

considered to be a challenge in the recovery of the tourism sector in Indonesia. Therefore, in order to help those who are suffering, Ministry of Tourism and Creative Economy was prepared various solutions, one of which is promotion through the *TikTok* social media account in order to seek and empower renewable technology.

### **1.3 Research Objectives**

Given the research problems above, the main research objectives outlining the main objective of this study is as follows:

To analyse the communication strategies implemented by @indonesia.travel *TikTok* account to promote the safety of tourism in Indonesia during the pandemic and their impact to Indonesian young travelers' dissonance about traveling in Indonesia.

### **1.4 Significance of Study**

By now, research for the effect of *TikTok*, especially in the field of tourism, particularly in Indonesian setting, has not been done by lot of people. In addition, there is still limited research focusing on how the social media is used to boost tourism during the pandemic. This research is expected to provide highlights on the use of social media, particularly *TikTok* as a form of information source about tourism in the time of the pandemic.

### **1.5 Research Questions**

1. What messages posted by Ministry of Tourism and Creative Economy through its TikTok account to promote the safety of traveling in Indonesia during the COVID-19 pandemic?
2. How do these promotional messages impact Indonesian young travelers' dissonance about the safety of traveling in Indonesia during the COVID-19 pandemic?

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## CHAPTER 2 - LITERATURE REVIEW

### 2.1 The Nature of Tourism Product

Tourism products are products or services that are offered to consumers and can be used for tourist attractions, transportation, accommodation and even entertainment (Sinitsyn, 2015). Tourism products are products and services that are complex and have special characteristics. Tourism products can be categorised as intangible products, which means that the products cannot be demonstrated or tried before they purchased or used (Sinitsyn, 2015). This product can only be obtained by offering promises or guarantees as well as the timeliness of service provision to tourists. This product is also usually supported by the provision of brochures, videos, and other media that can more or less attract the attention or interest of tourists to buy a tourism product (Stange, Brown, International, 2007).

Another characteristic of tourism product is related to its perishability. As service-based products, tourism products cannot be stored for long, and have to be sold when the price of the product is high (Our Edu Care, 2021). Tourism products that cannot be sold at that time means that they cannot be sold forever, for examples sales of hotel rooms, sales of airline tickets, sales of seminar venues at convention centres, or sales of concert tickets.

At the same time, tourism products also have another character, which is inseparability. This means that the products have to be produced and consumed at the same place and at the same time (Nandini, 2019). For example, if a tourist wants to enjoy the beautiful scenery of the beach, that tourist must go to an area where the beach is located as it is impossible for the beach to be brought to the area of origin of the tourist. This is unlike other products where they can be made in foreign countries and then are sold or distributed in other countries.

Another characteristic of tourism product is what is called as complementarity. This means that tourism products will have a higher value when they are combined with other products (Our Edu Care, 2021). For example it is very common for tour companies to combine transportation tickets, accommodation, tours, and meals as part of their packages. Indeed, the marketing of tourism products requires association supports, especially since these products come from separated supply channels, consisting of small

to medium enterprises. At the same time, as tourism products also involve the promotion of a destination, it is only natural that the government's supports are important to a successful marketing in tourism.

The last characteristics of tourism products is after sales service, which means that tourists cannot directly enjoy a tourism product that they have purchased without the seller's help (Freeman, Glazer, 2020). For instance, after buying a tour package, tourists still need to contact the tour operator in order to start their travel journey. This is because all reservations are made by the tour operators who prepare travel plans and travel packages. At the same time, in this travel packages there is usually a tour leader who will guide the tour.

## **2.2 Characteristic of Tourism Promotion and Social Media**

### **2.2.1 Characteristic of Tourism Promotion**

Actually the distinction between products and services is difficult. The purchase of a product is often accompanied by certain services, and the purchase of a service often includes complementary goods. Even so, the characteristics of your products and services may be familiar with the names of products and services, many people think that a product is a tangible offer, but the actual product can be more than that. A product is anything that can be offered to the market to satisfy wants or needs. The products marketed include physical goods, services, experiences, events, people, places, property, organizations, information and ideas (Atep, 2019).

