

THE IMAGE OF TOURISM DESTINATIONS OF SAUNG ANGKLUNG UDJO (PHENOMOLOGY STUDIES ON TRAVELERS USING INSTAGRAM ACCOUNTS)

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Abstract. The purpose of this study was to analyze the image of the Saung Angklung Udjo tourist destination and the use of social media Instagram as a reference medium in traveling. Researchers used qualitative methods with a phenomenological approach. The research paradigm used is interpretive, where researchers can see the phenomena that occur and explore personal experiences from the object under study. The results showed that Saung Angklung Udjo is a place to preserve Sundanese culture which is suitable as a cultural tourism destination as well as education. The image of the destination that needs to be paid attention to by the manager of Saung Angklung Udjo, is the potential for culinary tourism, facilities and infrastructure as well as the cleanliness of the tourist attraction area. Tourists use Instagram as a reference medium for sources of information, instructions or guidance and judgments to make decisions. Tourists also use the hashtag, location tag, caption and story features.

Keywords: the image of tourist destinations; Instagram; Saung Angklung Udjo

I. INTRODUCTION

Currently, Indonesian tourism has been recognized as a leading sector that has quite broad dimensions, not only economically but also socio-politically, culturally, regionally and environmentally. In this case, Indonesian tourism can play a role in increasing the country's foreign exchange and regional original income (PAD), regional development as well as absorption of investment and labor as well as business development spread across various parts of the region in Indonesia (Irhamna [1]; Febriana & Pangestuti [2]; Shantika & Mahagangga [3]). On the other hand, the multiplier effect on tourism is also considered to be able and able to slow down economic growth and job creation, because tourism has various kinds of businesses, as stated in Law Number 10 Year 2009 Article 14 Paragraph (1) concerning Tourism [4], namely tourist attractions, tourism areas, tourist transportation services, travel services, food and beverage services, accommodation provision, entertainment and recreational activities, meeting, incentive travel, conferences and exhibitions, tourism information services, tourism consulting services, tour guide services, water and spa tours.

In 2019, Indonesian tourism has contributed to the National Gross Domestic Product (GDP) of 4.90 percent, with a total foreign exchange of US\$ 239.24 billion and absorbed 14.96 million workers in the tourism sector. Then, the number of foreign tourist visits was 16.10 million visits and 312.50 million domestic tourist trips. On the other hand, the Travel and Tourism Competitiveness Index (TTCI) ranking indicators are very important to measure tourism competitiveness against tourism in other countries in the world. Based on the World Economic Forum (WEF) assessment, Indonesia's position has increased from #42 in the world in 2017 to #40 in the world [5] (2019 Ministry of

Tourism Performance Accountability Report). Data on the increase in the contribution of tourism can be seen in Table 1, where tourism is one of the strategic sectors because it consistently experiences growth every year.

Table 1. Achievements Of The National Tourism Sector 2015-2019

Indicator	2015	2016	2017	2018	2019
Contribution to National GDP (%)	4,25	4,13	4,11	5,25	4,90
Foreign Exchange (Trillion IDR)	163,0	176,0	202,13	229,5	239,24
Labor (Million People)	10,36	12,28	12,60	12,70	14,96
Competitiveness Index	#50	n.a*	#42	n.a	#40
International Tourists (Million People)	10,23	11,52	14,04	15,81	16,10
Archipelago Tourists (Million Trips)	256,42	264,33	270,82	302,40	312,50

Source: Ministry of Tourism [5]

West Java is one of the provinces on the island of Java which is often visited by tourists, both foreign and domestic. The majority of the population of West Java, are Sundanese and speak Sundanese. Furthermore, the city of Bandung is located in the West Java region and is the capital of the province of West Java. The city of Bandung is located at an altitude of 791 meters above sea level with an area of about 167.70 km². The geographical location of Bandung City, which is close to DKI Jakarta, makes Bandung City a metropolitan city with strategic potential for tourism development. Bandung city itself is known to have various kinds of tourist objects and attractions, such as nature tourism, museum tours, agro tourism, educational tours, monument tours, historical tours to shopping and culinary tours. The city

of Bandung, known as Paris Van Java, is also supported by various facilities and infrastructure to increase tourist satisfaction, such as travel agents (travel agents), souvenir shops, transportation companies, health and security services as well as telecommunications systems.

Table 2. Number Of Tourist Visits To Bandung City In 2015 – 2020

Year	Foreign Tourist	Archipelago Tourist	Total
2015	183.932	5.877.162	6.061.094
2016	186.948	6.712.574	6.899.522
2017	189.902	6.770.610	6.960.512
2018	227.560	7.357.785	7.585.345
2019	350.021	7.402.135	7.752.156
2020	3.021	3.229.090	3.232.111

Source: Bandung City Culture and Tourism Office [6]

Note: The year 2020 decreased drastically due to the COVID-19 pandemic that hit Indonesia

Saung Angklung Udjo (SAU) is one of the cultural tourism destinations in the city of Bandung. Saung Angklung Udjo was founded in 1966 by Udjo Ngalagena or also known as Mang Udjo. At first, Saung Angklung Udjo was an Angklung studio to develop children's musical talents and preserve Sundanese culture by combining education, art and nature. Then, along with the increasing number of tourists who are interested in Angklung and Sundanese traditional art performances, Saung Angklung Udjo has developed into a tourism business that also offers educational tours with a bamboo craft center and workshops for making Angklung musical instruments. Currently, Saung Angklung Udjo has become a Sundanese cultural area, especially bamboo culture, with a world reputation and has become one of the main tourist destinations for foreign tourists who come to the city of Bandung (Susanti [7]). The typical performance of Saung Angklung Udjo, is the Evening Bamboo which was developed from a Kaulinan Urang Overtime concept and created by Udjo Ngalagena.

