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The Relationship Between Social Media and Customer Visits at Tourist Destinations: Case Study of Bali Indonesia

Hubungan Antara Media Sosial dan Kunjungan Pelanggan Pada Tujuan Wisata: Studi Kasus di Bali Indonesia

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Abstract – This study examines the relationship between social media use by zoos in Bali, Indonesia, and tourist visits. The study investigates how effectively these platforms engage visitors and disseminate information by analyzing the official websites, Instagram accounts, and Twitter accounts of five zoos, combined with visitor surveys. The method used was to conduct a survey of visitors to tourist destinations. The survey results were processed using tools to determine the preferences of visitors to tourist destinations. The survey results showed that visitor preferences for communication channels differed between zoos, highlighting the importance of tailoring social media strategies to target audiences. By mapping visitor expectations against actual social media management practices, the study identifies areas for improvement and proposes a new framework for analyzing the effectiveness of digital communication media in parks and recreation. This framework allows zoo management to better align their social media strategies with visitor preferences, ultimately improving communication and potentially increasing tourist visits.

Keywords: digital media, social media, tourism service sector

Abstrak – Studi ini meneliti hubungan antara pemanfaatan media sosial oleh kebun binatang di Bali, Indonesia, dan kunjungan wisatawan. Dengan menganalisis situs web resmi, akun Instagram, dan Twitter dari lima kebun binatang, dikombinasikan dengan survei pengunjung, penelitian ini menyelidiki seberapa efektif platform ini menarik pengunjung dan menyebarkan informasi. Metoda yang digunakan adalah dengan melakukan survei kepada para pengunjung tujuan wisata. Hasil survei diolah menggunakan tools untuk melihat preferensi dari pengunjung tujuan wisata. Hasil survei menunjukkan bahwa preferensi pengunjung untuk saluran komunikasi berbeda di antara kebun binatang, yang menyoroti pentingnya menyesuaikan strategi media sosial dengan audiens target. Dengan memetakan ekspektasi pengunjung terhadap praktik manajemen media sosial yang sebenarnya, penelitian ini mengidentifikasi area untuk perbaikan dan mengusulkan kerangka kerja baru untuk menganalisis efektivitas media komunikasi digital di taman dan rekreasi. Kerangka kerja ini memungkinkan manajemen kebun binatang untuk lebih menyelaraskan strategi media sosial mereka dengan preferensi pengunjung, yang pada akhirnya meningkatkan komunikasi dan berpotensi meningkatkan kunjungan wisatawan.

Kata Kunci: media digital, media sosial, sektor jasa pariwisata

INTRODUCTION

Indonesia is a country located in Southeast Asia, straddling the equator. It is situated between the Asian mainland and Australia, with the Pacific and Indian Oceans on either side. Indonesia's geographical coordinates span from 6° North Latitude to 11° South Latitude, and 95° East Longitude to 141° East Longitude. It is the world's largest archipelagic country, comprising over 17,000 islands. Indonesia's population is approximately 270 million as of 2018,

making it one of the most populous nations globally. Tourism is an essential economic sector in Indonesia, contributing significantly to the country's foreign exchange earnings and economic growth (Azam, Mahdiat, Hafeez, & Bakhtyar, 2022). In 2017, Indonesia welcomed 270 million domestic tourists and 15.8 million international visitors. Tourist attractions in Indonesia include parks, recreation centers, sports, culture, and diverse natural landscapes. Many of Indonesia's tourist destinations are recognized as

UNESCO World Heritage Sites, with significant potential for further development to drive economic progress (Musikanski, Rogers, Smith, Koldowski, & Iriarte, 2019). In 2018, Indonesia recorded 6 million foreign tourists and over 12 million domestic tourists.