According to Stanton quoted by Rangkuti (1993), promotion is an activity to provide information to consumers, influence, and appeal to the general public. So, promotional activities become a reference point in an effort to increase sales of a product or service. In this case, promotional activities regarding tourism potential are carried out in order to increase the number of visitors and encourage investors to be able to invest and carry out a good cooperation in order to achieve the goals, especially in this pandemic era. Social media is a major role in helping promotion in the tourism industry.

Usually, tourism products are promoted through different ways, such as advertising, sales promotion. In addition, with the development of the Internet, Social Media is considered

the most potential way for tourism promotion. As we know promoting in this current situation is the most significant way for helping tourism industry.

For content in this digital era, social media is very important in developing a business. Every business that wants to compete must have a business social media account. That is why, social media metrics are very important. Recognizing some of these important metrics will really help us get promotional success on social media, including it can also help us create the right promotional content to develop business especially in the tourism sector.

Besides characteristic of tourism promotion, there is social media as element to support the tourism itself. As a result of the presence of the internet as a medium of communication, social media has changed the way governments, private parties and individuals communicate with audiences and convey information to audiences regarding the existing tourism potential.

As a source of information for the public, apart from mass media such as television, radio, magazines, and newspapers, tourists take advantage of social media as a source of information about various tourist areas to be visited. Currently, there are many social media platforms that position themselves as media that specifically discuss matters related to tourism such as travel tips and tricks, tourist areas and accommodation in tourist areas.

Communication, business people in the tourism industry generally take advantage of various social media platforms to communicate or interact directly with customers. Through this two-way communication, business people can immediately find out the feedback given by tourists or the public regarding the services provided. This feedback becomes an evaluation material for business people to continue to improve their services as part of their tourism promotion.

Shaping perceptions and emotions, it means social media platforms such as Facebook have the potential to have a very significant effect on the perceptions and emotions of tourists during a tour and therefore can make the traveling experience more colourful. This experience can be shared by tourists through various social media platforms they

have with others. Indirectly, these tourists are helping to promote the tourist areas they have just visited.

Branding, it also be called the identity of a tourist area which is presented through the name, logo, colour, or tag line. The advantage of social media to increase brand awareness of tourist destinations is to introduce tourist destinations so that people who are fond or active in cyberspace can easily find them. By establishing tourist destination branding, it is hoped that social media users who are followers will get the latest information about various existing tourist destinations. In addition, the formation of branding is also aimed at reaching a wider audience.

Marketing, online marketing strategies through social media are now widely used by tourism businesses to build relationships with other stakeholders through trust, content that is beneficial to audiences, and others. The ease with which social media can be accessed anywhere and anytime provides opportunities for business people to reach a wider audience in order to promote various existing tourist areas. Therefore, business people can apply appropriate and effective marketing communication strategies, one of which is a marketing communication strategy through social networks, by focusing on interesting content and encouraging readers to share it through social networks with people who are their friends. Thus, each person indirectly acts as a marketing agent for the tourist area or tourism potential offered.

Disseminating information, one of the influences of social media is communicating by word of mouth but online. Almost everyone now has a social media account that is connected to one another. The slightest information that is conveyed or published on social media can be spread widely. In this case, social media makes it easy for everyone to spread information about tourist areas or existing tourism potentials to a wide audience by encouraging people to like social media pages or share content with others.

### **2.2.2 The Use of Social Media for Promotion in Indonesia**

There are a few reasons why social media are considered as good platforms for tourism promotion, not a few tourists share their experiences of traveling in Indonesia through social media such as blogs, Facebook, Instagram, Twitter, and others. Social media is

also used by those in the tourism industry as a marketing landscape. Thus, the use of social media for tourism promotion is as follows.

Tourism is a growing industry in the world. For a long time, tourism in developed countries has been part of the necessities of life. Currently, users of information technology, especially the internet, are always increasing from year to year.

Indonesia tourism promotion is mostly done and supported by Indonesian Government itself through the Ministry of Tourism and Creative Economy. Not only working alone, Ministry of Tourism and Creative Economy also teaming up with TripAdvisor to help promoting Indonesia tourism and achieving 20 million tourists in 2019. Ministry of Tourism and Creative Economy also uses social media to promote Indonesia tourism, they have an official and verified account of *TikTok* with the account name @indonesia.travel and by the help with influencer but managed by Indonesian government.

