

CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The purpose of this research is to examine the impact of promotional messages in @indonesia.travel *TikTok* account to Indonesian young travelers' dissonance about traveling in Indonesia. Promotional messages in this research are proxied by promotional video posted on @indonesia.travel *TikTok*'s account regarding how traveling in Indonesia during the COVID-19 pandemic that were shown to the respondents during Focus Group Discussion. Dissonance about traveling during COVID-19 pandemic is proxied by the desire to travel and people's perception that traveling during pandemic is dangerous.

Based on the results of the analysis in chapter 4, it can be concluded that:

1. Ministry of Tourism and Creative Economy (Ministry of Tourism and Creative Economy) promotes Indonesia tourism industry through informative promotional video in their *TikTok*'s account. All of those promotional videos include comprehensive explanation on how health regulation is implemented in every posted video as previously described on Textual Analysis section. Total of views, likes, and comments as stated in Textual Analysis table received by those videos proved Ministry of Tourism and Creative Economy's effort to revive Indonesia tourism industry during COVID-19 pandemic through social media. While the contents of @indonesia.travel fulfill two criteria of the content matrix of social media contents, which are value adding and self-promotion; these contents do not meet the last criteria, interactivity. The admin of @indonesia.travel did not take advantage of the interaction opportunity, that characterise social media communication.
2. Based on Focus Group Discussion conducted in this research, Contents of @indonesia.travel are perceived as informational and trustworthy and are even able to entice these young travelers to start Traveling again. However, there are other factors that contribute more strongly to these young people's dissonance. These factors include their belief that Indonesians are not disciplined in practicing COVID-19 preventions, such as physical distancing, mask wearing, and regular handwashing; and their belief that despite the strict

government regulation imposed to tourist destinations (as seen in the *TikTok* contents) controlling the implementation of such regulation in real life is very difficult.

3. Generally, through the Focus Discussion Group, it can be concluded that respondent's dissonance to travel can be reduced after being shown the video from @indonesia.travel *TikTok* account due to its informative content, clarity in explaining the implementation of COVID-19 prevention regulation, convincing message, and the ability to increase respondent's desire to travel during COVID-19 pandemic (interesting content) measured by likes, views, and comments received by the promotional video content.

5.2 Recommendations

Traveling during pandemic is a relatively new topic, especially the pandemic of COVID-19 which started to spread in Indonesia in early 2020. As well as the *TikTok* account of @indonesia.travel, their content regarding traveling during COVID-19 pandemic is relatively new. For future research, my recommendation would be to conduct interview with the representative of Ministry of Tourism and Creative Economy to find more details on the strategies that they try to implement through their *TikTok* account. In addition, surveys with a large number of young travelers as respondents can also be conducted in order to better describe how the use of *TikTok* video can reduce the dissonance in traveling during pandemic.