Bali, an island located east of Java, is Indonesia's most popular tourist destination. Bali's tourism industry generates substantial foreign exchange revenue for the country, amounting to 70 trillion Rupiah. The number of tourists visiting Bali continues to increase each year, with 6 million foreign tourists and more than 12 million domestic tourists recorded in 2018. Bali's tourism is a combination of natural and cultural attractions, including its beaches, landscapes, and cultural heritage. One of the most visited sites in Bali is its network of zoo recreation centers, which include five main locations: Zoo "A", Zoo "B", Zoo "C", Zoo "D", and Zoo "E". Zoos play a dual role, serving as profit centers and educational institutions promoting environmental conservation (Pitas, Powers, & Mowen, 2021). The effective use of social media as a marketing tool is crucial for tourist destinations, as it allows for the dissemination of educational content alongside promotional information. With the widespread use of mobile communication technology, travelers can easily browse social media to discover and plan their visits to various destinations (Shamsu et al. 2022).

LITERATURE REVIEW

Factors that visitors of a tourist site consider are the physical environment, social environment, temporal perspective, antecedent state of the consumer, and task definition (Rice et al., 2022). The influence of the media and the internet communication media has become integral to our daily lives (Ratana, 2018). The use of appropriate media and technology can be a motivating factor for visitors to visit tourist attractions. Using suitable media will make visitors feel cared for, get the correct information, obtain information quickly, and gain added value from the information provided (Leung, Sun, & Bai, 2021). Thus, it is necessary to have intense communication or a continuous connection between the managers of tourist attractions and visitors.

Digital applications have been widely used to communicate needs in tourist centers. Digital Media needs to be analyzed to assess the effectiveness of communication between management and visitors

(Sanchez, Deegan, & Ricardo, 2022). The difference in quality shows positive results with the development of communication media. The research concluded that social media relates to brand relationship quality. There are superior digital media in information delivery and digital media in two-way communication (Huang, Yang, Baek, & Lee, 2016). Digital social media needs to be managed carefully and adequately. Errors in the management of digital social media can be fatal. Visitors who complain through social media must be appropriately handled; wrong handling can damage the brand of tourist attractions (Dolan, Seo, & Kemper, 2019). Social media needs to be analyzed to obtain a mapping of the relationship between customer perception and media usage (Herlina, 2022).

Tourist destinations in various parts of the world have started to undergo significant digitalization in various fields. Communication with the media is increasingly needed, especially with the current Covid-19 pandemic (Bajwa, Khan, & Waheed, 2022; Jamil, Panagiotou, Fragkoniopolous, & Gladkova, 2022). Digital media has transformed from merely transforming information to becoming a media model that is able to influence many people, causing the use of digital media to be verified and utilized properly (Wijaya, 2019).

A study entitled "Acessibilidade em sites oficiais de turismo dos estados que compõem a Rota das Emoções" or "Accessibility on official tourism websites of the states that make up the Rota das Emoções - Brazil" analyzes the use of the websites of the two states that make up Rota das Emoções in Brazil. This study employs a case study design and a qualitative methodology. Research on the topic was conducted through literature and documentaries. The official tourism website route research was used to acquire data. Two comparative and descriptive methodologies were utilized to analyze the two sets of data. The results show that the three states have websites that are completely built, accessible, and highly usable (Araújo, Oliveira, & Perinotto, 2022).

In a 2023 publication, Giacomo Figa Talamanca's paper "Frameless Folk Psychology" examines the impact of social media usage (Talamanca, 2023). The study posits that the rise in online hostility and polarization can be attributed to the stark contrast between virtual and face-to-face interactions. In everyday offline settings, socially shared and context-dependent norms guide our understanding of others' behaviors and mental states.

However, the paper argues that social media platforms, through intentional design choices focused on financial gain, distort social cognition. Specifically, the absence of shared social norms and the extreme user-centricity of platform interfaces not only impede our ability to comprehend others but also promote testimonial injustice in online interactions.