The Ministry of Tourism and Creative Economy promotes Indonesian tourism, especially destinations that are included in the 10 New Bali through the *TikTok* application. The promotion is carried out through various stickers and challenges with the theme of Indonesian tourism which are now available. The Head of *TikTok* Public Policy for Indonesia, Malaysia and the Philippines, Donny Eryastha, said *TikTok* entitled Indonesian tourism was included in the *TikTok* Travel program. According to him, this step was taken to bring to life the beauty that Indonesia has to offer through *TikTok* platform (Puspita, 2019).

The Ministry of Tourism and Creative Economy (Ministry of Tourism and Creative Economy) as the parties that have prepared various solutions to overcome this. Among these things, creative tourism strategy experts have proposed to the government to build a new normal destination. As we know, the COVID-19 pandemic has made the conditions of a number of economies in Indonesia suffer. Indonesia's economic growth at the end of 2020 was recorded to provide declining data. A number of industrial sectors have also experienced losses due to the virus pandemic, including the tourism industry. In this study, I will describe various important things related to the tourism industry during the pandemic.

The use of Social Media by the Ministry of Tourism's @indonesia.travel account is motivated by data stating that the target audience for tourism is mainly young people, and the ministry feels there is a need to promote tourism to this group. So that social media is considered the right one, especially *TikTok*. In Instagram with the account name @indonesia.travel has 2,895 posts, 667.000 followers and 255 following. The researcher think that is interesting to discuss since the usage of *TikTok* in pandemic era are increasing as mentioned earlier.

The interaction process will occur optimally if the media are chosen is right. If the conditions support, the audio-visual media is most likely to have maximum interaction. Meanwhile, audio or text media alone does not provide opportunities for optimal interaction. For example, audio-visual media in the form of interactive computers or interactive CDs will optimize children's motor skills to be more sensitive and honed (Asilestari, 2016).

Indonesians currently use the internet to access various social media platforms. Therefore, Ministry of Tourism and Creative Economy does not want to be out-dated in promoting Indonesian tourism in order to save it from adversity. The use of social media, which is now part of the public relations department of government agencies in conveying information, has been realized through the @indonesia.travel account. The account contains information on tourism in Indonesia. *TikTok*, which has now been programmed to post interesting things, has also provided various government programs, policies and activities, especially Ministry of Tourism and Creative Economy, in the form of promotions.

## **2.3 Social Media Influence in the Decision Making Process of Tourism Product Consumption**

### **2.3.1 Decision Making Process of Consumption**

Engel in 1995 said that the buying decision-making process refers to consistent and prudent actions taken to fulfil needs. Loudon and Bitta in 1993 stated that making a buying decision is a consumer's decision about what to buy, how much to buy, where it will be done, when it will be made and how the purchase will be made. Berkowitz in

2002 also argued that the purchasing decision process is the stages that buyers go through in making choices about the products and services to be purchased.

The decision-making model can be divided into five, behavioural Model of decision-making, in which there is an Economic Model put forward by classical economists where people's decisions are rational, namely trying to get marginal benefits equal to marginal costs or to obtain maximum benefits. Then, the Human Administration Model where the more principled people do not want maximization but enough satisfying profits. Then, the Mobicentric Human Model, where change is the main value so that people must always move freely to make decisions. Human Organization Model, this model emphasizes the nature of loyalty and full cooperation in decision making. Then, the New Entrepreneur Model which emphasizes competitive nature. The social model, according to which people are often irrational in making decisions, is filled with emotional feelings and subconscious situations.

### 1. Stages of the Decision Making Process

Figure 2.1:- Decisions Making Process



Source: for instance Hengel's Decision Making Process (1985)



Before and after making a purchase, a consumer will carry out a number of processes that underlie decision making. Problem recognition means that consumers will buy a product as a solution to the problems they face. Without an introduction to the problem as it arises, the consumer cannot decide which product to buy. And then, Information search means that after understanding the existing problems, consumers will be motivated to seek information to solve existing problems through information searches. The process of seeking information can come from within memory (internal) and based on the experiences of others (external).

