



Role of Instagram Social Media Hashtag Against Millennial Tourists' Interest in Mursala Island, Central Tapanuli Regency, North Sumatra

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ABSTRACT

Mursala Island with all its beauty and tourist attraction makes many tourists want to travel to the place, and currently the local government is aggressively promoting Mursala Island as a mandatory destination that must be visited in Central Tapanuli through the use of social media technology, especially Instagram with the use of hashtags. Where the use of hashtags on Instagram is very important, especially for entrepreneurs and travelers so that more users are reached. The use of hashtags for social media Instagram is the most popular way to categorize content so that it can be seen by others. Hashtags can also be useful for connecting fellow social media users based on similar themes or interests. Where social media is a necessity for the millennial generation to be creative, explore, and entertain, this is what prompted the author to raise the topic of the title of this research. The basic concepts used in this study are the hashtag concept, social media, visiting interest, millennials, tourism, tourist attraction, Instagram, impact. Data collection techniques in this study include interviews, observation, questionnaires, and documentation. The technique of determining informants uses purposive sampling. The analysis in this study uses descriptive qualitative analysis.

The results show that the role of Instagram social media hashtags related to the function of grouping information and personal branding has several benefits, including making it easier for everyone to find posts, making location searches easier, promoting products or services easier, reaching wider consumers, and getting lots of followers/ like. And the impact of hashtags on millennial tourists' interest in visiting Mursala Island, Central Tapanuli Regency related to the use of social media has 4 indicators according to (Chris Heuer), the first is Context, Context is how to form a story or information. The second is collaboration, namely cooperation between an account or company and its users on social media. Third is communication, where communication is an act of sharing stories, both listening, responding and others that make users feel comfortable and the message is conveyed. And the last is Connection, where connection is an act of maintaining a relationship that has been nurtured on an ongoing basis, so that fellow account users will feel closer on social media.

Keywords: Role, Hashtag, Instagram Social Media, Interest in Visiting, Millennial Tourists, Mursala Island.

1. Introduction

According to McGraw Hill Dictionary, Social media is a means used by people to interact with each other by creating, sharing, and exchanging information and ideas in a virtual network and community, whereas according to Zarella (2010: 2-3) Social media is the latest development of new internet-based web development technologies, which make it easier for everyone to be able to communicate, participate, share and form a network online, so they can disseminate their own content. Posts on blogs, tweets or YouTube videos can be reproduced and live viewable by millions of people for free. Social media can also help them when they are tired from the routine activities they do. Social media can be used as the right promotional media because people can update their status wherever and whenever they want. Social media that is often visited is Facebook, Twitter, LinkedIn, Path, Pinterest, Myspace, Google+, and Instagram. One of the social media that is currently in demand by everyone and is used as a promotional medium is Instagram.

According to Wallsbeck and Johansson (2014) explain that Instagram connects the world with a photo in a fun and unique way to share life with friends through a series of images, through photo portraits and filter choices to beautify images and make them a memory. Instagram is a social media where users of this account can share photos, share videos and communicate. Currently Instagram has new features such as sharing stories called snapgrams. When sharing stories users can use emoticons on faces, share locations, add songs to stories and add the temperature of the location where the user is. Another feature owned by Instagram is being able to make video calls, Collabs, and broadcast live on the account that is owned. Currently around 800 million

people use Instagram. Indonesia occupies the 3rd position with the highest number of Instagram users after the United States and Brazil according to We Are Social. Instagram users in Indonesia reach 53 million users with a percentage of 49% women and 51% men. Atmoko (2012) explains that there are several sections that should be filled in so that uploaded photos have more informational meaning, namely Title, Hastag and Location. In addition, activities that can be done on Instagram, namely Follow, Like, Comment, Collaboration and Mentions. The Instagram feature is also used by travelers to share pictures or videos they have when traveling.