In a 2023 publication, Piko Bettina and Kiss Hedvig examined the characteristics of smartphone and social media usage among young individuals. Their study, titled "Az okostelefon- és közösséggimédia-használat néhány sajátossága egy fiatalok körében végzett online felmérés alapján", explored the role of media and information technology in modern life, particularly for youth who rely on these tools for communication, education, and social connections (Bettina & Hedvig, 2019). The research revealed that while these technologies offer convenience and opportunities, they also present significant challenges, including addiction stemming from excessive use. The study distinguished between internet, smartphone, and social media addictions, recognizing the unique features of each that warrant separate investigation. The researchers surveyed 244 participants aged 14 to 30 years, aiming to understand the underlying factors contributing to these addictions and their manifestation in daily life. The findings indicated that the pervasive and entertaining nature of smartphones, coupled with their accessibility and convenience, play a pivotal role in fostering addiction. Moreover, gender differences emerged in app usage patterns, with girls favoring platforms like Pinterest and boys gravitating towards online games. Interestingly, the study found that both smartphone use and addiction tend to decrease with age, suggesting a developmental or lifestyle-related shift in technology reliance over time. These findings highlight the need for a nuanced understanding of technology addiction, considering its universal appeal and the individual differences influencing usage patterns.

RESEARCH METHOD

This research analyzes two groups of data. Primary data was obtained from a survey of visitors to five zoos on Bali Island, and secondary data was retrieved from site analyzer pages. The five zoos used as case studies in this study are located on the island of Bali, as shown in Figure 1.



Figure 1 Location of five zoos on the island of Bali, Indonesia

The research design stages involved analyzing existing digital media such as the official website, Twitter, and Instagram. Two methods of analysis were used: a website analyzer and a survey to gather the perspectives of zoo visitors. Digital media can be analyzed in various ways, as studied by Elena Vartanova in their digital news consumption analysis (Vartanova, Cherevko, Tolokonnikova, & Dunas, 2019; Vartanova & Gladkova, 2022). The digital media analysis in this study consists of the following:

- Traffic analysis for the official website;
- Analysis of search sources for the official website;
- SEO / Search Engine Optimization analysis for the official website;
- An official Instagram Engagement Rate analysis, which measures the influence of an Instagram account on followers and the level of follower participation in content posted by management (Gao, Miao, Baras, & Hajiaghayi, 2016);
- Analysis of the official X (Twitter) is based on the number of tweets, followers, follower ratio, listed replies, and retweets.

Study Design

Even though the social media Twitter has been renamed X, X users in Indonesia are still more familiar with the social media Twitter, so in the research the term Twitter is used instead of X. This study was carried out using several research steps. Figure 2 shows the stages of the study to analyze digital communication media on tourism in Bali.

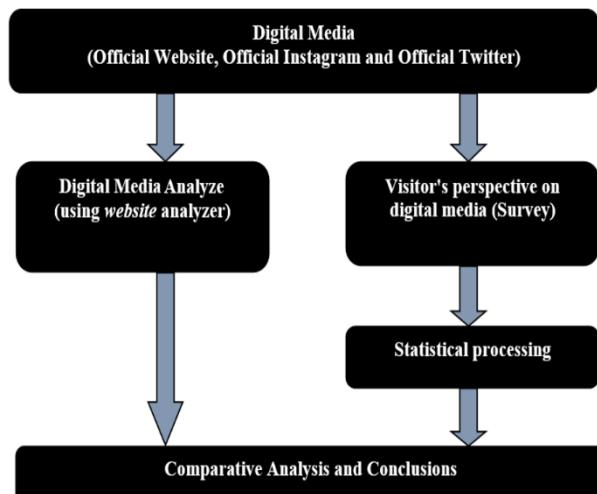


Figure 2 Research stages

A survey was conducted to gather perspectives from visitors to five different zoos. The study utilized quota sampling as its sampling technique. This method establishes a specific target number that must be achieved when sampling from an indefinite or unmeasured population. Quota sampling was chosen because the exact number of visitors at each zoo is unknown. The process for implementing quota sampling involves three steps:

- Dividing zoo visitors into domestic tourists, foreign tourists, and gender;
- Determining the proportion of each group within the overall population. Given the study's aim to analyze digital communication media, the sample consists of zoo visitors who frequently use social media, identified as individuals aged 15-60 years;
- Conducting a final analysis comparing the proportion of subgroups to the total population, ensuring that the sample size for each subgroup is equal.

