Promotion Analysis of Embung Potorono Tourism Destination through Social Media: Netnographic Approach

[1]Defri Asprilla

[1]Sekolah Tinggi Pariwisata AMPTA Yogyakarta
[1]defriasprilla18@gmail.com

KEYWORDS	ABSTRACT
Potorono reservoir; netnographic; marketing strategy; social media	This research aims to analyze promotional strategies carried out through social media to introduce and increase the attractiveness of *Potorono* reservoir as a tourist destination in Banguntapan, Bantul. The method of this research employs qualitative method and in analyzing the data, the researcher applies netnographic approach which focuses on community social behavior in digital media. This research observes the interactions of social media users, especially through the Instagram and Google Review platforms, which are related to the promotion of *Potorono* reservoir. The data were collected through content observation, comments and interactions between official tourist destination account managers and social media users. Meanwhile, the analysis of this research is carried out to understand the effectiveness of promotional messages, audience engagement and response to the campaigns carried out. The research results show that the use of social media is effective in building awareness and creating interest in *Potorono* reservoir, especially through visual content and interesting story narratives. User participation in sharing their experiences is also an important factor in creating organic promotions.

INTRODUCTION

Th Indonesia is one of the countries as a tourist destination because its territory has a variety of beautiful natural charms that are not owned by many countries. According to Bakaruddin in Dhona, (2020) tourism is a journey carried out by a person or group for a while, from one place to another, with the intention not to try and earn a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill various desires. Tourism comes from Sanskrit which consists of two syllables, namely "pari" meaning full, while "wisata" means travel. So that overall tourism is interpreted as all phenomena or symptoms and relationships caused by travel or stopovers carried out by a person for various purposes. Etymologically, tourism consists of two syllables, namely "pari" and "wisata", pari means many, many times, repeatedly, while wisata means travel or traveling.

Indonesian tourism has great potential to be managed so that it can become one of the sources of foreign exchange income for the country. Based on data from BPS, the amount of foreign exchange from the tourism sector in 2022 increased to 7.03 billion USD compared to the previous year which only reached 0.54 billion USD. In addition, data from BPS shows that the hotel room occupancy rate, especially in Yogyakarta, continues to increase every year from 2021 to 2023. Not only in Yogyakarta, this increase also occurred in almost all cities in Indonesia, which when calculated as a whole, shows that Indonesian tourism is experiencing rapid development. This shows that Indonesia's extraordinary natural potential, such as beautiful beaches, tropical green forests, and mountains, has succeeded in attracting the interest of local and foreign tourists.

Wilayah	Jumlah Devisa Sektor Pariwisata (Miliar US $)	
	2021	2022
Indonesia	0,54	7,03

Sumber: Bank Indonesia

Figure 1   Source: BPS Total Foreign Exchange in Tourism Sector, 2024.

38 Provinsi	Tingkat Penghunian Kamar Hotel (Persen)					
	Hotel Berbintang			Hotel Nonbintang dan Akomodasi lainnya		
	2021	2022	2023	2021	2022	2023
DI YOGYAKARTA	40,26	57,3	59,85	15,05	22,87	23,67
JAWA TIMUR	40,98	52,78	53,56	20,22	23,85	24,35
BANTEN	41,24	51,3	52,01	18,52	15,85	18,28
BALI	13,08	36,09	52,88	5,82	15,01	32,64
NUSA TENGGARA BARAT	33,36	31,9	38,33	14,91	16,31	23,06
NUSA TENGGARA TIMUR	34,57	39,83	42,23	10,84	15,07	16,93
KALIMANTAN BARAT	41,03	49,84	54,27	25,76	28,66	28,68
KALIMANTAN TENGAH	43,55	51,99	51,65	19,13	21,74	22,35

Figure 2   Room Occupancy Rate, 2024

Therefore, the role of the media is needed in promoting tourist destinations in the digital era so that the reach of information is wider, so that all of Indonesia, even abroad, can access and find out information about these tourist destinations. One of the interesting destinations that needs to be promoted is the Potorono Reservoir in Bantul Regency, DIY. According to Simbolon (2016), a reservoir is a building that collects rainwater for use by village communities during the dry season. A reservoir is also defined as a water conservation building in the form of a pool that collects rainwater, runoff, or other water sources to support water needs for agricultural, plantation, and livestock activities. Utami, H. A., Nalendra, G. S., Sriyana, S., & Nugroho, P. (2016) added that reservoirs are built in areas that lack water for agricultural or daily needs, especially in the dry season. Reservoir water can be used for irrigation of agricultural land, fisheries, even as a source of raw water, and reduces the risk of flooding by collecting water during heavy rain. The Potorono Reservoir offers captivating natural beauty with various tourism potentials, such as family recreation, sports, nature tourism, and cultural activities. However, to compete with other tourist destinations, an effective promotional strategy is needed to attract the interest of domestic and foreign tourists.