That is the big impact that Instagram social media has for its users, in addition to existing on social media, Instagram can also be used as a positive thing, one of which is to carry out promotions, both in the form of advertisements, endorsements and collaborations. The use of hashtags on Instagram is very important, especially for entrepreneurs and travelers so that more users can be reached. The use of hashtags for Instagram social media is the most popular way to categorize content so that it can be seen by others. Hashtags can also be used to connect fellow social media users based on common themes or interests. Like the Instagram account @pariwisatasumatera which has 49.9k followers, this Instagram provides vacation tips, offers travel packages both open trips and private trips. Every photo or content posted by the @pariwisatasumatera account always uses the hashtags #Pulaumursala and #pariwisatasumatera so that it is very easy for many Instagram social media users to see and reach. Mursala Island Waterfall with a height of about 35 m is a unique waterfall because the flow of the waterfall goes straight into the sea. The location of this waterfall is on the part of Mursala Island which is directly facing the Indian Ocean. There are only a few waterfalls like Mursala in the world, and in Indonesia there are 2 waterfalls like the one on Mursala Island, namely the Kahatola Waterfall in West Halmahera Regency, North Maluku Province. The flow of Mursala Island Waterfall comes from the shortest river in the world with a width of about 400 m, a length of 700 m and flows through granite rocks on the cliffs of the island and slides down with a roar into the sea water, and succeeds in creating a breathtaking view. mesmerize. The majority of the population on Mursala Island are the Toba Batak people, where 90% of Tapanuli is currently inhabited by the Toba Batak people. However, only a few families live in the Mursala island area. The people's livelihood is farming by growing vegetables and also fishing, because they live in a coastal area. Judging from the beauty and natural wealth of Mursala Island, it is only natural that many tourists are interested and want to visit to enjoy this beauty, therefore currently the local government is intensively promoting Mursala Island as a mandatory destination that must be visited in Central Tapanuli through the use of social media technology, especially instagram with the use of hashtags. The current millennial generation cannot be separated from the use of gadgets and social media, where social media is a necessity for millennials for creation, exploration, and entertainment. information is obtained only through gadgets, with social media the circulation of information is very quickly obtained, especially when using hashtags, as is the case with the Mursala Island tourist destination, at first not many people knew about Mursala Island, with its natural beauty only the people of the Sibolga area know of its existence, even people outside the area still do not know about the existence of Mursala Island. But now there are many enthusiasts who want to visit Mursala Island, not only in the city, many visitors also come from outside the city, this is due to the impact of promotions through social media and the use of hashtags, making it easier for tourists or someone to find information. related to Mursala Island, through postings or advertisements on social media tourists can see photos, reviews, attractions and situations on Mursala Island.

2. Research Method

According to Ardhana12 (in Lexy J. Moleong 2002: 103) explains that data analysis is the process of arranging data sequences, organizing them into patterns, categories, and basic units of description. Data analysis and research techniques have been carried out since the researchers entered the field, namely:

b). Analysis before in the field

The analysis is carried out on the data from the preliminary study, or secondary data, which will be used to determine the research focus. However, this is temporary, and will develop after researchers enter and while in the field. For example, research focused on teak trees, after the researcher entered the forest for some time, it turned out that the forest had no teak trees. For quantitative researchers, of course, they will cancel their research, but if qualitative researchers do not, because the focus of their research is temporary and will develop after being in the field. For qualitative researchers, if the research focus formulated in the proposal is not in the field, the researcher will change the focus.

a). Analysis in the field (Miles and Huberman Model)

Miles and Huberman (1984), suggest that the activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. The size of the data saturation is indicated by the absence of new data or information. Activities in the analysis include data reduction, data display and conclusion drawing and verification.

The data analysis technique used by researchers in this study is qualitative analysis, as proposed by Miles and Huberman (Sugiyono, 2007: 204), namely data collection, data reduction, data presentation and the last step is drawing conclusions. These steps are as follows:

A. Data reduction

Data reduction is a simplification carried out through selection, focusing and the validity of raw data into meaningful information, making it easier to draw conclusions.