Research Sample

This study involved 150 visitors from five zoo visitors in Bali. One hundred and fifty visitors were asked about their preferences for using digital communication media to get information about the zoo they visited.

$$Z = \sum_{i=1}^n Rank \times Z_{1/n} \quad (1)$$

$$Y = Z + |Z_{min}| + 1 \quad (2)$$

Where :

- Rank = value of the total rank for each digital communication media
- Z = normal curve value
- Zmin = Smallest value
- Y = The most important sequence value
- The confidence level in the statistical process for measuring rank orders is 90%.

The analysis of the three digital communication media utilized various analysis tools. The website media was examined using Alexa Metrics, evaluating parameters such as site rank, search traffic, share of voice, number of sites linking, and daily time on the site. Additionally, Similar Web was employed to assess direct, referral, search, social, mail, and display traffic. For Instagram media, the Influencer Marketing Hub was used to analyze metrics like followers, likes, posts, comments, engagement rate, and estimated earnings per post. Twitter media was analyzed using Foller Me, which provided data on tweets, followers, following, follower ratio, listed, replies, tweets with mentions, tweets with hashtags, retweets, tweets with links, and tweets with media.

Each digital communication medium had multiple parameters analyzed, but a key parameter was identified for each. These key parameters were calculated to determine the value of digital media usage for each zoo management. The key parameters for each zoo are presented in Table 1.

Table 1 Parameters that are important in each digital communication media

Communication Media	The most needed information	Main Parameter
Website	Lots of information	Pages
Instagram	The number of photos	Post
Twitter	The number of replies	Replies

After analyzing the digital communication media, the overall results will be discussed with the perspective of the survey results.

Data Analysis

The official website analysis uses several website analyzers, including Alexa Metrics and Similar Web. The results of the official website analysis using Alexa Metrics are shown in Table 2.

Table 2 Analysis of the official website of the five zoos

Zoo	Global Site Rank	Average Search Traffic	Average Share of Voice	Link Sites	Daily Time Of site (Minutes)
A	1,854,999	65.08%	24.88%	69	4 : 17
B	734,207	32.14%	28.92%	172	3 : 14
C	2,356,802	93.20%	23.21%	27	0 : 40
D	1,541,364	16.04%	19.11%	6	2 : 56
E	1,412,588	28.33%	26.01%	253	2 : 21

Among the five zoos, the Zoo "B" Official Website has the highest ranking. This ranking is calculated using a combination of the average daily visitors to the site and the pageviews on the site over the past three months. Search Traffic, which represents the percentage of organic search referrals to the site that comes from a particular keyword, is the highest for Zoo "C". Share of Voice, the percentage of all searches for a keyword that sent traffic to the website, is relatively similar across the five zoos. The number of Sites Linking, or the sites that link to the official website, is the largest for Zoo "E"'s Official Website. The daily time of the site, which is the average time in minutes and seconds that a visitor spends on the site each day, is the longest for the Zoo "A" official website.

The Instagram analysis uses Influencer Marketing Hub to gather data like followers, likes, posts, comments, engagement rate, and estimated earnings per post. Table 3 summarizes the Instagram analysis for the five zoos.

