

		<p>to posts on other social media?</p> <p>18. After seeing the post on TikTok @indonesia.travel, do you feel that traveling during this pandemic is possible? Or are you even more afraid to travel?</p> <p>19. What can be improved from the @indonesia.travel post so that it continues to attract tourists to visit Indonesia, especially in this pandemic era.</p>
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CHAPTER 4 – RESULTS AND DISCUSSIONS

This chapter presents the results of the textual analysis of the content of @indonesia.travel *TikTok* account and the focus group discussions conducted with Indonesian young travelers. Furthermore, analysis on these findings is presented to discuss about the impact of @indonesia.travel's contents to the young travelers' dissonance of Traveling during the COVID-19 pandemic.

Analysis of @indonesia.travel content follows the social media content matrix format, which are: value-adding, self-promotion, and value adding. Whereas, the analysis of the focus group discussions is divided into four sections, which are: young people's dissonance about

Traveling during the pandemic, @indonesia.travel's contents and young people's change of belief, @indonesia.travel's contents and young people's change of action, @indonesia.travel's contents and young people's change of perception of action.

4.1 Textual Analysis Result

To answer the first research questions on the communication strategies implemented by Ministry of Tourism and Creative Economy through @indonesia.travel *TikTok* accounts, textual analysis was conducted. From the start of the account (19th May 2020) to the early June 2021, @indonesia.travel has made 87 posts. From these 87 posts, 11 posts focus on health protocols practiced by different tourist destinations in Indonesia. The following are textual analysis of these 11 postings:

Table 2: Textual Analysis Result

Date of Posting	Description of video	Value-Adding	Self-Promotion	Interactivity
11 July 2020	This video is part one of two videos that focus on the health protocols applied by the Malioboro area ¹ in Yogyakarta. This video shows different regulations and facilities that can ensure tourists' safety during their visit in this area. These include	The video provides information that will be useful for travellers on the health facilities and regulations that are applied	The video promotes the strict health regulations applied by the Malioboro area and also shows the facilities that the area built	There is no call for action, or asking for comments in the video. However, this video has been watched 5,379 times and liked 152 times. In addition, there are also five comments made by viewers about this video.

¹ Malioboro area is one of the most popular tourist areas in Yogyakarta. This is actually a street stretches for x km where we can find many shops, places to eat and

	<p>physical distancing signs, compulsory masks, handwashing facilities, and so on. The duration of the video is 58 seconds and there is no dialogue presented in the video. Instead, viewers feel like following someone that walk through the different areas in Malioboro while showing the COVID-19 prevention facilities.</p> <p>The caption written for the video reads “sedulur, ini lho protokol kesehatan berkunjung ke Malioboro” (guys, these are the health regulations when visiting Maliboro)</p>	<p>by the Malioboro area. This information can be useful when tourists consider visiting this area during the pandemic .</p>	<p>to make sure tourists can apply the physical distancing , wear of mask, and frequent handwashing.</p>	<p>Generally the comments show their longing for visiting Yogyakarta and also their concerns about the impact of COVID-19 to Maliboro. For instance, one viewer wrote “Yogyakarta, bawa aku kembali” (Yogyakarta, please bring me back) while another user expressed concern while writing “Kok sepi banget Maliaboronya” (Why Malioboro is very empty?), which was responded by another user “kesana aja kak, aman kok. ikuti protokol</p>
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	with the hashtag #fyp2 #yogyakarta			kesehatan saja.” (Just go there. It is safe. Just follow the health regulations). However none of these comments were responded by the account manager of @indonesia.travel.
11 July 2020 - 2	This video is the second part from the 11 th July 2020 video. This part still focuses on health regulation while entering the area of Malioboro, Yogyakarta. Health regulation includes: Andong ³ Coachman wearing mask and plastic barrier installed between the driver and the passenger,	The video provides information for travelers regarding health regulations implemented in Malioboro, Yogyakarta. These informati	This video promotes health regulation implemented in Malioboro area and shows viewers that all tourist attraction have implemented	There is no call for action, or asking for comments in the video. However, this video has been watched 5,569 times and liked 121 times. In addition, there is one non-related advertisement comment in the video by spammers and not

² The hashtag fyp stands for for your page. This is a popular hashtag on *TikTok* usually used as a strategy to boost the popularity of a video.

³ A horse-drawn transportation

	<p>Becak⁴ driver wearing mask, before entering Beringharjo⁵ Market visitors are required to go through disinfectant booth, wash their hands, and wear mask. Visitors of Hamzah Batik⁶ are also required to wash hands before entering. Pedestrians are required to wash hands, wear mask, get their temperature checked, and scan QR Code. The duration of the video is 24 seconds long and there is no dialogue presented, instead, it shows several location in</p>	<p>on can be used by travelers as reference before visiting Malioboro during COVID-19 Pandemic .</p>	<p>compulsor y wear of mask, wash hands, temperatu re check, and QR Code scans.</p>	<p>yet removed or responded by the account manager of @indonesia.trave l</p>
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⁴ is a three-wheeled mode of transportation commonly found in Indonesia as well as in parts of Asia

⁵ is the oldest market with the value of the historical and philosophical in Yogyakarta