In additions, evaluating alternatives means that after consumers get various kinds of information, consumers will evaluate the available alternatives to overcome the problems they face. Buying decision means after consumers evaluate several strategic alternatives that exist, consumers will make a purchase decision. Sometimes the time it takes between making a purchase decision and creating an actual purchase is not the same due to other things to consider.

And then, post-purchase evaluation means an evaluation process carried out by consumers not only ending at the stage of making a purchase decision. After buying the product, consumers will evaluate whether the product is in accordance with their expectations. In this case, satisfied and unsatisfied consumers will happen. Consumers will be satisfied if the product is in accordance with their expectations and will further increase the demand for the product brand in the future. Conversely, consumers will feel dissatisfied if the product does not meet their expectations and this will reduce consumer demand in the future.

#### **2.4 The Role of Social Media in Tourism Promotion as Information Source in Decision Making**

The role of social media for helping to promote tourism industry placed in information search and this role is since it was the main determinant in purchase decisions process. The characteristics of social media or the type of communication generated by social media make it an ideal medium to assist prospective tourists in finding information and decision making.

Along with the development of increasingly sophisticated technology, nowadays the use of the internet is no stranger to marketing a product. An effort made to market a product or service using the internet media can also be called e-marketing. With a marketing communication strategy using the internet, especially by using social media, products can be sold more widely and do not require expensive marketing costs.

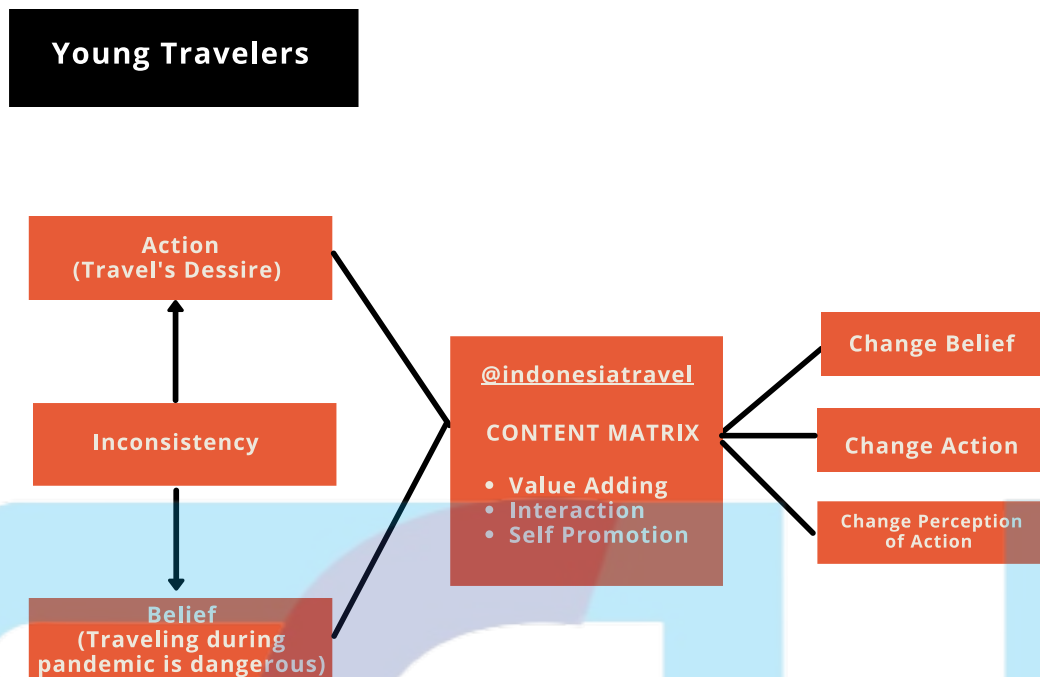
Social media that are currently commonly used to market products include Facebook, Twitter and Instagram. Through this social network, an effective marketing communication strategy will be formed, namely the Word of Mouth Marketing. Information on social media about a product is able to communicate the information that producers want to convey to consumers effectively.

And then, information about products through social media is effective in influencing real purchases made by consumers. This is because each variable in the Consumer Decision Model has an influence on information variables on social media. Analysed from several previous studies, it turns out that there are factors that have an influence on real purchases, including brand factors, benefit factors; knowledge attributes factors, trust factors, personality factors and lifestyle factors.

## **2.5 Framework of Thinking**

Therefore the researcher will apply this framework for answering the research questions.

