

THE ROLE OF INSTAGRAM MEDIA IN BRANDING DESTINATIONS AMONG YOUTH IN BUKITTINGGI CITY

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Abstract. The purpose of this study was to identify the role of Instagram media in Destination Branding among teenagers in Bukittinggi City. The method used in this study is a qualitative descriptive method, to present a complete picture of the role of Instagram media with the Instagramable phenomenon in the formation of branding destinations among final year teenagers. The results of this study are to identify the extent to which Instagram media plays a role in the formation of branding destinations among late-level teenagers. This research was conducted by discussing Tourism, Branding Destinations, New Media (Instagram), Instagramable, and Gen Z specifications for late teens with an age range of 18-21 years and taking a case study in Bukittinggi City.

Keywords: Instagram; branding destinations; teenager

I. INTRODUCTION

The process in destination branding has a relationship with who and how in promoting an existing tourism destination, one of the processes that must be carried out is Brand Launch Introductions and Brand Implementation [1]. Brand Launch Introductions are branding through Personal Selling, Advertising to Event Organizers, while brand implementation is an effort made by all parties in branding the destination concerned. Destination Branding must also be able to realize three A's, including Attractions as a tourism attraction, Amenities are infrastructure facilities, and Accessibility is the ease of reaching destinations, and what needs to be added is the availability of information as a milestone in communication in promoting tourist destinations by keeping up with the times. namely using new media [2].

New media currently plays an important role in the process of social change in society, including in the tourism sector. The existence of new media in presenting information tends to trigger social change and has an influence on the determination of people's lifestyles. New media is closely related to the presence of the Internet and social media in this world. Even though in its development, new media is not only limited to the Internet, but the Internet is the most dominant tool or media in the new media era [3][4]. As stated by Flew, the Internet is the newest, most widely discussed, and perhaps the most important embodiment of New media [5][6]. The topic of travel and tourism is one of the most popular issues in the environment, and tourism on the internet has become a major player in recent times [7].

The term Instagramable is quite attached to Instagram social media users which can be interpreted as a photo or image that is worthy of uploading. This also targets the

world or the tourism industry, when a good traveling photo becomes an attraction to be able to prove how Instagramable the object is and can be a mecca or reference for other people to visit the destination in the photo.

Research points to the fact that tourism customers tend to trust information shared on social media more and it greatly reduces their decision-making process [8]. The phenomenon of celebgram itself may be familiar to some people, and nowadays celebgram itself has an important role in various aspects. Today, many Gen Z have become or have celebrity titles on various social media platforms. Everything that is used to the places visited by celebgrams becomes a reference for their followers [9].

For Gen Z, social media is mainly used for informational, recreational, and entertainment purposes [10]. Teenagers are currently faced with the phenomenon that traveling is a primary commodity in life that must be carried out, especially with so many activities that provide exciting moments to be immortalized on electronic devices and social media [11]. Based on this, currently social media is very influential in various aspects, including in branding or branding destinations for a tourist attraction, especially considering that we have now entered the era of digitalization.

The purpose of this study was to determine the role of social media in branding destinations among Teenagers in the Teenage category, especially Instagram users with the "Instagramable" phenomenon which is now loved by many travelers, is a very strategic thing and becomes a reference for an area related to increasing Destination Branding. The government also makes Millennials and Gen Z Tourist the main focus as Influencer Promotion. This also answers and provides an illustration that Gen Z Tourist travels more with references to travel accounts and programs, for reasons of adequate and unique places and access. So that more and

more tourist destinations are used as objects for Instagramable photos, it is possible that more tourists will visit.

In the literature review, the escort researcher examines previous research that is considered relevant and related to the research that will be carried out by the researcher. Thus, researchers get supporting references, complements, and comparisons to provide an overview of the study and related problems in the research studied by the researcher.

Many previous studies also discussed social media and destination branding. Some examples are research on social media and Tourism Destinations: Trip Advisor Case Study, by J. Miguéns, R. Baggio, and C. Costa [12]. There is also from Olive Nerurkar. Destination branding representations using social media: Exploring Kerala and Tamil Nadu, on destination branding using social media posts followed by an exploratory study of content and images of tourism companies in Kerala and Tamil Nadu posted on their official Facebook pages [13]. The last research with the title, Social Media Envy: How Experience Sharing on Social Networking Sites Drives Millennials' Aspirational Tourism Consumption by Hongbo, Laurie, and Xiang, discusses the trend that spreads among Millennial consumers, envy towards posts sharing people's positive travel experiences. others on social networking sites [14]. None of these three previous studies specifically examined the problem of the role of Instagram media in branding destinations among teenagers, so the authors chose to raise this issue for research.

Based on the title of the study, the researcher conducted a study, which examined the same thing and was relevant to the study to be studied by the researcher. Such as the communication aspect where there is an interaction between teenagers who post Instagramable objects on their accounts and share them with their followers who ultimately provide feedback in the form of likes and comments from other Instagram users as the definition of communication according to Muhammad Mufid, M.Si, in Communication and Broadcasting Regulations. states that "Communication is information conveyed from one place to another by transferring information, ideas, emotions, skills and others by using symbols such as words, figures and graphics as well as giving, convincing speech and writing" [15] [16].

Based on the theory above, communication can work if there are communicators and communicants, which in this study the communicant who conveys or gives the message is Generation Z with the classification of late teens with an age range of 18-21 years. Gen Z, is a demographic group that replaces the Millennial generation who were born in the period 1996–2010 [17].