⁶ Souvenir shop in Malioboro

	<p>Malioboro area while mentioning health regulation implemented in the form of text.</p> <p>The caption written for this video reads “Nah makin mantap kan, Malioboro juga sudah menerapkan protokol CHSE⁷” (It’s great, Malioboro now implements CHSE regulation) with the hashtag #part2, #fyp, #yogyakarta</p>			
<p>1 October 2020</p>	<p>This video focuses on the implementation of health regulation in tourism destination of Bintan Island⁸. This video shows that before entering</p>	<p>The video provides information for travelers regarding health</p>	<p>This video promotes health regulation implemented in Bintan</p>	<p>There is a call for action in this video told by the narrator which reads “Kalau ada kesempatan, semoga kita bisa berkunjung kesini</p>

⁷ Cleanliness, Health, Safety, and Environment Sustainability - CHSE certification is the process of granting certificates to tourism businesses, tourism destinations and other tourism products by given by Ministry of Tourism and Creative Economy to guarantee tourists the implementation of cleanliness, health, safety and environmental sustainability

⁸ an island in the Riau archipelago of Indonesia

	<p>tourist attraction area, visitors are required to wear mask, get their temperatures checked, wash their hands, and keep a safe distance. Later the video shows to the viewers several spot in Bintan Island to visit which includes Gurun Pasir Busung⁹, Hutun Mangrove Bintan¹⁰, and Vihara Patung Seribu Wajah¹¹. The duration of the video is 59 seconds and there is no dialogue presented, instead, there is a narrator at the opening of the video telling the viewers about what</p>	<p>regulations implemented in Bintan Island. These information can be used by travelers as reference before visiting Bintan Island during COVID-19 Pandemic.</p>	<p>Island and shows the viewers that all tourist destination in Bintan Island have implemented health regulation which obliges travelers to wear mask, get their temperatures checked, wash hands, and maintain physical distancing.</p>	<p>ya” (If there is a chance, hope we could visit). This video has been watched 19.6M times and liked 283.3K times.</p> <p>In addition, there are 1,843 comment made by viewers and there is no response yet from the account manager of @indonesia.travel</p>
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⁹ One of the tourism destination in Bintan Island, A former mining site formed from a sandy hill with a bright blue lake

¹⁰ One of the tourism destination in Bintan Island.

¹¹ One of the tourism destination in Bintan Island. A Buddhist place of worship which has hundreds of statue each with different faces.

	<p>kind of health regulation implemented in Bintan Island.</p> <p>The caption written for this video reads “Cantiknya Bintan pasti membuat siapapun jadi terkesan!” (The beauty of Bintan will certainly impress anyone!) with the hashtag #diIndonesiaAja in the video instead of in the caption.</p>			
<p>15 October 2020</p>	<p>This video focuses on the implementation of health regulation in tourism destination: Dining at Candi Tirta Raharjo¹², Yogyakarta. This video shows that visitors are</p>	<p>The video provides information on how health regulation are implemented at Candi</p>	<p>This video promotes that Candi Tirta Raharjo has implemented health regulation for tourism</p>	<p>There is a call for action in this video which reads “Yogyakarta selalu punya jutaan keistimewaan, ini salah satunya, yang seperti ini sudah pasti cuma ada di Indonesia</p>

¹² One of the tourism attraction in Yogyakarta

	<p>required to wear mask and wash their hands before entering the area. The duration of this video is 60 seconds. The actor in this video tells the viewers that reservation needs to be made prior to dining at Candi Tirta Raharjo.</p> <p>The caption written for this video reads “Ke Jogja? Harus coba sensasi menyantap makanan enak sambil menikmati pemandangan indah Candi Tirta Raharjo, nih!” (Off to Jogja? You must try the sensation of eating decent food while enjoying the beautiful view of Tirta Raharjo Temple!) with the hashtag</p>	<p>Tirta Raharjo and can be used as reference before considering dining at Candi Tirta Raharjo during COVID-19 Pandemic .</p>	<p>destination such as compulsory wear of mask, gets temperature checked, wash hands and reservation has to be made prior to dining in Candi Tirta Raharjo</p>	<p>aja” (Yogyakarta always has millions of features, this is one of them, something like this only available in Indonesia). This video has been watched 20.8M times and liked 330.9K times.</p> <p>In addition, there are 1,125 comments made by viewers about this video. Generally they are about how the viewers agree with the video that Yogyakarta has many special destination. For example, one viewer said “Jogja selalu istimewa” (Jogja is always while other user</p>
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	#diIndonesiaAja in the video instead of in the caption.			expressed their inability to eat there due to price concern “Saya di jogja tapi ga punya uang buat makan disitu paling di angkringan” (I’m in jogja but I can’t afford to eat there, I only can afford to eat at angkringan”. However, none of these comments are responded by the account manager of @indonesia.travel
19 October 2020	This video focuses on health regulation implemented by Keraton Ratu Boko ¹³ , Yogyakarta . The video shows that before entering the area, visitor	The video provides information on how health regulation are implemented	This video promotes that Keraton Ratu Boko has implemented standard	There is a call for action in this video which reads “Wah keren banget ya destinasi wisata budaya di kota Yogyakarta satu ini, yang

¹³ an ancient site which is a complex of remains of a number of buildings located approximately 3 km south of the Prambanan Temple complex

