taking data from Facebook social media accounts belonging to Mount Rinjani National Park, the data taken included photos and videos posted on Facebook. The results showed that Gunung Rinjani National Park implements effective and efficient promotion strategies through the use of social media such as Facebook. This destination implements various promotional strategies such as, sharing interesting visual content, holding competitions, organizing educational activities, and disseminating information

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1. INTRODUCTION

In the current era of information technology development and communication, social media is one of the most effective platforms to be used as a medium for marketing and promoting products or services [1]. Platforms such as Facebook, Instagram, Twitter have a global reach and a large user base, by providing a variety of attractive features allowing businesses and organizations to reach a wider audience [2]. The use of social media as a promotional tool provides opportunities to attract consumers, interact with potential

customers, build communities, and provide interesting information [3].

Facebook is one of the largest social media platforms in the world, by offering various features that can be used for product or service promotion, such as business pages, groups, paid advertisements, and multimedia content posting features. By utilizing Facebook, a business can share photos and videos to promote their products or services [4].

Gunung Rinjani National Park, located on Lombok Island, West Nusa Tenggara, Indonesia, is one of the natural tourist destinations famous for its natural

beauty. As the second highest volcano in Indonesia, Mount Rinjani offers a very beautiful view, ranging from the Segara Anak crater lake, waterfalls, to vast grasslands [5]. With the diversity of flora and fauna that this mountain has, as well as the dramatic landscape, Mount Rinjani National Park not only attracts climbers and nature lovers, but also attracts many researchers and conservationists [6].

Despite its outstanding natural appeal, Gunung Rinjani National Park faces challenges in effectively promoting the destination to potential tourists, both domestic and international. Like the trend changes that occur continuously, the management of Mount Rinjani must adjust so as not to miss the trends that are happening [7]. Many tourism potentials from this destination need to be maintained and promoted in order to continue to attract the attention of visitors.

By utilizing Facebook as a promotional medium, it allows Mount Rinjani National Park managers to run targeted campaigns, for example directing ads to demographic groups who are more likely to be interested in visiting this destination [8]. Facebook's analytics tools can also provide insight into how these destination promotions are working, such as the level of user engagement and ad effectiveness that has been implemented [9]. In addition, direct interaction with potential visitors such as, through comments or private messages can answer questions and provide more information to them. Therefore, the use of social media such as Facebook is an effective solution to increase the visibility and attractiveness of this destination [10].

The previous study that referenced this research was titled "Pemanfaatan Instagram Sebagai Media Promosi Hotel Teraskita Jakarta" by [11]. The results of the study that the use of social media such as Instagram can share information related to products owned such as promoting products (food and beverages) and services (lodging) offered by Hotel Teraskita, and utilizing Instagram as a promotional medium is very

influential and profitable for Hotel Teraskita Jakarta. In this study, the author is interested in conducting the same study, but with a different object, namely the Facebook social media account belonging to Mount Rinjani National Park. The formulation of the problem in this study is how to use Facebook by Gunung Rinjani National Park as a medium for promoting destinations and increasing tourist visits. The purpose of this study is to identify and analyze promotional strategies carried out by Gunung Rinjani National Park through the use of Facebook social media, as well as provide insight to tourist destinations or other businesses in optimizing the use of social media as their promotional media.

2. LITERATURE REVIEW

2.1 *Natural Attractions*

The attraction of natural tourism is all the uniqueness and beauty of nature that can attract tourists to visit and seek an amazing experience [12]. Natural tourism attractions not only offer aesthetic and recreational satisfaction, but can also provide visitors with mental and physical health through interaction with nature. Some of the main components of a natural tourist attraction [13] that is:

1. The Beauty of the Landscape
2. Biodiversity
3. Outdoor Activities
4. Fresh Air and Clean Environment
5. Geographical Uniqueness
6. Sustainability and Education

2.2 *Promotion*

Promotion is any activity carried out by the company to increase consumer interest in the sale of products or services [14]. The main purpose of promotion is to motivate consumers, introduce new products, strengthen the brand, and increase sales [15]. Here are some types of promotions [16]:

1. Advertising, using mass media such as television, radio, newspapers, magazines, and the internet to convey messages to the audience.
2. Sales Promotion, short-term activities that encourage the purchase or sale of products or services, such as discounts, coupons, and free samples.
3. Public Relations, good relations with the public through news, events, and other activities that create a positive image.
4. Direct Marketing, interacting directly with consumers through mail, telephone, email, or digital media.
5. Personal Selling, direct interaction between sellers and potential customers to sell products or services.
6. Digital Marketing, utilizing digital platforms and the internet to promote products or services, including websites, social media, and so on.
7. Sponsorship, supporting activities or organizations to build positive associations with brands.
8. Trade Shows and Exhibitions, introducing products at exhibitions to attract potential buyers and business partners.

In this research is promotion through social media platforms, which is included in the type of digital marketing. Utilization of social media platforms such as Facebook for marketing media, interacting with potential customers, and promoting products or services. Several ways of promotion through social media [17] Include:

1. Interesting Content, posting creative photo/video content to attract potential customers
2. Paid Social Media Advertising, pays to display ads to a wider audience.
3. Influencer Marketing, working with individuals who have great influence on social media to promote products or services.
4. Live streaming, using live features introduce products or services and interact with audiences in real-time.

Effective social media promotion, enabling direct interaction with consumers, and providing analytics features that help measure the success rate of promotions in real-time [18].

3. METHODS

This type of research is qualitative, that is, research that understand more deeply or delve into the meaning of a social phenomenon, which produces data that does not focus on measuring numbers or statistical analysis [19]. The analysis method used is descriptive qualitative, that is, it describes the data that has been collected clearly and systematically, without doing in-depth interpretation [20]. Data collection was carried out through direct observation and data collection from the Facebook social media account belonging to Mount Rinjani National Park. The data captured includes photos and videos posted on Facebook (accessed in May 23, 2024). This observation aims to identify the use of Facebook social media as a promotional strategy for Mount Rinjani National Park.

4. RESULTS AND DISCUSSION

4.1 Mount Rinjani National Park

Gunung Rinjani National Park is a mountain located on Lombok Island, West Nusa Tenggara, Indonesia. With an altitude of

3,726m, Mount Rinjani is the second highest volcano in Indonesia. The vision of this mountain manager is the realization of Mount Rinjani National Park that is sustainable and beneficial for the welfare of the surrounding community. Their mission to Mount Rinjani National Park [21] Include:

1. Realizing the function of Mount Rinjani National Park for improving community welfare.
2. Realizing ecotourism in Gunung Rinjani National Park that supports the sustainability and economic development of the region.
3. Realizing the preservation of flora, fauna, and supporting ecosystems, as well as cultural sites in the area based on the principles of democratic and popular justice.
4. Preservation of species and economic diversity, sustainable use of biological natural resources and ecosystems
5. Strengthening the optimization of the function and utilization of the Gunung Rinjani National Park area for the benefit of the development of science and education, activities that support cultivation
6. Realizing the management of Mount Rinjani National Park with socio-cultural, environmental and economic insights.



Figure 1. Mount Rinjani National Park

Source: Facebook (@tnrinjani)

Gunung Rinjani National Park has Technical Implementation Unit which assists in the management and preservation of this mountain area. One of the important Technical Implementation Unit is the Gunung Rinjani National Park Office, led by Mr. Dedy Asriady, S. Si., M. P., who is part of the Indonesian Minister of Forestry. Gunung

Rinjani National Park has an area of about 41,330 Ha and is located in three districts on Lombok Island. This area has diverse functions, including research, science, education, cultivation, tourism, and recreation, in accordance with Law No. 5 of 1990 concerning Natural Resources Conservation [22].

