

The Utilization of Social Media as a Medium of Promotion in the Developing of Agrotourism Based Tourism in Batu City (Case Study: Agrotourism of Petik Apel KWB)

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Abstract

Introduction: The current tourism trend among the community is natural tourism with the concept of "back to nature". One form of natural tourism in question is agrotourism. The development of the agricultural sector through agrotourism activities is important as an effort to empower local communities. These development activities require promotional efforts by utilizing developments in the fields of technology and information, through the use of social media.

Objectives: This study aims to describe the potential, describe the forms of promotion, analyze the use of social media in supporting promotion, and analyze the extent to which social media is used the development of "Petik Apel KWB" Agrotourism.

Methods: The approach to this research uses a qualitative approach with a case study method. Determining informants uses purposive techniques (intentionally). Data collection was carried out through a series of activities, namely interviews, observation and documentation. The data used includes primary data and secondary data. The data analysis method used is Miles and Huberman analysis. Testing the validity of the data in this research uses source triangulation with the aim of verifying the data and reducing bias related to the information that has been obtained from the research carried out.

Results: The research results show that the potential of KWB Apple Picking Agrotourism is worthy of being developed as a tourist destination. The forms of promotion carried out through social media are in the form of advertising and publicity. Promotional efforts on social media, when viewed from the context, communication, collaboration and connection aspects, tend to be active on Tiktok, Whatsapp and Instagram. The use of social media as assessed by visitors in terms of message frequency, feed-back frequency, message style, image quality and message accuracy is good on social media Tiktok, Instagram and Whatsapp. The most effective social media in its use is Tiktok social media. Meanwhile, social media that is less effective is Facebook.

Conclusions: Agrotourism of Petik Apel KWB is worthy to be continued its development as a tourist attraction. The thing that needs to be considered is the importance of optimizing and paying attention to the characteristics of each use of social media as an effort in developing agrotourism as the key to introducing the potential it has to attract tourist visits.

Keywords: Social Media, Promotion, Agrotourism



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Introduction

Tourism is defined as an activity carried out by a person or group from one place to another that is temporary for the purpose of recreation, self-development, or learning about the potential of the tourism visited (Ababil et al., 2023; Lase et al., 2024). The definition of tourism explained in the Republic of Indonesia Law Number 10 of 2009 concerning Tourism explains that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, and the government (Ababil et al., 2023). In the modern era, the tourism industry is used as a medium for economic development which is used as a complex business where there are many combinations of business activities in it, such as transportation, accommodation, crafts, and other business activities (Michael et al., 2023). These business activities are none other than to produce goods or services to fulfill the needs of visitors in the implementation of tourism.

The main factor in tourism development activities is through tourist attractions. Tourist attractions are elements that have uniqueness, beauty, and value in the form of diversity of natural wealth, culture and man-made products that are the target or destination of tourist visits (UU No.10 of 2009). The tourism trend is "Polycentric Lifestyle" which is based on the desire of tourists to explore the potential and attractions of each tour they visit. This phenomenon must be understood and responded to wisely by considering that it is time for the tourism industry to start showing its characteristics with the aim of attracting the attention of tourists (Nazhara Izzatulmumtaz et al., 2024).

The current tourism trend among the community is nature tourism with the concept of "back to nature" (Katrini Endah Pamungkas et al., 2022; Siburian & Marpaung, 2020). One form of nature tourism in question is agrotourism by utilizing agricultural businesses. Agrotourism itself is defined as tourism that utilizes agricultural businesses as its tourist attractions with the aim of expanding knowledge and recreational experiences related to agricultural businesses (Djuwendah, 2023; Saputra et al., 2018). The thing that supports the development of agrotourism in various regions is due to the multiplier effect of the tourism sector which has the potential to improve community welfare. Therefore, through agrotourism activities as agribusiness development, it is seen as one of the efforts to develop agribusiness-based community businesses in order to improve welfare, especially farmers and the community in the area concerned.

The development should be able to cover the sustainability and continuity of various aspects such as environment, culture and social (Osipov, 2019). It is undeniable that in the process of implementing agricultural-based tourism development, there must be some obstacles

and problems in it. Not a few problems that occur lead to communication and promotion. Related to the development of communication and information technology, the progress and improvement related to tourism promotion are also affected. Where the promotion relies more on the role of technology in terms of obtaining information, namely through social media. One of the interesting agrotourism in implementing promotions using social media located in Batu City, Bumiaji District, namely the KWB Apple Picking Agrotourism (Batu Tourism City).