	<p>must wear mask, wash their hands, and keep a safe distance. This video also shows that the security personnel checking the visitor's temperature before entering the area and all employee in Ratu Boko is wearing mask. The duration of the video is 60 seconds</p> <p>The caption written for this video reads "Menikmati momen matahari terbenam di salah satu tempat yang mengagumkan di Yogyakarta!" (Enjoy the sunset in one of the most amazing places in Yogyakarta!) with the hashtag #diIndonesiaAja in the video instead of</p>	<p>ted at Keraton Ratu Boko and can be used as reference before considering visiting Keraton Ratu Boko during COVID-19 Pandemic .</p>	<p>health regulation for tourist destination such as security personnel checking visitor's temperature, all employee wearing mask, and visitors are required to wear mask, wash hands, and maintain safe distance before entering Keraton Ratu Boko.</p>	<p>mengganggu seperti ini pastinya cuma ada di Indonesia aja"(Wow, it's really cool, this one of the cultural tourist destination in the city of Yogyakarta, awesome as it surely only exist in Indonesia). This video has been watched 562.7K times and liked 7,165 times</p> <p>In addition, there are 21 comments made by viewers about this video. Generally, the comments are about viewers agreeing with the video on how beautiful Keraton Ratu Boko is. For instance, one viewers</p>
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	<p>in the caption. The actor in this video invites the viewers to follow her visiting Ratu Boko and showing how exciting the area is and how health regulation are implemented in Ratu Boko.</p>			<p>commented “ ya saya pernah kesana saya suka sekali pas matahari terbenam wow so nice to see” (yes i've been there i love it when sunset wow so nice to see). However, none of these comments are responded by the account manager of @indonesia.travel</p>
<p>31 October 2020</p>	<p>A video focuses on health regulation implemented in Creative Culture Home Event at Summarecon Mall Serpong¹⁴. The video reminds viewers who are considering to visit the event to comply</p>	<p>The video provides information on how health regulation are implemented at Creative</p>	<p>This video promotes that Creative Culture Home Event has implemented health regulation within the</p>	<p>There is a call for action in this video told by the narrator which reads “Tetap dukung produk dalam negeri dengan beli kreatif local dan bangga buatan Indonesia” (Keep supporting</p>

¹⁴ is a shopping center located in Summarecon Serpong , an independent city located in Kelapa Dua , Tangerang , Banten

	<p>to health regulation implemented which are wear of mask, use hand sanitizer, and keep a safe distance. The duration of the video is 54 seconds.</p> <p>The caption written for this video reads “Berakhir pekan ke Summarecon Mall Serpong, yuk! Ada Creative Culture Home bersama Ministry of Tourism and Creative Economy¹⁵ 22 Oktober - 1 November 2020” (Let’s go to Summarecon Mall Serpong this weekend! They have Creative Culture Home with</p>	<p>Culture Home Event and can be used as reference before considering visiting Creative Culture Home Event during COVID-19 Pandemic .</p>	<p>event by reminding viewers to comply to health regulation which are wear of mask, use hand sanitizer, and keep a safe distance if they wish to visit the event</p>	<p>domestic products by buying local products and proud with Indonesian made). This video has been watched 9.873 times and liked 205 times.</p> <p>In addition, there is 1 comments made by a viewer about this video. The viewer commented “nangiss akuuu tngok nyaaaa...pengen. Jalan-jalaaaaaanmn tapiii yaaa gituuuu...”(i’m crying seeing it, wanted to go out but how). However, this comment has not</p>
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¹⁵ Kementerian Pariwisata dan Ekonomi Kreatif, is a ministry within the Government of Indonesia in charge of tourism affairs

	<p>Ministry of Tourism and Creative Economy at 22 October - 1 November 2020) with the hashtag #diindonesiaaja.</p> <p>The narrator in this video invites the viewers to come to the event and mentioning what the viewers can find in the event. As for the health regulation, it is presented in the form of text in the video.</p>			<p>been responded by the account manager of @indonesia.trave</p> <p>l.</p>
<p>10 Novem ber 2020</p>	<p>This video mainly focuses on types of activities and places tourist could visit or do in Ciwidey¹⁶. Health regulation in this video is shown subtly throughout the video. The actor in this video shows</p>	<p>This video subtly show how health regulatio n are implemen ted in tourist destinatio</p>	<p>This video promotes that all tourist destinatio n in Ciwidey has implement ed standard</p>	<p>There is a call for action told by the narrator which reads “Udaranya yang sejuk, rimbunnya pepohonan, dan suguhan pesona alam yang memukau bisa ditemukan di</p>

¹⁶ is a sub-district in Bandung Regency , West Java Province , Indonesia . This district is located 50 km away in the south of the city of Bandung