Table 3 Analyze the source of the official website search

Zoo	Direct	Referrals	Search	Social	Mail
A	6.33%	8.09%	5.48%	0%	0%
B	26.66%	7.76%	4.30%	0%	1.28%
C	68.40%	1.88%	9.72%	0%	0%
D	23.96%	9.61%	65.75%	0.68%	0%
E	20.71%	1.61%	7.50%	0.18%	0%

The official websites of the five zoos were analyzed using Similar Web, as shown in Table 3. The official website of Zoo "C" is the most frequently accessed by visitors, with 68.40% of visitors directly typing the website address (www.balibirdpark.com). In contrast, the other four zoos rely more on search engines to drive traffic to their official websites. Other sources of official website access include referrals from other websites, while access from social media, email, and display advertising is minimal.

The official Instagram accounts of the five zoos were also examined, with the results presented in Table 4. The analysis used the Influencer Marketing Hub to assess the activity on each Instagram account.

Table 4 Activeness Instagram Account

Zoo	Follower	Likes	Post	Comment
A	50,106	3,552	2,112	159
B	67	35	6	2
C	12,535	1,225	567	38
D	41,612	13,820	714	162
E	6,083	1,138	849	12

The official Twitter accounts of the five zoos studied were analyzed to assess their activity. The analysis was conducted using Foller.Me, and the results are presented in Table 5, which shows the activeness of each Twitter account.

Table 5 Twitter Statistic

Zoo	Tweets	Followers	Following	Follower ratio	Listed
A	5,044	8,921	3,070	2.91	52
B	8,868	9,069	363	24.98	52
C	682	773	410	1.89	5
D	51	519	31	16.74	0
E	7,743	6,691	2,563	2.61	83

Table 6 shows that Zoo "A", Zoo "B", and Zoo "E" have a large number of tweets and followers. Zoo "E" has the highest number of replies, which is very good because Twitter's main function is two-way communication. In contrast, Zoo "C" and Zoo "D" are not very active on their Twitter accounts.

Table 6 Twitter Analysis

Zoo	Replies	Tweets with @mentions	Tweets with #hashtag	Retweets
A	1%	17%	33%	13%
B	0%	0%	18%	0%
C	0%	13%	30%	0%
D	0%	4%	9%	2%
E	12%	46%	9%	29%

RESULTS AND DISCUSSION

The subsequent survey involved visiting the five zoos and randomly sampling their visitors. Each respondent was asked to rank the three communication media - official website, Instagram, and Twitter - as number one, two, or three, with the media ranked as number one considered the most

essential and the media ranked as number three the least important media.

Statistical analysis revealed that visitors to Zoo "A" and Zoo "D" prioritize information from Instagram, while visitors to Zoo "B" and Zoo "C" prioritize information from the website. Meanwhile, visitors to Zoo "E" prioritize information from Twitter.

Table 7 The main parameter of each communication media

Media	Main Parameter	Zoo A	Zoo B	Zoo C	Zoo D	Zoo E
Website	Pages	128	131	57	123	103
Instagram	Post	2,112	6	567	714	849
Twitter	replies	1%	0%	0%	0%	12%

Table 7 shows the indicators that are most needed for each communication media, combined with the results of the digital media analysis. The data is sorted by looking at the difference in the data, and the results are presented in Table 8.

Table 8 The main rank parameter of each communication media

Media	Main Parameter	Zoo A	Zoo B	Zoo C	Zoo D	Zoo E
Website	Pages	1	1	3	1	2
Instagram	Post	1	3	2	2	2
Twitter	replies	2	3	3	3	1

Table 9 presents the mapping between visitor expectations and the management of communication media by zoo managers, based on the analysis of communication media data and survey results. This mapping combines primary and secondary data. The primary data is derived from the survey results

discussed in Tables 7 and 8, while the secondary data is sourced from the social media analysis detailed in Tables 2, 3, 4, 5, and 6.

Figure 3 illustrates the communication media mapping across the five zoos. The ideal outcome is for communication media ranked as most important by visitors to have higher indicator values, while media ranked as least important need not have high values. Some zoos, such as Zoo "A", Zoo "B", and Zoo "E", are effectively utilizing their digital communication media, whereas others, like Zoo "C" and Zoo "D", still need to enhance their effectiveness in this regard.