4.2 Gunung Rinjani National Park Facebook Profile

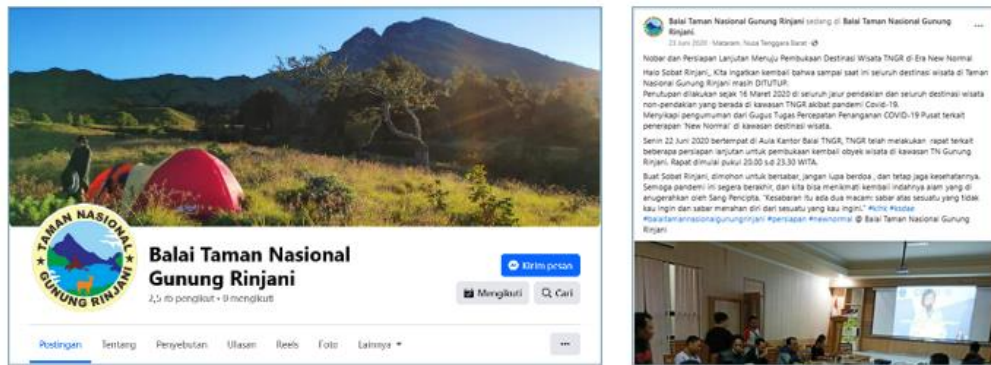


Figure 2. Gunung Rinjani National Park Facebook account
Source: Facebook (@tnrinjani)

Gunung Rinjani National Park has a Facebook social media account with the name "Gunung Rinjani National Park Hall" or can be searched by @tnrinjani. The account has 2.5K+ followers, and posted the photo for the first time on June 23, 2020. Their first post was a meeting of managers at the Mount Rinjani National Park Office Hall on June 22, 2020, discussing preparations for the reopening of tourism objects in the Gunung Rinjani National Park area in the new normal era, after the closure that had been carried out since March 16, 2020 due to the Covid-19 pandemic. Figure 2

On their Facebook profile they also provide information, such as contacts, the website of Mount Rinjani National Park, and other social media owned by Mount Rinjani National Park, so that Facebook users can also access information on other online platforms.

The following information is provided by Gunung Rinjani National Park through their Facebook profile:

1. Contact
 - Address : Jl. Dr. Soedjono lingkaran selatan, Mataram, Indonesia, 83115
 - Phone Number : 0811-283-939
 - Email : tngunungrinjani@menlhk.go.id
2. Website : <https://www.rinjaninationalpark.id/>
3. Social Media
 - Whatsapp : +62 811-283-939
 - Instagram : [btn_gn_rinjani](#)
 - Twitter : [btn_gn_rinjani](#)
 - YouTube : [Gunung Rinjani National Park](#)

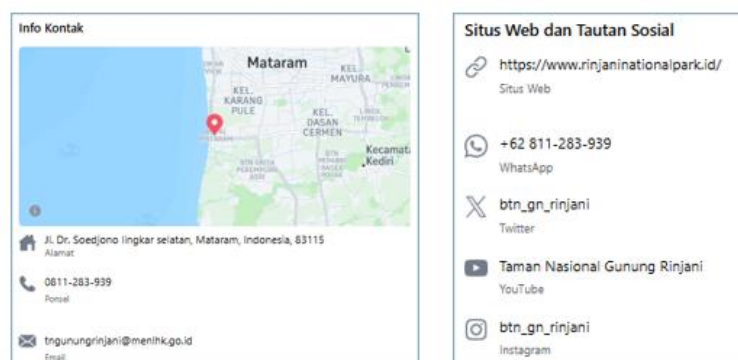


Figure 3. Mount Rinjani National Park Contact Information
Source: Facebook (@tnrinjani)

4.3 Promotion on Facebook

Gunung Rinjani National Park conducts various ways of promotion to attract tourists. Some of these ways such as, interesting photos and videos, holding competitions, providing information on how

to book tickets, conducting seminars / talk shows / educational events, and much more. The following is an overview of the promotion of Mount Rinjani National Park through Facebook:

1. Interesting Photos and Videos

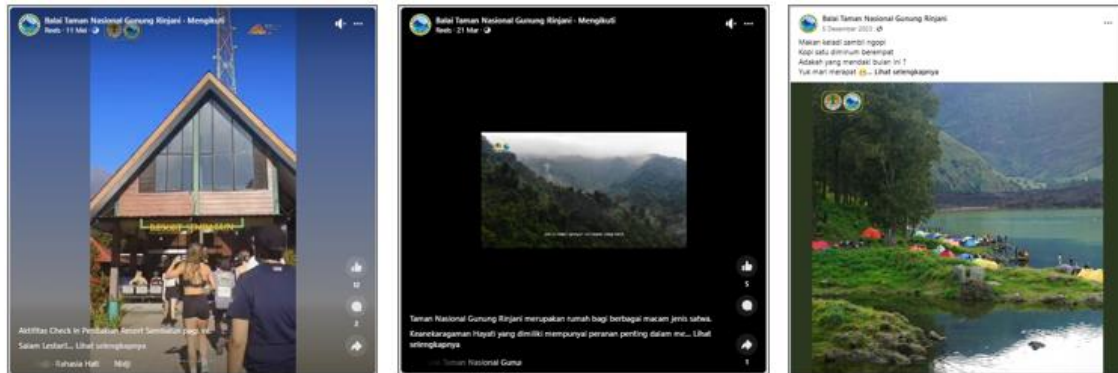


Figure 4. Interesting Content on Facebook Gunung Rinjani National Park

Source: Facebook (@tnrinjani)

Gunung Rinjani National Park posts interesting photos and videos to give an idea from Gunung Rinjani National Park that this destination is very beautiful and must be visited by many people. By posting these photos and videos to Facebook, you will reach a wider audience. For example, in Figure 4, they shared a video of the beautiful scenery and cool atmosphere of Mount Rinjani National Park. In addition to the video, they also shared photos of the very beautiful scenery of Mount Rinjani National Park.

By posting interesting photos and videos from Gunung Rinjani National Park on Facebook, it has a significant impact on the promotion of the destination. Content that spoils the eyes of the audience can encourage

them to get to know Mount Rinjani National Park better. Photos and videos that show beautiful scenery and cool atmosphere give a real picture of the beauty of Mount Rinjani National Park, can increase interest and desire to visit. By posting on Facebook, the promotion delivered can reach a wider audience, than through traditional promotional media. User interactions, such as likes, comments, and shares, also play an important role in increasing the visibility of Gunung Rinjani National Park on social media. In addition, high-quality visual content can strengthen the positive image of Mount Rinjani National Park as a beautiful tourist destination and must be visited.

2. Organizing Competitions



Figure 5. Competition Held by Mount Rinjani National Park

Source: Facebook (@tnrinjani)

Source: <https://labuanbajosuper.com/>

Gunung Rinjani National Park, every year holds unique and diverse competitions for the public. For example, in Figure 5, the manager of Mount Rinjani National Park is currently holding a photo competition commemorating World Environment Day, which carries the theme "OUR LAND, OUR FUTURE" with a deadline until June 23, 2024. The competition will give prizes with a total of 27 million Rupiah and e-Certificates to the winners. That way, Gunung Rinjani National Park will attract the attention of many people to participate in the competition, and increase a positive image of the destination. Another example of a competition that has been carried out by Gunung Rinjani National Park is the reels competition (a feature on Facebook) with the theme "Rindu Rinjani" in March 2024, where participants make videos with short duration according to the theme. In addition, the "Puteri Rinjani 2024" election competition will be held in March 2024, the requirements for the participants are female, domiciled in NTB, and aged 18-25 years.

There are many more competitions held by Mount Rinjani National Park, the explanation above is a little description of the competitions carried out by Mount Rinjani National Park.

With Mount Rinjani National Park holding competitions as described above, it can have a significant influence in promoting these destinations. Like the reels competition, participants can capture the natural and cultural beauty of Mount Rinjani, which is then shared on social media, indirectly improving the image of Mount Rinjani National Park. In addition, by providing attractive prizes, such as cash and e-certificates can motivate participants, make competition activities more competitive and attract the attention of more people. Overall, by holding these competitions, it not only introduces Mount Rinjani National Park to the audience, but also strengthens the identity and positive image of this destination, as well as increases tourist attraction and potential increase in visits:

3. Educational Activities



Figure 6. Educational Activities Organized by Mount Rinjani National Park

Source: Facebook (@tnrinjani)

Gunung Rinjani National Park organizes educational activities such as keynote speeches, seminars, talk shows, workshops, and many more. For example in Figure 6, Gunung Rinjani National Park recently held an educational activity with the theme “Pekan Keanekaragaman Hayati Indonesia” (Indonesian Biodiversity Week) on May 15 to 17, 2024 or carried out for 3 (three) days. On the first day there was a Keynote Speech from the Minister of Environment and Forestry of the Republic of Indonesia, a Seminar Session, and a Talk Show; on the second day there were 4 Talk shows (four sessions); and on the third day there was a Talk Show which was carried out as many as 2 (two) sessions.