	<p>that they get their temperature checked, wash their hands, and wear mask before entering the tourist attraction in Ciwidey. The duration of this video is 52 seconds.</p> <p>The caption written for this video reads “Yuk, rasakan keseruan sensasi camping eksklusif di pinggir danau di Glamping Lakeside Rancabali¹⁷!” (Come on, feel the excitement of the exclusive camping sensation on the edge of the lake at Glamping Lakeside Rancabali!) with the hashtag #diIndonesiaAja in</p>	<p>n in Ciwidey while mentioning places and activities for travellers to visit or do. This video can be used as reference for tourist to find out what they can visit or do while also knowing health regulation implemented in the area.</p>	<p>health regulation for tourist destination such as temperature checking, wash hand, and wear of mask before entering the area.</p>	<p>Indonesia aja” (Cool air, lush trees, and stunning natural charms can be found only in Indonesia). This video has been watched 21.9M times and liked 417.9K times.</p> <p>In addition, there is 1,297 comments made by a viewer about this video. Generally the comments are mentioning that they agree with the video that Ciwidey provides cool air and how the viewers miss west java. For example, one of the viewers commented “yg pasti disini tu</p>
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¹⁷ is a tourist attraction and resort in Ciwidey with a large open nature concept dominated by tea gardens

	the video instead of in the caption.			sejuk jadi kangen jawa barat” (surely over there the air is cool, makes me miss west java). However, none of these comments are responded by the account manager of @indonesia.travel.
5 December 2020	This video focuses on how Dunia Fantasi (Dufan) ¹⁸ implements health regulation in the new normal era. The narrator in this video invites the viewer to see what kind of health regulation is implemented in Dufan which are wear of mask, wash hands, keep a safe distance, get temperature	The video provides information on how health regulation are implemented at Dunia Fantasi (Dufan) and can be used as reference before	This video promotes that Dufan is implementing health regulation for its visitor in a very strict manner. The video also promotes that every rides and the	There is call for action in this video told by the narrator which reads “Nah buat kamu yang mau ke Dufan yuk jangan lupa pesan tiketnya secara online terlebih dahulu dan tetap disiplin protocol kesehatan yang berlaku, yuk patuhi dan disiplinkan diri untuk kenyamanan dan

¹⁸ is an theme park located in Ancol, North Jakarta

	<p>checked, every ride & the surrounding area are disinfected every 4 hours. Rides in Dufan such as Halilintar (Roller Coaster) is operated with physical distancing regulation. The duration of this video is 1 minute and 42 seconds.</p> <p>The caption written for this video reads “Ke Dufan di masa Adaptasi Kebiasaan Baru, tetap seru, kan?” with the hashtag #WonderfulIndonesia #diindonesiaaja #dufanancol</p>	<p>considering visiting Dufan at this new normal era.</p>	<p>surrounding area of Dufan is disinfected every 4 hours.</p>	<p>keamanan bersama” (Well for you who want to go to Dufan, don't forget to online book the ticket and stay disciplined to the health regulation, let's obey and discipline yourself for the mutual convenience and safety). This video has been watched 4,108 times and liked 144 times.</p> <p>In addition, there are 3 comments made by the viewers about this video. One of the viewer commented “tapi Ada qorono” (but there is corona virus) while one other viewer commented</p>
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				<p>“Mantep Dufan” (Awesome Dufan). However, none of these comments are responded by the account manager of @indonesia.travel.</p>
<p>16 December 2020</p>	<p>This video mainly focuses on various outdoor activities that can be found in Scientia Square Park¹⁹, Tangerang. The health regulation in this video is shown subtly throughout the video. The actor wear mask while doing the outdoor activities and the employee serving the visitor also wear mask. The duration of this video is 1 minute and 2 seconds.</p>	<p>This video subtly shows how health regulation are implemented in Scientia Square Park Tangerang. This video can be used as reference for tourist to find</p>	<p>This video promotes that all outdoor activities in Scientia Square Park has implemented standard health regulation for tourist destination.</p>	<p>There is no call for action, or asking for comments in the video. However, this video has been watched 3,770 times and liked 208 times.</p> <p>In addition, there are six comments made by the viewers about this video. Generally, the comments say that Scientia Square Park is a nice place to visit.</p>

¹⁹ is a green open space with modern facilities as a center for student activities and public activities.

	<p>The caption written for this video reads “Seru banget jalan-jalan ke Tangerang²⁰ dan mampir ke Scientia Square Park! Bisa berkeliling sambil foto-foto keren, lho!” (It's really exciting to go to Tangerang and visit Scientia Square Park! You can walk around while taking cool photos!) with the hashtag #diindonesiaaja.</p>	<p>out what kind of outdoor activities available in the area while also knowing health regulation implemented in the area.</p>		<p>However, none of these comments are responded by the account manager of @indonesia.travel.</p>
<p>16 Decem ber 2020 - 2</p>	<p>This video mainly focuses on various activities and places for travelers to do and visit in Pantai Indah Kapuk²¹, Jakarta. The health regulation in the</p>	<p>This video shows that in the area of Pantai Indah Kapuk, all tourist</p>	<p>This video promotes that Pantai Indah Kapuk has implemented standard</p>	<p>There is call for action told by narrator at the end of this video which reads “ Apapun aktivitas kamu, tetap disiplin diri menerapkan</p>

²⁰ is a city located in Tatar Pasundan , Banten Province

²¹ is a residential complex located in Penjaringan , North Jakarta and Kapuk , West Jakarta