### **Figure 2.2: Framework of Thinking**



## 2.6 Cognitive Dissonance Theory

According to Solomon (1992: 42), Cognitive Dissonance Theory is one of the most important approaches to behaviour based on the principle of consistency. According to Solomon, the Cognitive Dissonance Theory suggests that people are motivated to reduce negative states by making conditions compatible with one another. Cognitive element is something that a person believes can be himself, his behaviour or observation of his surroundings. Reduction of dissonance can arise by either removing, adding to, or replacing cognitive elements.

Cognitive Dissonance is described as a confusing condition, which occurs in a person when their beliefs do not agree with each other. This condition encourages them to change their thoughts, feelings, and actions to suit the renewal. Dissonance is felt when a person commits himself to commit an action that is inconsistent with their behaviour and beliefs others (East, 1997: 178).

According to Festinger, Cognitive Dissonance Theory formed in three concepts:

- 1) A person prefers to be consistent with their cognitions and dislikes being inconsistent in his thoughts, beliefs, emotions, values and attitudes.
- 2) The dissonance is formed from a psychological non-conformity, more than a logical dissonance, where increasing the mismatch will increase a higher dissonance.
- 3) Dissonance is a psychological concept that encourages someone to take action and expect a measurable impact.

@indonesia.travel account was contributed a lot and has had a positive impact on the sustainability of the tourism sector in Indonesia, especially the role of young travellers who now always take part in promoting. The role of young people in this matter really helps many things, because they are the icons of the spirit and human beings who have a dynamic spirit to move and become their own icons in facing new challenges.

The point is that the Ministry of Tourism and Creative Economy wants to restore the interest of tourists, especially domestic tourists, to travel and especially young people (millennials and z generation). Because these two generations are those who like to travel based on data before the pandemic, they are more courageous and may also be at risk to be infected during this pandemic. This is important for the revival of this industry during the pandemic. However, one of the things that also hinders them is that they have a dissonance in the form of fear of traveling safety during a pandemic. That's why the Ministry of Tourism and Creative Economy feels the need to create content through *TikTok* since the target is young people regarding travel safety during the pandemic, to affect the dissonance and this is what the researcher will try to find out here.

Through the hash tag #dirumahaja and #diindonesiaaja, various interesting video contents have been presented. This is done to urge people to stay safe doing various things at home through the hash tag #dirumahaja. Meanwhile, the hashtag #diindonesiaaja indicates that Indonesia also has a variety of tourist attractions that are no less interesting than other countries. This is assisted by the inclusion of young travellers in promoting the tourism industry. From those things, it is hoped that young travellers will be able to encourage and make the economy in Indonesia move forward again. Through social media such as

*TikTok* it is also expected to be able to change the people's mind-set to stay and love the tourism sector in Indonesia.

It was related some interesting theories about a person's emotional in facing this pandemic. It is evident from the things that have been described previously that humans have concerns about suffering, especially the tourism sector, which is worried about the decline in quality and the income of the number of visitors who are increasingly here, increasingly unwilling to visit crowded places such as tourist attractions. The COVID-19 epidemic appears to be cognitive dissonance and affective changes in individuals who access daily actual information from various mass media around them.

The existence of a number of cases related to the emergence of new viruses which can also infect humans have been widely reported through the media in previous time periods and have now formed new knowledge for audiences who consume information or the news. Therefore, the emergence of news about COVID-19 in publicly accessible media was encouraging various reactions and varied responses from the community. Mowen and Minor in 2002 stated that cognitive dissonance or cognitive dissonance is an uncomfortable emotional state. This situation has been proven to be felt by some tourism parties when there is a logical inconsistency in its cognitive elements. The tourism actors gave an assessment of the pandemic that the presence of the virus would later be unpleasant.

This Dissonance was influenced several social behaviours such as young people who have a dynamic spirit, if they can just stay at home without doing anything meaningful, they will feel uncomfortable. The young people we know are passionate about adventure making the soul that is within them to keep moving and ignoring some worries. They ignore things like fear and worry about catching the virus. Young travellers, even though they are active they are very vulnerable to several options. Sometimes they are quite difficult to be consistent or can be said to be inconsistent in deciding various things.