B. Data presentation

The presentation of data that is often used in qualitative data is in the form of a narrative. Data presentations are in the form of a collection of information that is arranged in a systematic and easy-to-understand manner.

C. Drawing conclusions

Drawing conclusions is the final stage in data analysis, which is carried out to see the results of data reduction while still referring to the formulation of the problem in terms of the objectives to be achieved. The data that has been compiled is compared with one another to draw conclusions as answers to existing problems.

3. Results

3.1 Overview

Mursala Island is an island located in Central Tapanuli Regency, the name Mursala was not born just like that, there are a series of stories rolling behind it. In the seventh century, many Arabs came to Barus Beach to stop and exchange commodities. The entrance of the Arabs to the coast of Barus through the oceanic trading port, Barus is estimated to have existed since 3,000 years BC. In fact, some estimate up to 5,000 years BC. This estimate is based on the finding of preservatives from various ancient Egyptian Pharaoh Mummies, one of which is camphor or camphor. The wood sap of the best quality, at that time was only found around Barus. Historian of the independence era Prof. Mr. Md. Yamin, S.H estimates that the spice trade, including camphor, has been carried out by Nusantara traders since 6,000 years ago to various parts of the world. More forward than that estimate, based on old archives from the holy book, for example in the Old Testament Bible, tells of King Solomon, ordering his people to trade and buy spices to Ophir.

The object should be suspected as Barus or Old Lobu. This estimate has a spiritual imprint in the form of Monotheism. For example, Ugomo Parmalim who became the original religion of the Batak ethnic group, believed in God Almighty as Ompu Mulajadi Na Bolon. Another civilization that had touched the Barus emporium, was Greece, which is estimated by its traders to visit Barus in the early AD. A Greek traveler Claudius Ptolemy recorded his journey to Barousai around the year 70 AD. The Greek chronicler mentions that apart from Greek traders, Venetian, Indian, Arab and Chinese traders also traveled to Barus to get spices. Then in the old Indian archive "Kathasaritsagara" around 600 AD, records the journey of a Brahmin looking for his son to Barus. The Brahmin visited Keladvipa (a coconut island thought to be Sumatra) on the Ketaha (Kedah) route, along the west coast to Karpuradvipa (Barus).

The Chinese have long known Barus as Po Law Che. For example, from the records of Hsuan Tsang from the era of the Tang Dynasty in 645 AD and the traveler I Tcing, in 685 AD. In addition, a group of Christian preachers from the Nestorian Sect from Constantinople, the center of the Eastern Byzantine Empire, set foot in Barus. The group is thought to have arrived around 600 AD and founded the first church in Pancuran Village, Barus. Then in the same year, Arab traders entered Barus around 627-643 AD or around 1 Hijriah, and spread Islam in the area. Among them, Wahab bin Qabishah landed on Mursala Island in 627 AD. There was also an envoy of Khulafaur Rashidin, named Sheikh Ismail who was going to Samudera Pasai and stopped at Barus, around 634 AD. Before entering Barus, they often worshiped at the end of a large island. This habit lasted a long time, so fishermen named the island after a series of the words Mur and Salah, namely "Mursala". Myrrh is another name for Arabs. Since then, it is recorded that the Arabs (Islam) established a colony in Barus. The Arabs named Barus as Fansur or Fansuri, for example by the writer Sulaiman in 851 AD in his book "Silsilatus Chronicles".

Next the Syailendra dynasty of Champa (Muang Thai) conquered the Barus emporium around 850 AD and named the colony as Kalasapura. After the conquest, in the harbor stood colonies consisting of various separate peoples with indigenous peoples. It is recorded that in 1088 there was a Tamil (Indian) trade association in the colony. But once again, the Barus colony on earth was scorched around 1127 AD by the Marina Kingdom of Madagascar, Africa. A century later, the Europeans found a new Barus colony. The famous Italian explorer Marcopolo set foot in the trading port in 1292 AD While the famous Muslim historian Ibn Bathuthah visited Barus in 1345 AD Next Portuguese sailors traded in Barus in 1469 AD While traders from various other parts of the world visited Barus, recorded from Ceylon (Sri Lanka), Yemen, Persia, England and Spain.