The management of Petik Apel KWB Agrotourism has currently tried to maximize the use of social media for promotional activities. The promotion is carried out through several social media platforms such as Instagram @petikapelkwb, Tiktok @petikapelkwb, Facebook Petik Apel KWB, and WhatsApp. The promotion has been carried out, however, the delivery of information and the creation of content related to the agrotourism promotion presented is still not optimal. The management of social media accounts which are only coordinated by individuals, results in all forms of information not being able to be obtained optimally. The distribution of information between agrotourism managers uses WhatsApp media for the reason of ease of distribution and receipt of information by all agrotourism managers.

The objectives of this research are (1) to describe the potential in developing KWB Apple Picking Agrotourism, (2) to describe the forms of promotion through social media carried out by KWB Apple Picking Agrotourism, (3) to analyze the use of social media in supporting promotional efforts for KWB Apple Picking Agrotourism, and (4) to analyze the extent to which social media is used to support the development of KWB Apple Picking Agrotourism.

Method

This study uses a qualitative approach with a case study method that aims to understand a phenomenon in depth and detail regarding the use of social media as a means of promotion for the community in developing the KWB Apple Picking Agrotourism. The use of the case study method begins with finding an interesting case. The research was conducted at the KWB Apple Picking Agrotourism located at Jalan Pangeran Diponegoro No.5, Tulungrejo Village, Bumiaji District, Batu City. The research will be conducted in April-May 2024.

The determination of informants in this study used purposive and snowball techniques. The number of informants in this study was 20 informants in this study. 2 people as key informants, namely the owner and admin of agrotourism and 18 other people as supporting informants, namely the administrators (treasurer, secretary, field

coordinator, and agrotourism guide) and visitors to the KWB Apple Picking Agrotourism.

The primary data collection method in this study was carried out through observation and in-depth interviews conducted by researchers on key informants and supporting informants at the KWB Apple Picking Agrotourism. While the secondary data collection method in this study was carried out through documentation studies and literature studies or references in the form of journals and online data searches or social media of the KWB Apple Picking Agrotourism. In this study, data analysis uses interactive model analysis. Interactive model analysis according to Miles, Huberman and Saldana, testing the validity of the data in this study, the researcher used a test of the degree of trust (credibility) with triangulation techniques. The triangulation used by the researcher in this study is source triangulation and technique triangulation (Saadah et al., 2022).

Results and Discussion

Overview of Tulungrejo Village

Tulungrejo Village is one of the villages located in Bumiaji District, Batu City, East Java Province, Indonesia. Tulungrejo Village has an area of 807.019 hectares with an altitude of 1,150 meters above sea level, and has an average temperature of 15-25°C. Kekep Hamlet, Gondang Hamlet, Gerdu Hamlet, Junggo Hamlet and Wonorejo Hamlet are five parts of the Hamlet in Tulungrejo Village. The north of the Village borders Sumberbrantas Village, the south of the Village borders Punten Village, the west borders the Perum Perhutan BKPH Pujon KPH Malang Forest and the east borders Sumbergondo Village (W., 2024).

Land use in Tulungrejo Village is mostly for agricultural activities, namely 74.26%, of which 4.99% of the land is used for rice fields and 69.27% for plantations. Of the number of plantations, apple and vegetable cultivation dominates farmers' land. Meanwhile, the area of land used for settlements is 12.67% and other uses are 13.07% (PPID Kota Batu, 2022). The population of Tulungrejo Village is 9,895 people, with 5,020 male residents and 4,875 female residents (Dukcapil Kota Batu, 2024).

Of the population, the population whose livelihood is as farmers, either as landowners or as farm laborers, dominates the livelihood of the village population. The agricultural potential in Tulungrejo Village consists of 4 types of agricultural cultivation, one of which is apple cultivation. Based on data from the Batu City Central Statistics Agency (2023), apple plants are the fruit plants with the largest production volume, reaching 29,996 tons. Therefore, residents rely on farming activities as one of the tourist attractions offered in Tulungrejo Tourism Village.

The Uniqueness of KWB Apple Picking Agrotourism

The development of Agrotourism in Batu City, makes KWB Apple Picking Agrotourism prepare something that has uniqueness and attraction compared to other apple picking agrotourism. The uniqueness of KWB apple picking agrotourism is in terms of price, service, destination and types of apples offered. KWB apple picking agrotourism still charges an entrance ticket price of 25,000 thousand rupiah by providing a welcome drink. This welcome drink is in the form of processed apple juice produced from apples that are not sorted to be sold to the market (for example half rotten) which come from KWB's own garden.