Young travellers are at the forefront of some of the tourism sector. In the current pandemic era, their role and support is highly expected in improving the economy again.

Therefore, their involvement is very important and it is hoped that it will create a sustainable new normal tourism. This becomes more relevant when it is linked to various efforts to accelerate tourism activities in order to support the development process in various regions in Indonesia. Opinions regarding the role of tourism in development and especially for developing countries have often been expressed in various studies. However, with the belief that the COVID virus exists, they have been a little careful out there when they are traveling somewhere.

In this pandemic era, it is fitting for Indonesia to promote value adding tourism packages with the nuances of implementing health protocols. Indonesia cannot just have a strategy as usual or just open the tourism sector without value adding that makes people comfortable when visiting it. With cultural diversity, creativity and technological developments such as the emergence of *TikTok*, the Indonesian tourism sector should be able to become the centre of world tourism. It is hoped that various concerns related to cognitive dissonance can foster a comfortable tourism strategy so as not to change people's beliefs when visiting. All must be interrelated and involve all stakeholders, both government and part of the tourism management.

If this is done successfully, then it is not just comfort that is obtained, but the image of tourism with a good health protocol implementation system will be realized. Therefore, the key is priority scale, cooperation on all fronts and integration of policies for self-promoters (young travellers) and tourism managers. The implementation of the new normal tourism destination is very appropriate to be a measure of the government's success in improving the tourism sector in Indonesia during the pandemic era. Moreover, by establishing new regulations related to health protocols. However, it is not just an industrial area that only pays attention to licensing factors; the tourism sector must prioritize visitor convenience.

### **2.6.1 Change Belief**

At some moments in people's lives, even we as students are often faced with things that are not in accordance with the beliefs we believe in. for example, we don't believe in the COVID-19 virus which is now a pandemic. We may also have been forced to do something even though there is an inner turmoil or refusal to believe in and try to accept it in doing it. This

condition is called cognitive dissonance which occurs when there is a disagreement between two beliefs or values and causes discomfort. How to make people believe that at home they will feel safe, how to make people believe that if it is safe, what kind of tourist attractions guarantee the comfort of the community when visited? This dissonance refers to an uncomfortable mental state when facing two different beliefs or values today between whether the virus exists.

This condition is common when someone does things that are not in accordance with the values and beliefs that are held. Cognitive dissonance theory centres on how a person strives for consistency and appropriateness in their attitudes and behaviour. Conflicting or incompatible beliefs can erase the harmony in a condition that seeks to distance or avoid certain people. This value conflict is what causes discomfort.

The emergence of a theory about the corona virus has posed a serious threat to the public in believing in and dealing with the global pandemic from COVID-19 until now. This is because not a few people believe in these widespread conspiracy theories. The belief that one knows the secrets of forbidden knowledge offers assurance and control in the midst of a crisis that has shocked the world. In addition, a variety of knowledge can provide people with something that are hard to come by during periods of stayed at home due to this pandemic. This cognitive dissonance carries a general message, which the only protection comes from those with secret truths they don't want to hear. The sense of security and control that such rumours offer may be an illusion, but they have a profound impact on the destruction of public trust. This has made it difficult for some tourism sectors to convince people that they can fight the virus by taking better care of their own health. As long as they can implement health protocols, some tourism sectors are convinced that through social media promotion it will value adding to trust so as not to spoil comfort.

### **2.6.2 Change Action**

The impact of the COVID-19 pandemic has prompted some people to act wrong in order to survive. Never mind their thoughts on tourist attractions, some events such as panic buying are an example. That action such as hoarding daily necessities which are a form of concern those arise due to uncertainty arising from a pandemic. Norberg & Rucker, 2020 states that

self-isolation which is carried out as a preventive measure against Respondent 5.21 infection is also a psychological driving factor.

As is well known, the reason they did this was because of their discomfort. In fact, such actions will harm other people who are unable to enter on a large scale so that they will find it difficult to make ends meet. This phenomenon is also used by some parties who are only looking for profit by raising prices to irrational numbers and also committing fraud. To control this behaviour, we must try to keep thinking rationally even though it is difficult at times like this.