The development of traditional artistic creativity in Saung Angklung Udjo to date has involved four to five generations of society through empowerment activities, such as decision making, implementation of tourism activities on a local, national and international scale, utilization of development results to evaluation which will determine the sustainability of tourism development in Indonesia. Saung Angklung Udjo (Mustofa & Gunawijaya [8]). Various activities at Saung Angklung Udjo then also move the economy, such as driving bamboo farmer activities, trading activities, tourism industry activities and various other economic activities. Even socio-culturally, the existence of Saung Angklung Udjo has become the center of community activities.

The youth age group is currently filled with most of those born between 1997 and 2012 or popularly better known as Generation Z. This generation can be said to be the most technology and internet literate because they grew up in an all-digital environment. Furthermore, Generation Z uses social media as a destination for information, recreation and

entertainment (Nichols [9]). One of the most used social media is Instagram. It is known, according to data from Statista [10], the number of Instagram users in January 2022 reached 99.15 million users. The largest users are in the 18-24 year age group, which is 36.4 percent. Furthermore, Instagram is in third place as the most used social media platform, after Youtube and Whatsapp. The phenomenon of celebrities or artists on Instagram may also have been heard by some people, and nowadays celebrities have an important role in various aspects. In this case, many Generation Z have celebgram titles to promote the tourist attractions they visit.

The image of a tourist destination is a description of tourists' knowledge of a destination regarding information on geography, climate, history, culture, infrastructure, security and so on. Uploaded photos and videos can be broadcast live, so they represent tourist objects and tourist attributes in real terms. This is also in accordance with the results of research conducted by Padron-Avila [11] that visual information uploaded by tourists can create the image of a tourist destination of a place which is described through latent content in the form of crowds, cleanliness, security, infrastructure, friendliness, uniqueness and commercialization. Furthermore, information on tourist destinations shared by Generation Z through Instagram accounts can build the image of tourist destinations and serve as a reference in making choices (Icoz [12]).

The purpose of this study is to find out how the image of the Saung Angklung Udjo tourist destination is and how tourists use Instagram as a reference in traveling to Saung Angklung Udjo. The implications of this information can later be used by the Bandung City Government to carry out development and development of the tourism sector that is right on target.

II. RESEARCH METHODS

The method used in this study is a descriptive method in order to present a complete picture of the phenomena that occur on social media. The research subjects were adolescents with an age range of 18-24 years. Furthermore, this research refers to the study of literature related to social media and the image of tourist destinations so that it can analyze how big the role of social media is in forming the image of tourist destinations in Saung Angklung Udjo among teenagers.

III. RESULTS AND DISCUSSION

The Image of Saung Angklung Udjo Tourism Destinations

In this study, the image of the Saung Angklung Udjo tourist destination was formed through four stages according to research conducted by Beerli-Palacio and Martin-Santana [13]. In the first stage, potential tourists form a picture based on the information they get; the second stage, tourists begin to strengthen information by seeking information from other sources and evaluating to decide on a visit; the third stage is the stage where tourists form and evaluate the image of the destination when making a visit and the last is the stage where the image is formed after the trip is complete.

Instagram as one of the social media, makes its users communicate and give meaning to the symbols used. In this case, the symbols are photos, images, text and uploaded videos. Furthermore, the celebgram as an active informant uploads various kinds of information to potential tourists regarding Saung Angklung Udjo. Selebgram also has a habit of taking selfies of travel photos on Instagram where this illustrates that vacations are one of the necessities and lifestyles. In the process of interaction, potential tourists not only follow one Instagram account but also become followers of other accounts. Communication in the cyber era is communication based on people's interpretive meaning of the symbols that roam in it.

Saung Angklung Udjo: Image of Cultural Tourism Destinations

The image as one of the cultural tourism destinations in the city of Bandung has been attached to Saung Angklung Udjo since the 2000s. Angklung itself was designated as an Intangible Cultural Heritage of Humanity by UNESCO in 2010. Furthermore, Saung Angklung Udjo, which is located in the center of Bandung City, presents a variety of West Javanese culture, such as Wayang Golek demonstrations, Helaran Ceremonies, traditional dance arts, Angklung Orchestra and Arumba. Saung Angklung Udjo also provides a bamboo workshop or workshop, where craftsmen produce thousands of Angklung and other bamboo musical instruments for export commodities and local demand. This open space is often used as a place to carry out various activities, including corporate gatherings.