	<p>area is shown subtly by the actor in this video. The actor in this video is wearing mask while cycling around PIK. The actor also wash hands and get temperature checked before entering the restaurant at PIK. At the end of the video, the narrator reminds the viewer to stay discipline implementing health regulation. The duration of this video is 1 minute and 34 seconds.</p> <p>The caption written for this video reads “Di Pantai Indah Kapuk, Jakarta Utara ada apa? Ada banyak yang istimewa!” (What is in Pantai Indah</p>	<p>destination has implemented standard health regulation, especially the restaurants. The video shows before entering restaurant. Visitors are required to wear mask, wash hands, and get their temperature checked. This video can be used as</p>	<p>health regulation and the visitor of Pantai Indah Kapuk must stay discipline with health regulation in the area.</p>	<p>protocol kesehatan ya” (Anything you do, keep discipling yourself to implement health regulation). this video has been watched 6,097 times and liked 234 times.</p> <p>In addition, there are 3 non-related comments made by viewers in this video. However, none of these comments are responded by the account manager of @indonesia.travel.</p>
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	<p>Kapuk, North Jakarta?There are something specials!) with the hashtag #WonderfulIndonesia #DiIndonesiaAja</p>	<p>reference by travelers who are considering to visit Pantai Indah Kapuk during COVID-19 Pandemic</p>		
<p>17 February 2021</p>	<p>This video focuses on health protocol implemented in the event of Beli Kreatif Danau Toba²² Fair in Summarecon Mall Serpong, Tangerang. The narrator in this video reminds the viewer to comply to health regulation in the event which are wear of mask, wash</p>	<p>The video provides information on how health regulation are implemented at Beli Kreatif Danau Toba Fair and can be used as</p>	<p>This video promotes that Beli Kreatif Danau Toba Fair has implemented health regulation within the event by reminding viewers to comply to</p>	<p>There is a call for action told by the narrator in this video which reads “Yuk ajak keluarga untuk kunjungi BKDT Fair yang akan berlangsung sampai tanggal 21 Februari 2021, jangan lupa tetap disiplin menjalankan protokol kesehatan ya”</p>

²² is a large natural lake in North Sumatra, Indonesia, occupying the caldera of a supervolcano.

	<p>hands regularly, bring hand sanitizer, and keep a safe distance. The duration of this video is 1 minute and 12 seconds.</p> <p>The caption written for this video reads “Udah kangen ke Danau Toba? Gak perlu galau lama-lama! Langsung aja ke Summarecon Mall Serpong karena ada BKDT Fair di sana!”(Missing Danau Toba already?No need to be sad any longer!Just go to Summarecon Mall Serpong now, the have BKDT Fair!) with the hashtag #BeliKreatifDanau Toba.</p>	<p>reference before considering visiting Beli Kreatif Danau Toba Fair during COVID-19 Pandemic .</p>	<p>health regulation which are wear of mask, wash hands, bring hand sanitizer, and keep a safe distance if they wish to visit the event</p>	<p>(Come bring your family to visit BKDT Fair which will take place until 21 February 2021, don't forget to stay discipline to exercise health regulation). This video has been watched 2,395 times and liked 288 times.</p> <p>In addition, there is one comment made by a viewer about this video. The viewer commented “horas... salam dari Samarinda²³...”(Horas ... greetings from Samarinda”. However, this comment has not been responded by the account</p>
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²³ is the capital of the province of East Kalimantan

				manager of @indonesia.trave l.
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3.3 Focus Group Discussion Result

To answer the second research questions on the perception of young travelers towards @indonesia.travel's contents that focus on health regulation and protocols, two focus group discussions were conducted. As mentioned in the previous chapter, focus group discussions were conducted with 12 young people who are regular travelers. There were 6 respondents in the first focus group discussion consisted of people who are followers of @indonesia.travel *TikTok* account.

All of the respondent in the first Focus Group Discussion have been loving Traveling long before COVID-19 pandemic happen in the early 2020. The second focus group discussion was with 6 people who are also regular travelers but are not followers of @indonesia.travel. At the beginning of the focus group discussions, participants were shown 11 *TikTok* videos of @indonesia.travel that were used earlier in the textual analysis.

4.2.1 Young People's Dissonance about Traveling during the Pandemic

When asked about their experience Traveling during the pandemic, many respondents reported that they experienced the difficulty to go Traveling during pandemic. This difficulty was mainly due to the restrictions imposed by the government and the fact that many tourist destinations were event closed for tourists. For instance, respondent 1 from FGD 1 stated:

“Personally, it's really hard for me to travel during this pandemic. Especially for working people like me, where we are tied to an office, they are definitely looking for safety. Where we are limited, even though we work from home, we really have to work from home, so it can't be the home in Bali or the home in Sulawesi. So, actually from my own desire I really want it. How can other people do it, why can't we? But on the one hand, you have to look for safety too, you have to really hold yourself back. That's why the last year really can't go anywhere. Well, maybe recently the new normal has started.”

Nevertheless, while these respondents expressed their longing for Traveling, most reported the feeling of fear to travel when the infection rate of COVID-19 remains high. Even

respondent 2 of FGD 2 reported that she had never travelled since March 2020, not even to the malls or restaurant “Never been anywhere even just a stay cation has never been done.”