### **2.6.3 Change Perception of Action**

Understanding people's behaviour and perceptions is very important for several holders of the tourism sector. Its purpose is to predict, explain and control society itself. By predicting their behaviour companies can design the right patterns to influence tourist visitors who always visited before the pandemic struck. Tourism sector holders can also explain why, who and what influenced it, when and how visitors can visit again as usual.

Proficiency in predict and control the next community will make it easier tourism sector holders to control visitors to keep going. Adapting this understanding, the perception of tourists during the pandemic era COVID-19 has changed several things, including their actions not to travel in this era of the pandemic. With the perception that the pandemic has been around for a long time, it has made some people now not afraid to visit tourist attractions anymore. But many of the people are increasingly ignorant of various perceptions. They seemed bored with restraint. The results can be seen this year.

Thousands of people gather and vacation to various tourist attractions. People are no longer afraid of being overcrowded, just to get rid of boredom. Although some health protocols were made, about a thousand more people broke health protocols during the long holiday this year. Generally, they don't use masks, even though that is the most basic step in preventing COVID-19 from spreading.

In summarize, it is also predicted that changes in social action that are happening today will continue until the pandemic is over. Seeing these conditions, the government especially the Ministry of Tourism and Creative Economy must be smart to see opportunities. The tourism



sector in the marketing sector must understand how their tourism theme will provide comfort with others in the future or post-pandemic. In addition to focusing on the number of visitors and implementing various marketing strategies, the government needs to design communications that can provide value or value from the tourism sector.

The reason is, during the pandemic, many people are under economic pressure so that their income decreases and they do not want to travel, let alone to tourist attractions. Therefore, as a digital era, several tourism sectors need to pay attention to public interest in marketing. An application such as *TikTok* can provide important content in promoting tourist attractions. Mainly about the consumption of digital content and user interests, as well as helping the tourism industry reach target visitors more precisely. A new habit or called as a new normal now will be a new beginning in implementing the new regulation.

## **2.7 Content Matrix for Good Quality Social Media Communication**

Researcher stated that there are three criteria for good quality social media communication, and they are referred to as content matrix. Content matrix consisting of value-adding, interaction, and self-promotion and the explanation of each criterium will be explain below:

### **A. Content Matrix - Interaction**

Social interaction is a dynamic social relationship. This social relationship is in the form of a relationship between individuals and other individuals, between groups and other groups, and between groups and individuals. The most ideal social interaction is face-to-face or direct social interaction, because face-to-face gets more direct and dynamic feedback, there are weaknesses in face-to-face, namely the inefficiency of time because they have to meet directly in the same place and at the same time in order to find out direct feedback that we give.

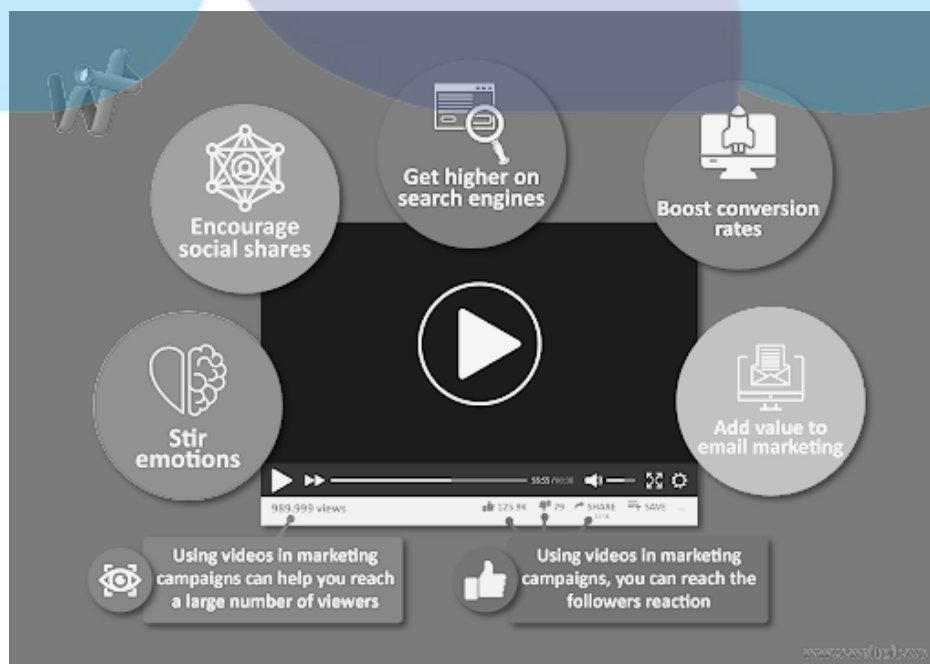
There are two conditions for this to elaborate social interaction, namely the existence of social contact and communication. In the world of tourism, the interaction here is intended for the flow of information exchange to occur in seconds. Sources of information do not always come from official sources, and even many private accounts can provide information that is then read and trusted by many users. So much later personal accounts or unofficial accounts emerged which became famous for their role in providing information in cyberspace.