In addition, KWB Apple Picking Agrotourism also provides a jeep tour package with the tagline "ride a jeep, continue with an apple tour". This jeep tour will take visitors around the north of Batu City with the main destination of apple picking. The purpose of this package is to provide an option for visitors if they want to experience a different travel sensation, namely not using the village transportation facilities provided by KWB Apple Picking Agrotourism, but using a jeep. Another uniqueness of KWB Apple Picking Agrotourism is the diversity of apple plants provided. Where KWB Apple Picking Agrotourism has four types of apple varieties offered, namely Manalagi apples, Rome Beauty apples, Grany Simth apples, and Anna apples.

Through new experiences given to visitors, that is what will later make the development of KWB Apple Picking Agrotourism increasingly known by word of mouth or visitor testimonials. This is in accordance with the statement of Nugroho (2022), that visitor satisfaction is one of the important factors that support the development of agrotourism, because its sustainability is determined by the satisfaction value of visitors who come to enjoy the tour.

Obstacles in developing KWB apple picking agrotourism

The development of KWB Apple Picking Agrotourism experienced several obstacles. According to the research results, the initial obstacle to the development of agrotourism was the limited access to paved roads to the apple picking location. Several gardens that do not yet have proper road access have an impact on the desire of tourists to visit, where visitors have fear and worry about coming to the location with their private vehicles.

Another obstacle faced during the process of running the KWB Apple Picking Agrotourism is the limited availability of ready-to-harvest apple land owned by the owner of the KWB Apple Picking Agrotourism. The limited availability of apple land is caused by a disease that often attacks apple commodities, namely smallpox. As a result of the smallpox attack, Batu City farmers have to spend a lot of money to buy medicines in an effort to maintain their apples so that they can

continue to be sold. This obstacle is important and the manager must find a solution, namely by using other gardens so that the agrotourism continues and visitors can travel.

Until now, the activity is still maximized with the focus of the agricultural department, namely on the revitalization of apple land to improve the previous land function. This is in accordance with the statement of Nurwasila et al. (2022), that the concept of revitalizing agricultural land will not only be seen from the income of commodities but has multifunctions and sources of community life.

KWB apple picking agrotourism potential

According to the 2003 Guidelines for Analysis of Operational Areas of Natural Tourism Objects and Attractions of the Directorate General of PHKA, the potential for agrotourism can be seen from several aspects such as the attractiveness of the area, accessibility to reach the location and supporting facilities and infrastructure that support the development of tourist locations.

1. Potential attraction, KWB Apple Picking Agrotourism provides good and consistent service to visitors, maintains the cleanliness and security of the garden, and has a variety of apple types on offer.
2. Potential accessibility, KWB Apple Picking Agrotourism is supported by paved road conditions and can be passed by public and private vehicles, and the travel time is not far from the city center.
3. Potential facilities and infrastructure, KWB Apple Picking Agrotourism facilitates visitors by providing village transportation, souvenir and gift kiosks, portable toilets, internet and electricity networks, and seating for resting in the garden.

Forms of promotion through social media

The use of social media appropriately has the potential to increase interest in traveling for internet users who read and follow social media (Fathimah et al., 2024). Forms of promotion through social media have been carried out by the KWB Apple Picking Agrotourism, including through advertising and publicity.

1. Advertising
Utilization of paid advertising services on social media platforms in the form of "Instagram ads". The social media platform used is Instagram social media
2. Publicity
Presentation of educational content on social media in the form of photos or videos such as entrance ticket prices, types of apples, and tourist visit activities. This form of promotion in the form of publicity is carried out on all social media platforms owned, namely Instagram, Facebook, and TikTok.

The promotion form of the KWB apple picking agrotourism has succeeded in attracting public interest to make tourist visits. This is proven by the majority of visitors who access agrotourism information through several social media they have.

Promotion efforts through social media

Promotional activities in agricultural-based tourism are important to introduce the potential that is owned as an effort to develop the tourism sector and improve the welfare of farming communities. The development of internet technology has brought about changes in obtaining information in cyberspace and has an indirect impact on consumer behavior in consuming products (Widyatmoko, 2022).

Currently, promotions are carried out in a new way along with the theory of new media which explains about a digital media that is connected to the internet network related to the creation or delivery of messages (Wardah & Pandjaitan, 2023), one of which is social media. The KWB Apple Picking Agrotourism has made promotional efforts as an effort to develop agrotourism. These efforts will be described based on the four C aspects, namely:

1. Context, In this aspect, the KWB Apple Picking Agrotourism is trying to promote on all of its social media, including presenting interesting messages and information, both in the form of content and in the bio of each of its social media.
2. Communication, In this aspect, the KWB Apple Picking Agrotourism in relation to the speed of admin response in responding to messages tends to occur on both social media, namely TikTok and Whatsapp.
3. Collaboration, In this aspect, the KWB Apple Picking Agrotourism party in relation to interactions between admins and social media users tends to occur on both social media, namely TikTok and Whatsapp.
4. Connection, In this aspect, the KWB Apple Picking Agrotourism in relation to ongoing and reciprocal communication between the admin and social media users tends to occur on the three social media, namely TikTok, Whatsapp, and Instagram.