An exception was shown by Respondent 4 of FGD 1, he said that he finally found the courage to travel after seeing a video of @indonesia.travel that shows the safety measurements implemented by the tourist destinations in Lombok. He stated

“But lastly, in January, there was an agreement, uh, the opportunity, to go to Lombok and it really followed the COVID protocol, so what really, before we fly, we are like SWAB first until the results, if the results are negative like that, what do we do? the name, on the plane also follow the COVID protocol as well as those sitting at a distance. Even there, we always follow the COVID protocol as well, always wear masks. So if you want, do you want to continue traveling, do you want to travel during a pandemic, really want to. Oh yes, em, that's also why we dared to go to Lombok last January, right, because following em, I followed the *TikTok* account from the Ministry of Tourism, right? So if you look at it from there, is it okay if we want to do what activities, we want to go to Lombok, right? So the info is pretty good, it's pretty good, so it's okay, I still want that. But still, I'm a little aware of this pandemic.” According to this respondent, before going on plane, he was required to take SWAB test and the seating on board also implement physical distancing.

Furthermore, when the respondents were asked why they are afraid to go Traveling in pandemic, their answer are pretty similar. Information regarding health regulation in tourism destination given by Ministry of Tourism and Creative Economy through their *TikTok* account is generally good according to the respondent but it does not make them less afraid to go travel. One of the respondent mentioned that he is still afraid because even health protocol are implemented in the tourism destination, the risk of getting infected is still there. The other respondent also mentioned that she is still afraid to go Traveling due to local people in tourist destination usually does not aware with health regulation.

Respondents later were asked if Indonesia is safe for travel and if the government guarantee travellers safety. Most respondents mentioned that after watching @indonesia.travel *TikTok* video regarding health regulation in tourist destination, they think that traveller's safety is their own responsibility, the government is only limited to providing information through

their *TikTok* account. One respondent mentioned that if the government could post promotional video like they did in their *TikTok* account, they supposed to guarantee the travellers safety yet he personally still feel afraid to go Traveling.

4.2.2 @indonesia.travel's Contents and Young People's Change of Belief

Afterwards, respondents were asked about their perception and if the video raised their interest to go Traveling. Most respondent gave positive comment to the video and appreciated government's effort in socializing the implementation of health regulation in tourism destination. According to all respondent, the video successfully raised their interest to go Traveling during pandemic but two respondents concern about how the health regulation is actually implemented in the real situation as the video shown is a directed and may not reflect the actual condition.

Respondent 1 of FGD 1 stated "If you ask whether you want it to travel or no, I want it. I am just afraid, afraid and worry about that." From this we can see the dissonance that has reached the travelers from the account of indonesia.travel. from the *TikTok*'s posts it seems secure and the government can be trusted enough to set the protocol.

Respondent then asked if the post in @indonesia.travel clearly describe tourism in Indonesia and if they got new information from it. All respondent mentioned that the video clearly describes how tourism in Indonesia during pandemic although two of them concerns about the information only covers Java Island and some videos does not explicitly mention the health regulation, only shown by the actors in the video. As for the new information, respondents mentioned they all got new information from the video which are how health protocol are applied in tourism destination and new destination for travel.

4.2.3 @indonesia.travel's Contents and Young people's Change of Action

From respondent 4 of FGD 1 stated "more or less I follow the account from December 2020. Because at that time I wanted to go to Lombok. So, advice from Respondent 5.1 to see the account, to get information to go to Lombok. At that time I just wanted to look for progress of traveling during pandemic. But after following I finally felt like, like in the video, it turns out that in Scientia Park, there is, there is, our own house, yes, it turns out there are tourist attractions, there are places to mix. Scientia Park has been around for a long time, but I just found out that if it turns out to be interesting, it can refresh your eyes too."

From respondent 2 of FGD 2 stated “It doesn't have to be that just traveling can be affected by COVID-19, right. So it must be, an obligation to use mask. So, in Indonesia, it's the people themselves. Maybe the government has designed the best possible process and what is it called, its implementation. Then the rules change like before, suddenly people have booked plane tickets, hotels, all kinds of things, then suddenly Bali has to do SWAB, right? Well, that's right, we are also confused, right? If you want to travel, the regulations are still changing, right, because the government is also inconsistent.”

Most of the respondents feel they wanted to go after see the posts from @indonesia.travel *TikTok* account but they still worried, and 4 of the respondents chose to travel after see the posts. So they still believe in the protocol, and government. However they do not believe 1 that the Indonesian tourists people have good compliance that it will be easy to manage these undisciplined people because of the wide scope and many tourist areas.

From respondent 3 of FGD 2 stated “The government has tried. The effort is okay, I mean, the effort to maintain the health protocol is already good. It's just that if you look at the visitors, the Indonesian people are a bit difficult to manage. Like yRespondent 1.1day, during Eid, until it was closed, several tourist attractions were like that. I mean, if you say it's safe, in my opinion, you can say it's not yet, it's not safe. If you want to be safe, really looking for safety, it's better not to. Avoid. If you really want to go on a tour, first look at what the place is like, then the time to come too, see too.”

4.2.4 @indonesia.travel's Contents and Young People's Change of Perception of Action

Most of the respondents reported that they choose to no to travel during this pandemic. But the intentions are change from do not want to travel at all because they taught traveling during pandemic is dangerous, to consider that they willing to travel but still think about the risks.

From respondent 4 of FGD 1 stated “want to travel during a pandemic, really want to. that's also why we dared to go to Lombok last January, right, because I followed the *TikTok* account from the Ministry of Tourism, So if you look at it from there, is it okay if we want to do what activities. So the info is pretty good, so it's okay, I still want that. But still, I'm a little aware of this pandemic.”