Table 9 Mapping the value of expectations and management of communication media

Zoo	Media	Communication	
		Media perception needed by visitors	Main parameter value
A	Website	2	128
	Instagram	1	2,112
	Twitter	3	1%
B	Website	1	131
	Instagram	2	6
	Twitter	3	0%
C	Website	1	57
	Instagram	3	567
	Twitter	2	0%
D	Website	2	123
	Instagram	1	714
	Twitter	3	0%
E	Website	3	103
	Instagram	2	849
	Twitter	1	12%

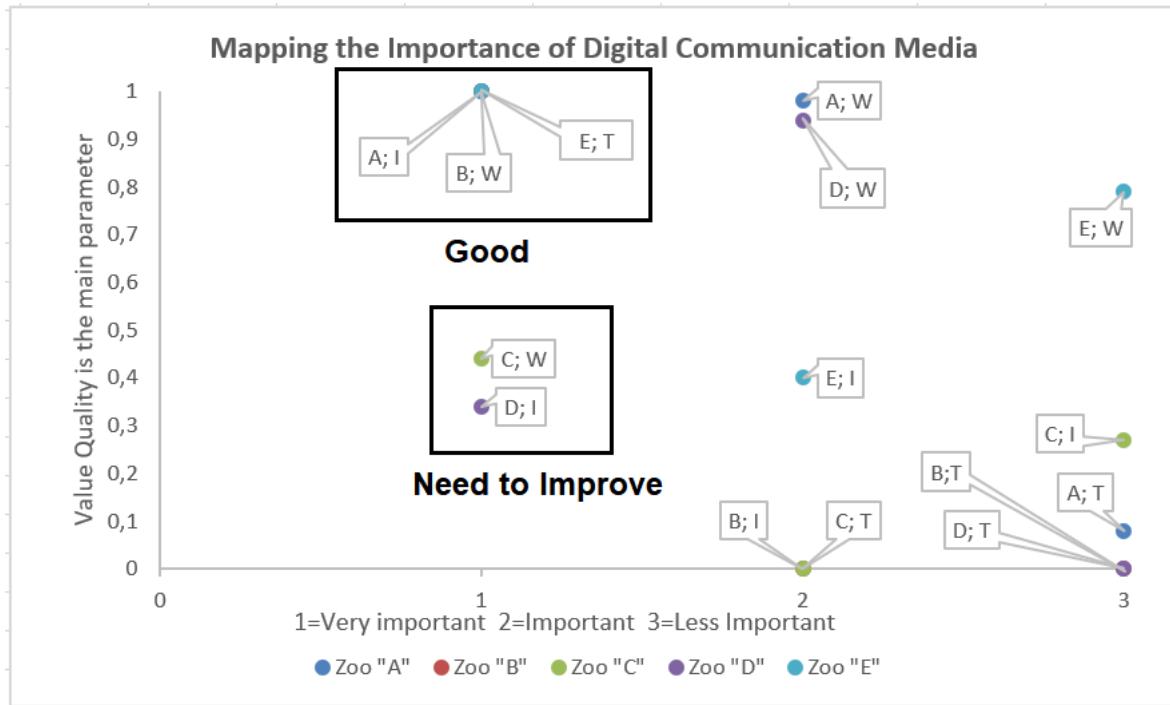


Figure 3 Mapping the Importance of Digital Communication Media

Annotation:

A, W = Media Communication Website for Zoo "A"
 A, I = Media Communication Instagram for Zoo "A"
 A, T = Media Communication Twitter for Zoo "A"
 B, W = Media Communication Website for Zoo "B"
 B, I = Media Communication Instagram for Zoo "B"
 B, T = Media Communication Twitter for Zoo "B"
 C, W = Media Communication Website for Zoo "C"