TikTok and WhatsApp accounts have a big influence on the success of the promotion of KWB apple picking agrotourism. Both social media are the ones that make many decisions to visit. This is because TikTok and WhatsApp social media have been maximized in their use, especially in attracting social media users to visit KWB apple picking agrotourism.

Reach and segmentation

Social media has a diverse reach. The reach of social media starts from a small scale, namely internal communities, to a large scale, namely reaching globally throughout the world. Reach on social media offers unlimited access to reach all content in cyberspace (Rahmaputri et al., 2021). Where this can be done by anyone who wants and can access existing social media. As part of a digital marketing strategy, the use of social media must consider the characteristics of the target area in order to achieve an effective way of communicating.

Perceived ease of use, product information, social media experience, social influence, and gender differences directly influence online purchases through social media. Therefore, in line with Rahmaputri et al. (2021), who recommend marketers to maximize social media in promoting products because social media is important in reaching the young market segment in a faster and more efficient way.

KWB Apple Picking Agrotourism utilizes the reach of virality in the form of "fyp" content on TikTok social media as an effort to attract visitors' attention when visiting the KWB Apple Picking Agrotourism TikTok page. This is also related to the segmentation of TikTok social media users. The TikTok social media platform has seen an increase in users since the Covid-19 pandemic in 2020.

Utilization of social media in supporting agrotourism development

One of the tours that utilizes the development of technology and information through social media is the KWB Apple Picking Agrotourism. The use of social media in promotional efforts certainly needs to be evaluated. Given that social media has a wide and diverse reach, it allows for competition in conveying information and promotions in it. In line with Jayanti & Prawiro (2024), that viewing social media as a medium to increase consumer involvement, its use should be maximized through responsive efforts to customers in improving the company's reputation.

The use of social media appropriately has the potential to increase interest in traveling for internet users who read and follow social media (Jayanti & Prawiro, 2024). Evaluation of promotional activities through social media is important to find out the responses of the community who visit agrotourism and become a material for improvement for managers, so that promotional activities can run better than before. Evaluation of the use of social media related to promotional efforts at KWB Apple Picking Agrotourism will be assessed based on message frequency, feedback frequency, message style, image quality and also message accuracy.

Visitors assess the use of social media owned by Agrowisata Petik Apel KWB seen from these aspects is good,

namely on social media Tiktok, Instagram, and Whatsapp. While on social media Facebook, visitors assess that the use of social media in promotional efforts is not good from most aspects.

The management of the Facebook social media account that is not optimal has also been confirmed by the management of the KWB Apple Picking Agrotourism, especially the owner and admin that content creation and promotion are only focused on Instagram and TikTok, while WhatsApp social media focuses on ongoing communication regarding visiting decisions. The owner and admin also revealed that in the promotional efforts carried out, they did not activate the "connection" feature provided by Facebook and Instagram. This is what causes uneven posts on Instagram and Facebook social media. Facebook social media management stopped in 2022 as evidenced by the last post on the account.

This incident caused the visitor's assessment of Facebook social media from the aspect of message frequency, feedback frequency, message style, image quality and message accuracy to be less good. The optimization is expected to be input related to future promotional efforts, especially in the use of Facebook social media.

Conclusion

Based on the established research objectives, after conducting the analysis outlined in the discussion section regarding the use of social media for KWB Apple Picking Agrotourism in promotional efforts, it can be concluded that the potential of KWB Apple Picking Agrotourism is highly viable for development as a tourist destination. This is supported by the diversity of apple varieties and services provided, easy access to the agrotourism area, as well as adequate supporting facilities and infrastructure. The promotional efforts conducted through social media using Instagram ads and publicity in the form of educational videos and photos have successfully attracted public interest in visiting the tourist destination.

The promotional efforts conducted by Agrowisata Petik Apel KWB through social media have yielded varying results across each platform. In terms of content, all social media platforms owned by the company feature engaging content in the form of photos and videos. However, in terms of communication and collaboration, TikTok and WhatsApp tend to be more active in terms of response speed and admin interaction. The most effective social media platform in terms of utilization is TikTok, which is highly rated by visitors in terms of message frequency, feedback frequency, message style, image quality, and message accuracy. Meanwhile, the Facebook account is only involved in content creation due to passive content creation or has been inactive since 2022,

leading visitors to perceive the utilization of Facebook in promotional efforts as less effective in most aspects.

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