II. RESEARCH METHODS

The method used in this study is a descriptive method, to present a complete picture of the Instagramable phenomenon on Instagram media, with the research subject being late teens with an age range of 18-21 years and using

previous research related to social media and branding destinations so that they can analyze how big is the role of social media with the Instagramable phenomenon among teenagers in the formation of branding destinations in a tourist attraction in Bukittinggi City.

III. RESULTS AND DISCUSSION

The development of Indonesian tourism, especially in the City of Bukittinggi in recent years has continued to increase, this is due to the seriousness of the Government in working on the existing potential. Indonesian tourism cannot be separated from teenagers and their position as influencer promotion figures who prefer to travel in an adventurous and cost-effective form, this is what the Government is doing to accommodate Youth Tourist in 2022.

In 2018 Indonesia was ranked 9th as the country with the highest tourism growth in the world by The World Travel and Tourism Council (WTTC). Today, new media has a very influential influence on all sectors, including the tourism sector, considering that currently almost everyone is connected to the internet and there are more than 160 million people in Indonesia who actively use social media, especially Instagram in their daily lives, be it just for entertainment to as a medium for looking for references in various ways. With the emergence of new media, it also changes tourism trends in Indonesia, especially in the City of Bukittinggi, especially among teenagers, namely those born in 1996 to 2009.

"Indonesia is very beautiful. Her beauty is famous to foreign countries. In order to improve the tourism sector, the community and the government must synergize in developing it and creating new tourist destinations by utilizing social media to form the branding of these destinations." (CSF, Teen Instagram Users)

Social Media Phenomenon

Teenagers are those who were born in an era where the world is completely digitalized or their lives require them to be technology literate. This process does not escape the use of social media tools which basically prove who is the most existent and understands the outside world and the events that occur.

The term Instagramable is very attached to social media users, especially Instagram which can be defined as a photo or image that is worthy of being uploaded, published, or shared with the public. This phenomenon has also targeted the world of tourism or the tourism industry, when a good and attractive traveling photo can prove how Instagramable that person is and can be a mecca or reference for other people to visit the destination in the photo.

There are several reasons why tourists like to take pictures and capture what is experienced and seen while traveling, there are several strong reasons why someone hunts for good, creative photos that have their own selling points. Some are just a hobby and to develop a portfolio.

"Usually taking photos in an Instagramable place is just a hobby and to add stock photos to the portfolio, and later it will also be shown to followers' friends that there are

many interesting tourist attractions in Bukittinggi that must be visited". (MCA, Photographer). There are also Gen Z who are very intent on making their photos as a reference for their followers.

"For me everything is about content, and I hope the content I share on Instagram can be a reference for my followers if they are confused about visiting a place". (PFDA, Teen Instagram Users)

With the existing Instagramable phenomenon, tourists, especially Gen Z Tourists, prefer to visit tourist destinations that have been or are often featured on Instagram social media.

Gen Z Tourist

Gen Z is also known as iGen, post-Millennials. They belong to the younger generation who tend to be comfortable with the Internet and Social Media, especially in the industrial era 4.0. This generation is heavily influenced by high technology and is considered to be a fan of high-end devices such as PCs, computers, iPads, iPhones, and smartphones.

Thus, gen Z people live in the era of smart connection with the emergence of smart city, smart life, smart tourism. According to Nielsen estimates, there will be a total of 2 billion iGenres worldwide, accounting for 33% of the world's population by the end of 2025 [18]. With a fairly high population scale, Gen Z has an important role in society, in the process of corporate development and the global economy; in addition, they are dynamic and creative human resources, especially they are also a potential market for both private and public sectors.

"Teenagers today are quite influential when we talk about social media. Because in Bukittinggi there are lots of teenagers who have social media accounts, so whatever is being hit on social media, teenagers will definitely find out." (SFKC, Teen Instagram User)

With the development of the times and technology as well as the shifting existence of the current generation, iGen has transformed into a generation that has a strong influence on society because they usually create new trends in behavior and other experiential activities, which can cause changes in consumer behavior in the future as well as ready to shift the existence of Millennials. Based on this, it is possible that Gen Z will create great opportunities and challenges for the tourism industry.

IV. CONCLUSION

Today, new media is very influential in all sectors, including the tourism sector, considering that currently almost everyone is connected to the internet and there are more than 160 million people in Indonesia who actively use social media, especially Instagram in their daily lives. Millennials and iGen are the ones who dominate in cyberspace because they were born in an era that requires them to be technology literate individuals, especially for iGen or Teenagers. Tourism cannot be separated from teenagers and their position as influencer promotion figures who can help establish branding destinations on social media,

especially Instagram, because of their nature who tends to prefer references from Instagram social media to travel in the form of adventure and cost-effective, the term Instagramable very attached to social media users, especially Instagram which can be considered as a photo or image that is worthy of being uploaded, published, or shared with the public. This phenomenon can also be a promotional media considering that in Bukittinggi there are a lot of Gen Z categories of teenagers who have social media accounts, so whatever is being hit on social media will definitely be found out by Gen Z. With the development of the times and technology and starting to The shifting existence of the current generation has resulted in iGen becoming a generation that has a strong influence on society because they usually create new trends in behavior and other experiential activities, which can cause changes in consumer behavior in the future and are ready to shift the existence of Millennials.

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