According to Indra, F., Jocelyn, C., Harijanto, F. A., & Iwantoro, F. A. (2023), social media is a very influential promotional tool in building an image and attracting public attention. Platforms such as Instagram, TikTok, Facebook, Twitter, YouTube, and Google Review allow two-way interaction between managers and tourists, and accelerate the dissemination of information widely. Thus, the use of social media has great potential to increase tourist visits to destinations such as Embung Potorono. Therefore, it is important to analyze how a destination's promotional strategy is implemented through social media, as well as how the public perceives and responds to the promotion. The netnography method, which explores social interactions on social media and understands the cultural context of users, is the right approach for this research. According to Robert V. Kozinets (2010), a pioneer of netnography, netnography is "ethnographic research conducted in an online environment." In his book Netnography: Doing Ethnographic Research Online, Kozinets explains that netnography focuses on observing and interpreting social behavior in digital spaces to gain relevant insights.

Meanwhile, according to Jankowski, N. W. (2006), Netnography is "a qualitative approach that uses ethnographic principles in the context of online networks or communities." Jankowski emphasized that Netnography is very effective for studying interactions in virtual contexts, especially when group members have intense and cohesive interactions in online spaces. In this case, social media plays an important role as a means of promotion that increases the visibility of Potorono Reservoir among potential tourists. According to Kaplan, A. M. and Haenlein, M. (2010), social media is a group of internet-based applications built on the foundation of web 2.0, which allows the production and exchange of user content. Boyd and Ellison (2007) define social media as a web-based service that allows individuals to build public or semi-public profiles in a limited system, connect to a list of other users who share connections, and browse the list of connections. In this context, social media plays an important role in expanding the reach of information about Potorono reservoir to potential tourists. To understand more deeply about the promotion of Potorono reservoir tourism destinations through social media, a research approach is needed that explores user behavior in that context. Netnography is one of the qualitative research methods that is very relevant to researching social activities in the digital space, because this approach allows researchers to understand the behavior, interactions, and perceptions of social media users related to tourist destinations in depth. Kozinets (2010) stated that Netnography is "a qualitative research method that adapts ethnographic techniques for the study of communities and cultures formed through the internet." He added that Netnography involves observing and analyzing user interactions on various online platforms and understanding how identities and cultures are formed in a digital context.

Potorono Reservoir located in Potorono Village is an idea of the Bantul Regency Government through the Environmental Service as an effort to conserve natural resources (SDA). The construction of the reservoir in 2017, which cost Rp 2.3 billion, used to be a very deep sand mine. It is recorded that it has a land area of 3.2 hectares, but the water 'container' itself is only around 4,000-5,000 square meters with a depth of 11 meters. Endro Waluyo as the manager of the reservoir and former PPK DLH in the field of conservation and SDA and LH, as well as the initiator of the construction of the reservoir, explained that the reservoir building and its surroundings are not included in government assets but have become a grant to the village government so that its management and responsibility are managed by the village government. Around it there is a one-meter-wide asphalt road that is often used by visitors to relax, cycle, jog, recreation, or just take pictures. The facilities available around this reservoir include toilets, prayer rooms, gazebos, restaurants, and parking areas. In addition, there are various rides such as dragon boats, canoes, and boat rentals at affordable rates. The operating hours of Potorono Reservoir are from 06:00 to 18:00 WIB, with free admission, but there are additional fees for vehicle parking and use of rides. The village government has created business groups, working groups that manage the reservoir. So, the results of the reservoir have been included in the group, and some have been deposited into PAD reaching IDR 65 million in 1 year. The principle of reservoir development is environmental conservation, with the concept of water storage. That way, the wells are maintained to irrigate the rice fields and gardens of local residents.

Through this research, it is expected to find a more effective communication strategy to promote tourist destinations in the digital era, as well as provide recommendations for tourist destination managers in increasing tourist appeal. This research is also expected to contribute to the development of scientific knowledge about tourism, social media, and consumer behavior, especially in the digital era.