Fig. 1 Evening Bamboo Show
Source: Saung Angklung Udjo

In general, Saung Angklung Udjo already has adequate supporting facilities and infrastructure, marked by the presence of a number of educational facilities, such as Buruan Sari Asih, Bale Karesemen, Saree, Forestry Extension Center and Angklung Production Center. Meanwhile, the public facilities at Saung Angklung Udjo can be seen from the guest house, Angklung dapoer, Goette Parc café, bamboo craft center shop, lesehan saung, public toilets, parking lots, worship facilities, music studios and libraries. Furthermore, the number of likes determines whether uploads on Instagram are liked by many Instagram users or not. This shows how a

post on social media can provoke a response from hundreds of users. Instagram also later became a new means of forming the image of tourist destinations because it made it possible to reach tourists globally. From the results of researcher interviews with respondents, regarding how the image of Saung Angklung Udjo from social media sources Instagram in the pre-trip phase or before the respondent travels, the answers of all respondents are identical, namely in their minds the image of the Saung Angklung Udjo tourist destination is illustrated by cultural presentations, especially performances. Evening Bamboo. The image of tourist destinations that they get from Instagram is an initial picture to determine the choice of tourist destinations to go to, while the image of the destination during the trip is a picture that determines they will visit again and recommend to other potential tourists.

Saung Angklung Udjo: Image of Educational Tourism Destinations

Based on the research findings, the majority of tourists visiting Saung Angklung Udjo are domestic tourists. The student group is dominated by a group of kindergarten to high school students who usually come on weekdays or are on a study tour. In addition, several students were also seen visiting Saung Angklung Udjo several times to complete their assignments or research. The majority of these tourists later learned about the existence of Saung Angklung Udjo from several social media including Instagram and promotions of celebgrams.



Fig 2. Workshop for Angklung Musical Instruments
Source: Saung Angklung Udjo

Saung Angklung Udjo: Culinary Tourism Potential is Less Promoted

In fact, Saung Angklung Udjo is not only a cultural and educational tourism. If seen, Saung Angklung Udjo has Dapoer Angklung which offers traditional Sundanese food and drinks, such as Nasi Timbel Angklung, Nasi Timbel Arumba, Nasi Bone Jambal, Karedok, Pencok Long Beans, Pencok Leunca, Es Dawegan and Es Goyobod Angklung. Based on the results of field observations, tour groups can enjoy lunch or dinner together after completing the performance activities. The relationship between food and tourism has now developed not only as a product of basic needs by tourists but has also been used as a differentiating destination by creating an impressive atmosphere. UNWTO, Second Global Report on Gastronomy Tourism [14] even explained that there are many things that attract tourists to

visit a culinary-based cultural tourism destination. The considerations needed by tourists include the type and variety of food offered, the level of quality of food and drinks, the services provided, the price level, the level of cleanliness and other things that can increase a person's appetite and the location of the place to eat. Unfortunately, this tourism potential has not been widely depicted on Instagram. This is in line with what respondents said that they did not get an initial picture of culinary tourism at Saung Angklung Udjo. Even on Saung Angklung Udjo's Instagram account, uploads of culinary tours are very rarely displayed.

Saung Angklung Udjo: Tourist Destination Facilities and Infrastructure Not Maximum

The image of tourist destinations is a reality that tourists rely on when they make decisions, because tourists tend to choose tourist destinations that are well-known or have been used by many people over destinations they did not know before. This is one of the roles of social media, especially Instagram as a promotional tool [15]. Tourist perceptions of Saung Angklung Udjo, especially the condition of the tourist facilities provided, generally get a good rating from visiting tourists. condition of trash bins, performance venues, restaurants, equipment rentals, Angklung production centers, gift shops, security, local community attitudes and management attitudes are also considered good. However, there are several tourism facilities that need to be improved again, including parking facilities that are irregular and tend to be narrow, making it difficult to come by using a large bus. The more complete the facilities and infrastructure of a tourist destination, the stronger the offer position of a tourist destination in tourism will be.

IV. CONCLUSION

Social media is currently very influential on all sectors of life, including the tourism sector. It is known, almost all levels of Indonesian society have been connected to the internet. Based on data from Internet World Stats, internet users in Indonesia in 2021 will reach 212,354,070 people or 76.3 percent penetration per IWS. Furthermore, Instagram is the third most used social media application, after Youtube and Whatsapp. Tourism certainly cannot be separated from generation Z, because they are the ones who act as promotional subjects with the aim of branding on social media, especially on Instagram. Selebgram, in this case, uploads, publishes or shares appropriate photos, images, texts and videos with other Instagram users. The image of the Saung Angklung Udjo tourist destination is the image of a cultural and educational tourist destination. This is illustrated through the various activities offered by Saung Angklung Udjo, related to the Evening Bamboo Show and Angklung Production Center. Furthermore, tourists use Instagram as a reference medium to determine the choice of tourist destinations to go to, while during their trip they can determine whether they will visit again and recommend to other potential tourists.

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