C, I = Media Communication Instagram for Zoo "C"
 C, T = Media Communication Twitter for Zoo "C"
 D, W = Media Communication Website for Zoo "D"
 D, I = Media Communication Instagram for Zoo "D"
 D, T = Media Communication Twitter for Zoo "D"
 E, W = Media Communication Website for Zoo "E"
 E, I = Media Communication Instagram for Zoo "E"
 E, T = Media Communication Twitter for Zoo "E"

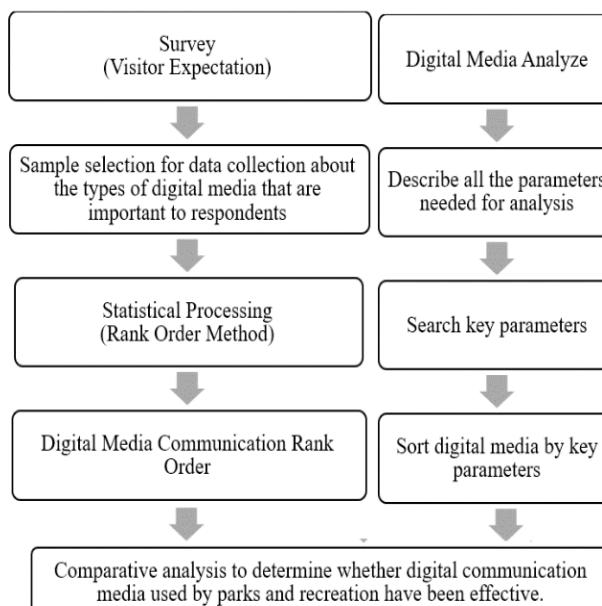


Figure 4 A novel framework to analyze the effectiveness of digital communication media used in parks and recreation

This study introduces a new framework to assess the efficacy of digital communication media used by

parks and recreation, as depicted in Figure 4. The framework compares visitors' expectations regarding digital communication media usage with park and recreation authorities' actual management of these media.

The key components of the framework are as follows:

1. **Visitor Expectations:** This involves understanding the importance of visitors' placement on various digital communication media, such as websites, Instagram, and Twitter.
2. **Media Management:** This involves analyzing the digital communication media used by parks and recreation authorities, such as the number of web pages, Instagram posts, and Twitter replies.
3. **Effectiveness Mapping:** This involves mapping the visitor expectations with the media management to identify areas of alignment and misalignment.
4. **Optimization:** Based on the effectiveness of mapping, parks and recreation authorities can optimize their digital communication media to meet visitor expectations better.

5. Evaluation: The framework enables continuous evaluation and improvement of the digital communication media used by parks and recreation authorities.
6. Iteration: The framework supports an iterative process where the digital communication media are continuously evaluated and optimized based on visitor feedback and changing preferences.
7. Generalization: The framework can be applied to a wide range of parks and recreation settings, not just zoos, to analyze the effectiveness of digital communication media.
8. The proposed framework offers a systematic approach for parks and recreation authorities to assess the effectiveness of their digital communication media and optimize them to better meet visitor expectations.

CONCLUSIONS

Tourist destinations such as parks and recreation centers need to use social media effectively to communicate with their visitors. The case studies show that some parks and recreation centers have utilized social media successfully, while others have not. To properly leverage digital media as a communication tool, the following steps are recommended:

- Analyze website performance using metrics like Alexa and SimilarWeb. Assess whether the website is widely accessed by visitors and functioning optimally.
- Evaluate Instagram usage through influencer marketing analysis. Determine if the platform is widely followed by visitors and if they engage by commenting.
- Assess Twitter activity using tools like Foller.me. Examine whether visitors read the posted content and interact by replying.
- Survey visitors to understand their prioritization of communication channels.
- Align visitors' social media preferences with the analysis of digital media usage.
- Synthesize the data to create a mapping chart and evaluate the appropriateness of the media marketing strategy.

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