Another example of educational activities recently organized by Mount Rinjani National Park is the 2024 Non-Climbing Natural Tourism Destination Management Group Mentoring Workshop, which will be held on May 14, 2024. The activity aims to

increase the capacity of destination management groups as well as become a forum for coaching and socializing rules by Gunung Rinjani National Park officials. Another example, Mount Rinjani National Park held a Talk Show entitled "World-Class Climbing Management Based on Sustainable Circular Economy" on March 27, 2024.

By organizing educational activities as described above, it can increase awareness and education to the public about the importance of nature conservation. These educational activities can strengthen the image of Gunung Rinjani National Park as an environmentally caring destination, attract media attention, and open up new collaboration opportunities. In addition, educational activities can also increase the involvement and capacity of local communities in tourism management, attract tourists interested in ecotourism, and build visitor trust and loyalty.

4. Information



Figure 7. Information Disseminated by Mount Rinjani National Park

Source: Facebook (@tnrinjani)

Gunung Rinjani National Park also utilizes social media such as Facebook as a dissemination of Figure 7 information. The information they disseminate is in the form of:

1. How to create an account in the eRinjani application
2. How to reschedule a ticket booking on the eRinjani app
3. How to order Guide and/Porter on eRinjani app
4. Overtime on the hike set on the eTicket

Another information is that Mount Rinjani National Park spreads information from the problem of climbers who do not have eRinjani tickets. Thus, National Park officers must stand guard at post 2 to provide direction and understanding to prospective climbers, that in climbing in the Mount Rinjani National Park area must have tickets obtained from booking the eRinjani application. Mount Rinjani National Park officials also appealed to climbers who do not have eRinjani tickets not to continue climbing and directed them to descend out of the Mount Rinjani National Park Area.

By utilizing Facebook, Gunung Rinjani National Park can spread important information, and have a positive impact on destination promotion. By providing clear guidance and information on climbing procedures, Mount Rinjani National Park makes it easier for potential visitors to plan their trips, as well as increasing accessibility and comfort. In addition, by providing information from the rules that apply at the destination, it can show the commitment of Gunung Rinjani National Park in managing the destination well, strengthening public trust, and improving the image of the destination. This not only increases the interest in visits, but also provides a positive experience for visitors, thus making Gunung Rinjani National Park an organized and professional destination.

5. CONCLUSION

By utilizing social media such as Facebook, Gunung Rinjani National Park can implement effective and efficient promotional strategies, thus reaching a wider audience. This destination implements various promotional strategies such as sharing interesting visual content, holding competitions, organizing educational activities, and disseminating information, can increase the attractiveness and visibility of this tourist destination. Posting visual content that showcases the natural beauty of Mount Rinjani, can attract the attention of a wider audience and increase interest in visits. Holding creative and educational competitions can strengthen the positive image of Gunung Rinjani National Park as a destination that is committed to environmental conservation. Educational activities add educational value and open opportunities for collaboration, while the dissemination of clear information, can provide a positive experience for visitors, thus making Gunung Rinjani National Park an organized and professional destination. From the promotion strategy through Facebook, it can contribute to increasing the reputation of Gunung Rinjani National Park as a beautiful, organized, and responsible tourist destination, thus strengthening the position of Mount Rinjani National Park in the tourism sector. Advice for Mount Rinjani National Park managers in using Facebook as a promotional medium, continue to maintain the promotion strategy and always follow changes in existing trends, so as not to be left behind from new things. Suggestions for the next researcher are to conduct identification research on the use of social media other than Facebook (such as Instagram, Twitter, YouTube) as promotional media, owned by Mount Rinjani National Park.

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