4.3 DataAnalysis

Findings from the textual analysis show that from the three components of content matrix, which can ensure good quality social media content, only two components were met by the contents of @indonesia.travel. These two components are value adding and self-promotion. As seen in Table all the contents provide useful information about the health protocols imposed by the government to the tourist destinations. This information is very useful for tourist to inform them on which locations that have implemented the health protocols as recommended by the government. This is essential information that contribute to their decision making about traveling in this time of pandemic.

In addition, the contents of @indonesia.travel also show good degree of self-promotion. As this account is intended to boost tourism in this pandemic, it presents good promotional messages in form of assurance about the safety of travel implemented by the different tourist destination controlled by the government. Safety is such an important consideration for many tourists to decide whether or not they want to travel right now. Therefore, this type of promotion is appropriate considering the situation.

Nonetheless, there is very minimal interactions initiated by this account. While some videos include call for action or participation from viewers, this interaction was not extended in the comment section. As seen in Table , when there were comments made by followers on the video, the admin of the account did not make any reply. According to telepresence theory, the message and the mediated environment are associated with perceptions of interactivity. So, the interactivity is key in social media, This is because it could increase the quality of communication. Therefore, this account has failed to take advantage of this opportunity and this may have caused the lack of engagement that the followers have with this account.

The focus group discussion results taken show that most are still afraid to start traveling even though they have a strong desire to do so. Coupled with the fact that the government does not have enough power to regulate the situation other than implementing health protocols. Few of the respondent stated that the government is not consistent enough and doesn't have a full control on managing the travelers. All depends on collective compliance. Based on Festinger theory it shows that these young travelers have dissonance about Traveling during the

pandemic. The FGD result show that they have the intention and the longing for traveling. However, this intention is not consistent with their belief that Traveling during the COVID-19 pandemic is highly dangerous.

Things that must be considered by travelers are choosing a place that is not too crowded and a place that establishes health protocols. Each of us should take care of each other, self-awareness becomes very important here. Respondent 2 of FGD 2 stated "The implementation has been very good, how are facilities for hand washing, hand sanitizer, temperature measuring devices provided. Overall it's good. One thing that can be improved is discipline, there must be people or guards and the travelers themselves who really work seriously in implementing the health protocol. So it can be safe for anyone."

Then there are a few of respondents who feel moved and believe in being able to travel safely after consuming @indonesia.travel *TikTok* content. The @indonesia.travel *TikTok* content is very clear and gives a sense of trust to be able to travel safely. However, all respondents agreed that the most influential factor and which the government could not control was the people themselves. So, they believe each traveler must be able to take care of themselves and obey health protocols.

Based on the theory, the respondents feelings, urge, or believes to travel are not inconsistent with their performances, attitudes, or what are they actually doing. They supposed to travel, but because of the pandemic, the fear of being infected plays more roles in their decision making.

One thing that we can do is to change our behavior. This is one of the ways to reduce the dissonance. Then, changing the behavior is often really difficult. The usual or the common way to change the dissonance back to equilibrium is to increase the attractiveness and to decrease the attractiveness of the rejected alternative. This is called spreading apart the alternatives.

Another way to fix the dissonance is to change the attitude. This is the most possible way in term of traveling this time. By implementing health protocol, washing hands, using hand

sanitizer, using mask, and do the social distancing. This is what @indonesia.travel *TikTok* trying to do by trying to reduce the discomfort using attitude changes.

The respondents are also highly value the chance of traveling even if it's need a health protocol. We could spend a lot of times in order to wait the traveling become normal again, but the dissonance would be caused if then it's not worth the wait. By implementing health protocol while traveling which is not fun, travelers still doing all those efforts in order to keep the travel activities alive.

Described by Matiza (2020), a pandemic usually has a negative impact on the image of a destination, and travelers tend to avoid destinations that they consider to be risky. This avoidance of specific destinations can be attributed to cognitive dissonance. It is caused by the easing of the traveler's intrinsic motivation to travel due to related perceived risks.

Cognitive dissonance is primarily a mental state that occurs as a result of inconsistencies related to different perceptions (usually positive and negative), and its consequences include decision-making behaviors aimed at mitigating the adverse effects of consumer decision-making.

The uncertainty and the lack of full control by government on implementation of health protocol is also leading to dissonance. This is described by the respondents statement on how to protect ourselves and cautions even when traveled to the government supported destinations. From respondent 2 of FGD 1 stated that travel desire is high, but the anxiety is also high.

Most of the people have dissonance, feeling insecure about traveling during the pandemic. On the other side, there are also people that willing to take the risk. That actually travels during the pandemic either because of works or just for the sake of a vacation. The government effort also encourages people to do traveling and vacation in safe ways by implementing health protocols.

Some people actually believe in the government about the effort made to make sure the people could travel safely by implementing health protocols, but there is a big doubt from the same people that knowing that the ability and willingness of the community to comply with health protocol regulations, and the government's ability to control people who do not comply. They still have doubts in these cases.