In the exchange of information, one of the information that is often spread is information about travel. Some blog and twitter users later became famous for providing light tourism information through their accounts. Through their personal accounts, they tell their experiences of traveling to various places, both inside and outside the country. Readers can then provide comments on the stories they have created, so that there is interaction between the account owner and the readers.

### B. Content Matrix-Value-adding

Value Adding means that social media content provides additional information or the information provides certain benefits for them. The tourism sector that is promoted on social media should be a source of national income in the midst of the global economy. The existence of social media which is an added value and as a medium to support adequate tourism growth is an increase in the growth of the tourism sector. The development of transportation facilities, information, and accommodation is needed to attract foreign tourists to promote social media because from year to year the use of social media is increasing, offline and online businessmen use social media as a marketing medium.

Figure 2.3: Social Media as Value-Adding



Source: [writeit.ws/2020/03/15/how-marketing-videos-on-social-media-add-value-to-your-business](https://writeit.ws/2020/03/15/how-marketing-videos-on-social-media-add-value-to-your-business)

Marketing through social media it means a marketing technique that uses social media as an added value. It is fitting for us to promote tour packages as an added value. We can't just have a business as usual strategy or just become trend followers. Cultural, linguistic, culinary and natural diversity should be able to make several tourist attractions become famous tourism centres and social media is an added value.

### **C. Content Matrix - Self-Promotional**

Self-promotional means that the content of the account contains promotions for individuals, organizations and activities carried out by the account. Self promotional here mean from the side of @indonesia.travel account.

Social media is no longer a foreign thing to us. For most people, they have at least one social media account. There is no need to ask what the benefits of social media are. We can interact with people far away from us; even get to know foreigners from different countries, thanks to social media. Not only that, we can also take advantage of social media for self-promotion.

Through social media, we can showcase our expertise and work. This will be very helpful when you want to apply for an internship or work later and even promote something. Using social media for self-promotion doesn't mean you have to have an account on all social media. If we like writing, then we can use blogs to show your abilities. If you are into photography, Instagram is probably the right platform for you.

Besides being able to help us focus on content selection, this will also make it easier for other people to get to know and see the process of the work we make. The community or group is the best place to introduce you. In addition, we can share the knowledge we have and also learn knowledge from others.

### **2.8 Previous Study**

The researcher is curious to know various perspectives and variety from other journals that discussed about promoting tourism in pandemic era through social media

#### **Table 1. Previous Studies**

<b>Author</b>	<b>Title</b>	<b>Results</b>
Sarah Tanford and Rhonda Montgomery (2014)	The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions	Respondent with strong pro-environmental attitudes experienced dissonance in making a non-green option. This result consistent with dissonance theory.
Jonas De Vos and Patrick A. Singleton (2020)	Travel and Cognitive Dissonance	Dissonance between travel-related attitudes, the travel choice desire, and residential location can help explaining the changes of travel-related attitudes and changes of travel desire
Euj Joo Kim, Choongbeom Choi, and Sarah Tandford (2020)	Influence of scarcity on travel decisions and cognitive dissonance	Scarcity can cause cognitive dissonance, multiple scarcity messages reduce undo intentions (purchase).

## 2.9 Study Different and Similarity

<b>Author</b>	<b>Title</b>	<b>Differences</b>	<b>Similarities</b>
Sarah Tanford and Rhonda Montgomery (2014)	The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions	Instead of Social Media, this study analyze Social Influence. And the data gathering method is Questionnaire	Using Cognitive Dissonance Theory and analyzing traveling