Mursala Island has long been used as a stopover for fishermen looking for fish to rest. But lately, this island is not only a stopover place, but as a place to live it is not known exactly, from when the island began to be used as a place to live. In 2007, the district government of Central Tapanuli made a visit to collect data on the population on the island. The data collection aims to determine whether this island can be turned into a village or not. From the results of the data collection, this island has been inhabited by 120 families from overseas Nias islands victims of the 2005 Tsunami. In 2008, the Central Tapanuli district government designated this island as Mursala village, Tapian Nauli sub-district. Since a long time this island has been used as aIn villages, the facilities available are still apprehensive. The livelihoods of the people on Mursala Island include farming, planting vegetables, fishing, and looking for sea cucumbers to meet their daily needs. In daily communication, the people use the Nias language, while Indonesian is rarely heard. This is because the people there don't speak Indonesian actively, if they do, they are only passive. Mursala Island, which is often called Mansalaar Island, is the largest island in the Central Tapanuli Regency Region. Administratively this island belongs to the Tapian Nauli District, Central Tapanuli Regency, North Sumatra Province which is located to the southwest of Sibolga City and is 22.5 Km from Pandan, Central Tapanuli is located at coordinates 010.38'6.09" North Latitude and 980 35'7.22" East Longitude.

3.2 The role of Instagram social media hashtags created by the Instagram account @pariwisatasumatera is related to the function of grouping information and personal branding, which includes the hashtags #pariwisatasumatera and #Pulaumursala.

To take advantage of the hashtag or hashtag feature. The first thing that can be done is based on the initial function of the hashtag itself. Basically, the use of hashtags to mark slang and alay words is not to be blamed. Everything is fine, but it must be realized that the function originally developed by the founders of Twitter was as a barrier, grouping or separator between one topic or topic being discussed. Hashtags can be used by online marketers not only to group online business materials but also to promote their products. In relation to tourism, hashtags can be used to promote a tourist attraction. For example, in the post @pariwisatasumatera "Enjoying the beauty of Mursala Island, tag your friends to take a vacation here. #pariwisatasumatera #mursala island #kalimuntung island #mursala #kalimantung". Furthermore, this function can be developed to provide additional messages to social media users. The point is to be able to combine several hashtags in one post or status update. Its function is to provide hashtags in one content which will open opportunities for Instagram social media users or tourists to get several different information at one time. However, the information entered must remain relevant to one another and not be too excessive by including lots of hashtags but not in accordance with the content being created. Between the content in the post and the hashtag must remain related.

The function of the second hashtag is as a personal branding medium. With a little creativity and being smart about seeing trends, entrepreneurs can use hashtags to introduce their business more broadly. As is the case with phenomena that have gone viral several times or become trending topics on social media such as Twitter. This shows that hashtags can make a theme go viral and spread very quickly in just seconds. All of these things are none other than because the hashtag has been used really according to its function. Hashtags are branding of someone, something or an event that is continuously discussed massively. We can place this as an online marketing strategy. One of them is the tail technique.

This technique has actually been widely used even though it is not optimal. Many people don't realize that a unique hashtag can make a business look attractive. For example: an entrepreneur can enter a hashtag that includes a business brand that is mixed with a popular topic called the branding hashtag. However, what you really have to watch out for is not to give out irrelevant or unrelated information. However hashtags must still be done wisely and appropriately. The use of hashtags should not be excessive and still be conveyed honestly and interestingly. Like the Instagram account @pariwisatasumatera, the account always uses #pariwisatasumatera with this tailing technique, the account can reach wider social media users by using hashtags that are general in nature but keep in touch with Mursala Island. A brand is a term, sign, symbol, or design, or a combination. These things, which are intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. According to Kartajaya in Marketing Icon of Indonesia, a brand is an indicator of the value offered to customers and an asset that creates value for customers by strengthening their loyalty. Image is defined as a picture of mind, which is a picture that is in someone's mind. Besides being able to be used as branding, hashtags also have benefits for entrepreneurs using social media, namely:

- 1) Make it easier for everyone to find posts
- 2) Easier to find location
- 3) Facilitate the promotion of products or services
- 4) Reach a wider range of consumers
- 5) Get lots of followers/likes

Furthermore, the benefits of hashtags as a marketing strategy for entrepreneurs on social media. In the digital world, especially digital marketing content on social media, hashtags are useful for grouping a theme or product information so that other people or potential customers can find information submitted in an article with a certain hashtag. This hashtag function is to group or categorize post types. For entrepreneurs using social media such as Instagram and Twitter. As for the importance of knowing the use of hashtags, here are the benefits of using hashtags (#) that you need to know:

a. Make it easier for everyone to find posts

Hashtags make it easier for others to find posts. When writing a post on social media, those who can see the post are all people who have become friends or become followers. However, if you provide a hashtag in a post, then all readers or information seekers on social media who enter the hashtag related to the post will be able to read the post that was made. In this case the hashtag serves to group or categorize. What this means is that it will be easier for other people to find our posts on Instagram. Based on research conducted regarding the role of hashtags on social media, the results state that hashtags really help someone in finding something they are looking for on Instagram, such as the hashtag #islandmursala for example, when someone searches for the hashtag, a lot of things will appear on the search profile for all things related to Mursala Island, for example its location, tour packages, people who have visited the island, and other information related to Mursala Island or Mursala waterfall.

b. Simplify location search

Hashtags will also make visitors or content readers to know the essence and purpose of the promotion. Business people can also create their own hashtags that are characteristic of the products being marketed. So, indirectly this special hashtag will strengthen the brand. For example: #Pulaumursala #pariwisatasumatera #mursalaisland by using the hashtag as that, the location will immediately appear in every post of other account users.

c. Reach a wider range of consumers

Hashtags are able to reach a wider target market. For example, someone wants to find good tourist spots in Sibolga. Then you can search for it using the hashtag #wisatasibolga. The search results will provide many choices of tours in Sibolga, the hashtag will group or categorize the words you are looking for on Instagram, therefore the more specific the word search, the more tourist attractions that appear will be closer to the information needed.

d. Get a lot of followers or likes

Use hashtags to increase likes and followers on Instagram. When posting a photo at a vacation spot with Mursala Island in the background, you can add the hashtag #Pulaumursala in the caption or you can also #Pariwisatasumatera, then other people who have the same holiday destination or hobby will see the post, and if the photo or video is posted on Instagram is interesting, then most likely the Instagram account will be flooded with likes and comments from other Instagram users. This technique is widely used by bloggers, celebgrams or artists when visiting a good place, in addition to promoting these tourist attractions, the hashtag is also able to reach even more people to see the posts of those account users because those who see posts are not only followers or followers on only the Instagram account, still other Instagram account users who don't follow the account can see the post, and if the post looks interesting and good, there will be lots of new followers following the Instagram account. Therefore it is not uncommon for people who are often seen on social media to have many followers and reach millions.

3.3 The impact of Instagram social media on millennial tourists' interest in visiting Mursala Island is related to the use of social media

Social media according to Kotler and Keller (2012: 568) is a means for consumers that is used to share text, images, audio, and video information with fellow users or a company. Chris Heuer, founder of the Social Media Club and a new media innovator published in the book Engage (Solis, 2010:263) argues that there are 4Cs that are used as indicators in using social media, including:

1. Context

Context is how to form a story, message, or information, the language used, and the content of the message itself. The context referred to in this study is related to the @pariwisatasumatera account on Instagram, namely, how the @pariwisatasumatera account processes and creates Instagram profiles so that it is attractive and the target market created by entrepreneurs can be achieved. Based on the results of research and observations conducted by researchers on the Instagram account @pariwisatasumatera, it can be seen that the feed from that account has been made quite interesting, the photos and product information offered are clearly conveyed. And the information in the account's feed is complete enough so that researchers feel the information needed by every tourist is very adequate, where in the Instagram feed the account @pariwisatasumatera already has the relevant information listed, the name of the company is CV.LINGKARSUMUT, the type of product offered is services travel and tour, and as for the activities offered by the account, namely open trips and private trips, the names of the intended tourist visit areas are Mursala Island,

Kalimuntung Island, Many Islands, Sabang and Lake Toba and also provided a WA link that is directly connected with the travel owner. Through the information provided by the owner on the @pariwisatasumatera Instagram feed, it directly makes it easier for other account users to get information and is able to convince other Instagram users that the account is real and not fake, this can be seen from the number of followers, number of likes, testimonials, as well as trip posts on Mursala Island.

2. Communication

Namely sharing stories or messages or information by listening, responding, and developing in various ways that make users feel comfortable and the message is conveyed properly. In this study the communication in question is how the @pariwisatasumatera account conveys messages to its followers and through what messages or information is conveyed. And based on research and observations conducted by researchers, it was found that, the @pariwisatasumatera Instagram account conveys information or messages through advertisements on Instagram, via Instagram stories, posts on feeds, and also posts on reels, researchers as one of the followers who have followed the account @pariwisatasumatera since 2 years ago, it has been very observed that the @pariwisatasumatera account is very diligent and consistent in uploading posts, both through stories, feeds and reels on Instagram, this shows that the @pariwisatasumatera account is very active in social media. What is posted from the account is related to travel promotions, give away, travel schedule information, travel package promos and documentation during the trip. Every day the @pariwisatasumatera account uploads stories on Instagram, this is done so that followers of the @pariwisatasumatera account see updates from that account and can trigger other account users to be interested in taking part in traveling to Mursala Island.

Posts in the feed are uploaded 1 week at least 3 times, posts related to travel documentation with tourists and other open trip promo posts. In every post the @pariwisatasumatera account always opens the comments column to interact with other Instagram users, in the comments column it can be seen that other account users with the @pariwisatasumatera account interact with each other by responding to comments, although not all comments from account users have been answered but the @pariwisatasumatera account has provide a WhatsApp link in the Instagram bio so that other account users who feel important and want to communicate directly with the entrepreneur who owns the @pariwisatasumatera account can contact him directly and will be answered quickly. It can be seen that the communication that exists between users of the @pariwisatasumatera account and other account users is very good and harmonious, entrepreneurs are very friendly in responding to any questions asked from other account users, therefore it is not surprising that followers from the @pariwisatasumatera account continue to grow every day, and now it has reached 49.9k followers.

3. Collaboration

Collaboration is working with an account or company with its users on social media to make things better and more effective and efficient. The collaboration in this study is meant by a cooperative relationship between the @pariwisatasumatera account and other user accounts that have the same interests and goals. Based on research conducted by researchers regarding collaboration or collaboration, there are 2 Instagram accounts that collaborate with the @pariwisatasumatera account, namely the @lingkarsumut account and the @visit_sumut account. With the collaboration feature on Instagram, it is very helpful for fellow Instagram users to collaborate because this feature is different from the previous tag feature, this collaboration feature allows users to collaborate with other accounts. Later, all data regarding the number of likes to comments from the post will be shared between the two collaborating accounts. In this research, the collaboration was carried out by the @pariwisatasumatera account with the @linkarsumut account, namely the promotion of open trip tourist destinations for Tanah Karo, Lake Toba, and Sabang, then there was a give away free holiday event for 5 winners. And the collaboration with the @visit_sumut account is also the same, namely open trips and promotion of tourist destinations in North Sumatra. The benefits of using the collaboration feature on Instagram are:

1. Facilitate collaboration content

By using this Instagram collaboration feature, the process of making posts will be easier. Just one account creates, then another account approves as a collaborator. In this way, not all accounts have to make posts. This method is considered faster and certainly will make it easier. Just like what was done by the @pariwisatasumatera account with the @linkarsumut and @visit_sumut accounts, you can see in the image above that only one account creates content, namely the @pariwisatasumatera account and automatically the same post will also appear on the Instagram feed for the @lingkarsumut account and the account @visit_sumut who was invited to collaborate. The post can be equally seen by each of their respective followers who are collaborating. And the two accounts can both interact with their respective followers simultaneously and at the same time.

2. Reach more followers

When using the Instagram collaboration feature, posts that users make will also appear on the collaborator's account. That means followers of the user's collaborators will also see it. This is certainly a benefit when users will reach two different groups. Later, more people will see the post. In terms of cooperation, this is also a distinct advantage. With a wider reach, and more people who see it, the possibility of achieving the target is also greater. For example, the @pariwisatasumatera account which has 49.9k followers collaborates with the @lingkarsumut account which has 185k followers and @visit_sumut which has 148k followers, so it is very possible that @lingkarsumut and @visit_sumut followers will also follow the @pariwisatasumatera account and vice versa, collaboration The goal is to make content accessible to more account users so that you get a lot of viewers and followers.

3. Likes and comments are one

Another thing that also benefits from the Instagram collaboration feature is that it allows likes and comments on the post to also appear on all collaborator accounts. When this happens, if you don't use the collabs feature, the number of likes and comments will be different for each account. This will be in accordance with the abilities and number of followers of each account. But by using Instagram's collaboration feature, this will no longer happen. The post will become the property of all accounts that collaborate. Thus, the number of comments and likes will be combined. In the same way as the collaboration of the @pariwisatasumatera account with @lingkarsumut and @visit_sumut, comments from netizens can be seen equally on their respective accounts, both users and collaborators, and can respond to each other equally, so that interaction and response from followers of account users and collaborators reach more and more.

4. Increase engagements

By using the Instagram collaboration feature, one of the benefits users will get is being able to increase the engagements of both accounts. This is because later, the two accounts that collaborate will also share the same interactions. This means that the calculation of engagements will also belong to both accounts. So, when the interaction on the post is good, then this is also a way to increase the engagement rate that users can do. The engagements referred to in this study are How is the existence of the @pariwisatasumatera account based on the content created, with its followers, it can be seen from the number of followers, viewers, likes, comments, shares and reposts. The greater the number of interactions with other account users, the better the engagements or the matrix, as well as the accounts invited to collaborate with the @pariwisatasumatera account, which must have good engagements too, so that when collaborating both parties get the same benefit. The same goes for marketing on social media. In this study, engagements for both parties have the same good rate, where the @pariwisatasumatera account has up to thousands of likes, tens of thousands of viewers and almost 50k followers. And the collaborator accounts, namely @lingkarsumut and @visit_sumut whose matrix is higher, reaching 50k viewers, 10k likes, and 185k followers.

4.Connection

Connection is maintaining the relationship that has been built. In this study, the connection in question is how the @pariwisatasumatera account maintains good communication and relationships with its customers, both prospective customers and former customers. Based on the results of observations made by researchers, it appears that the @pariwisatasumatera account owner is very open to all of his customers, this can be seen from the reviews of former customers who responded quite well on Instagram stories, don't forget the owner always reminds former customers to vacation again with him when there is time off so as to make former customers feel cared for and very well served. Another thing can also be seen from the owner's response to potential customers who ask a lot in the comment column regarding time, prices and other things about travel, the owner replies to each prospective customer's comments very politely and clearly. That way makes potential customers feel comfortable and safe, and of course customers will use their services to take vacation trips to Mursala Island, because a good impression will be remembered by everyone, and that is what Mr. Zulpan as the owner of the @pariwisatasumatera account does.

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