Then we look at the @indonesia.travel *TikTok* content and their strategies and communication in promoting safe traveling in Indonesia during the COVID-19 pandemic by implementing health protocols. When we talk about the perception of *TikTok*'s content, there are things I want to highlights such as:

1. The content is actually informative

“Lots of new information. I got lots of new informations about tourist attraction that I didn't know before. Oh, it turns out that there is this thing in Jogja, huh?” Respondent 3.1's explanation about the content. We tend to reduce the dissonance by changing our attitudes and behavior. With the total amount of likes and comments they got, I think this *TikTok* account project drawn opinions that the people of Indonesia trust their government on how to handle the traveling during the pandemic project.

2. Clearly shown in the video that the prevention of COVID-19 spread is actually operated

From respondent 2 of FGD 1 stated “From the video, it's very clear if they explained about the health protocol.” We don't know about the actual fact of this. Is it really implemented or just for video purposes only. It's good if it's actually implemented and people actually comply with it.” This is the dissonance knowing the habit and typical Indonesian people.

3. Convincing message

From respondent 1 of FGD 1 stated “The explanation, it's very clear. Those helps refresh the memory about traveling. They also provide a lot of informations like traditional game, stories, and foods too. Sometimes there are new things too like, places. Would make it easy for us as local residents.” on the messages given by the account. If only based on content, the message is quite convincing that tourism health protocols in Indonesia are strict. They also understand that the attitude of Indonesians is undisciplined and it is difficult for the government and tourism industry implementers to control this undiscipline. Same as the previous point.

The content arouses the longing desire to travel

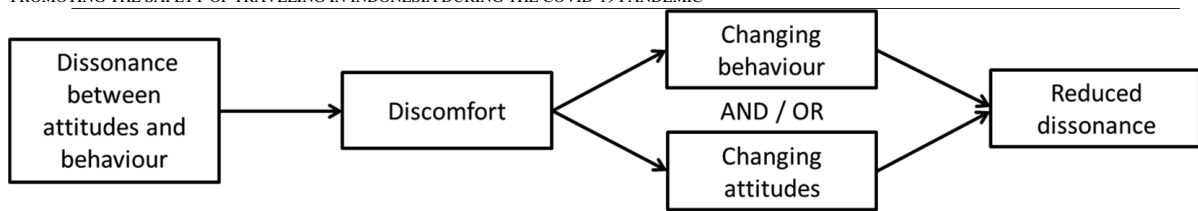
From respondent 1 of FGD 1 stated "The desire for traveling so greatly increased, it should be tried." When we look at the account's content, it's all about the joy of traveling and the government's effort to encourage its people to travel. The content really arouses the longing and desire to travel. Especially for the people who do travel a lot prior to the pandemic.

Overall, the *TikTok* content has quite a positive effect on people's dissonance (awakening longing desire to travel), and the content is quite convincing when showing the protocols applied in the tourist attractions. But there is another factor that influences their dissonance, that is the strong belief about the indiscipline of Indonesians and this is something that people find difficult for the government to control.

Research by Tsang (2017) shows that people may avoid unproven sources when experiencing negative emotions. Therefore, people are actively looking for more interesting information, and people are actively preventing things that may cause them to deviate from their goals. In short, the turning point where people no longer want conflicting information may have to do with emotions, not just because of mismatches in beliefs. This is consistent with scholars who claim that emotional responses maintain the effects of disharmony, not just cognition.

Reference theory. The cognitive dissonance theory of communication was first proposed by American psychologist Leon Festinger in the 1960s. Festinger's theory believes that when someone has two or more beliefs that are not compatible, contrast, or opposite at the same time, cognitive dissonance usually occurs. This is normal because people will encounter different situations that will trigger conflicting thought sequences. Then, this conflict leads to psychological distress. According to Festinger, people who have experienced ideological conflicts often try to achieve an emotional balance to reduce psychological distress. This balance is achieved in three main ways:

1. Play down inconsistent thoughts.
2. Try to overcome uncoordinated thoughts with coordinated thoughts.
3. Lastly, incorporate inconsistent thoughts into their current belief system..



Inconsistency plays an important role in persuasion. In able to persuade people, we need to let them experience disharmony and then make suggestions to resolve or at least reduce the discomfort or dissonance at this picture. One thing to keep in our mind, there is no guarantee that the audience will change their mind, the theory is that there is no unconvincing awkwardness. Without discomfort, people have no motivation to change. Similarly, it is this discomfort that motivates people to selectively expose (that is, avoid negative information) as a strategy to reduce disharmony.

According to Festinger's theory, individuals who encounter attitudes or perceptions that are contrary to their previous decisions will experience some kind of psychological distress. He calls this dissonance "disharmony" and proposes several ways to deal with it: a) add consonant cognition, b) subtract disharmony cognition, and c) increase the importance of consonant cognition. Based on this logic, selective exposure is a strategy to reduce imbalance.

This study, conducted by De Vos and Singleton (2020), redefines the theory of cognitive dissonance (in the context of travel behavior), which focuses on the dissonance between attitudes and behaviors, thereby excluding the differences between attitudes. Disorder, use the term "attitude" (defined as the degree of favorable or unfavorable evaluation or evaluation of a person, object, or behavior) and refer to (dis)satisfaction to describe this mental state, because this term is most commonly used in travel behavior researching.

So, *TikTok* account's communication strategies in promoting the safety of traveling in Indonesia during the COVID-19 pandemic kind of implementing the theory by putting people who consume the content in the discomfort and then offering them the proposal (to travel with restriction and by implementing health protocols) as a way to resolve the discomfort.