METHOD

T This study uses the netnography method, which is a qualitative approach that aims to understand the interactions and social behavior of social media users related to the promotion of Embung Potorono. The steps in this method include collecting data from platforms such as Instagram and Google Review, by collecting visual content, comments, reviews, and interactions between destination account managers and

users. Furthermore, passive participatory observation is carried out on accounts or communities that often interact with content about Embung Potorono, to identify patterns of interaction, frequency, and audience responses to certain types of content. Then, content analysis is carried out to understand the promotional messages conveyed and audience responses through likes, comments, and shares, including categorizing themes or topics that often appear in comments or reviews, such as tourism experiences and facilities. The next step is to measure the level of user engagement in the promotional campaign, by identifying factors that influence engagement, such as narratives, visuals, and invitations to participation. Finally, interpretations and conclusions are made to provide insight into the effectiveness of promotional strategies on social media and recommendations for improving these strategies, with data taken from user interactions and comments on the Instagram and Google Review platforms. This method is expected to provide an in-depth understanding of user responses to tourism promotions and provide insights for the development of more effective digital promotion strategies.

RESULTS AND DISCUSSION

Platforms such as Instagram and Google Review have successfully built awareness about Potorono reservoir through engaging visual content and engaging narratives. This helps to increase the interest of potential visitors. Content with engaging visuals and relevant stories shows higher appeal among social media users, which can increase visitors' interest in coming to the destination.

The following are the results and discussions based on the results of the analysis of the Potorono reservoir tourist destination promotion strategy through social media using a Netnography approach.

Results

The following are some findings obtained from Instagram and Google Review related to posts about Potorono reservoir along with several comments from netizens:

Figure 3   Source: jogjainfo Instagram

Figure 4   Source: Google review Suryo Purnomo Edi

Figure 5   Source: pemkabbantul Instagram.

Figure 6   Source: Kurnia Damar Google review.

Based on the results of the screenshots and several comments on the upload above, we can analyze it as follows:

1.   **Effectiveness of Social Media as a Promotional Tool**

The observation results show that social media, especially Instagram and Google Review, play an important role in increasing the visibility of Embung Potorono. The use of visual content, such as photos and videos, has been proven to attract the attention of social media users. Content containing images of natural scenery, tourist activities, and facilities at Embung Potorono received a high number of likes and shares, indicating the strong visual appeal of this destination.

2. The Role of Netnography in Understanding User Perceptions

The Netnography method allows researchers to dig deeper into user perceptions. By understanding comments, reviews, and interaction patterns on social media, managers can gain insight into what visitors value and what aspects need to be improved. In this context, the Netnography method is effective in identifying promotional elements that have high appeal and analyzing user responses to the promotional strategies implemented.

3.   **User Engagement as Organic Promotion**

Active user participation in sharing their experiences and interacting with promotional content provides added value in the form of organic promotion. This shows that social media users can be effective tourism ambassadors by sharing their positive experiences with their personal networks. User participation in this organic promotion shows the importance of a satisfying tourism experience at Potorono Reservoir to drive digital word-of-mouth, which is known as one of the most effective forms of marketing.

4. Manager Involvement as an Important Factor in Building Relationships with Users

Proactive responses from managers in responding to comments and questions create a positive impression among social media users, showing that managers care about the visitor experience. In addition, reposting user-generated content gives recognition to visitor contributions, which can encourage more users to share their experiences.

5. Recommendations for Future Promotion Strategies

Berdasarkan hasil temuan, disarankan agar pengelola Embung Potorono mempertahankan aktivitas di media social with a focus on engaging visual and narrative content that can promote the uniqueness of the destination. In addition, managers need to consider improving the quality of facilities based on user feedback to make the tourist experience more positive, thereby increasing the possibility of organic promotion through word-of-mouth.

Figure 7   Source: Filed Observation, 2024.

Figure 8   Potorono Reservoir Facility, 2024.

CONCLUSION

T This study shows that the use of social media as a means of promotion for the Embung Potorono tourist destination has proven to be very effective in attracting interest and increasing public awareness. Using a netnography approach, this study identified that visual and narrative content play an important role in attracting the attention of social media users, especially through platforms such as Instagram and Google Review. The results of the analysis also show that active user participation, either through positive reviews, comments, or sharing experiences, contributes significantly to the organic promotion of Embung Potorono. In addition, the fast response and positive interaction from managers towards social media users also improve the image of the destination and create a more personal experience for potential tourists.

The Netnography method in this study proved useful for understanding visitor behavior patterns, preferences, and perceptions, which can be used as a reference in formulating more effective promotional strategies. Based on these findings, it is recommended that Potorono Reservoir managers continue to optimize social media as the main promotional tool, improve the quality of facilities, and maintain good relations with visitors through digital interactions. Overall, the use of social media supported by a Netnography approach can help Potorono Reservoir compete with other tourist destinations and increase tourist visits. These findings also provide valuable insights for other tourist destination managers to continue to follow developments in digital promotional strategies in an increasingly connected era for wider introduction and promotional reach.

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