



## Discovering The Locality of Tourism Content Based on the Needs of Tourists

Islahuddin<sup>1\*</sup>, Rani Dian Aryani Rasjid<sup>1</sup>, Masri Ridwan<sup>1</sup>

<sup>1</sup>Politeknik Pariwisata Makassar, Indonesia

\*Corresponding Author, Email: [Islahuddin@poltekparmakassar.ac.id](mailto:Islahuddin@poltekparmakassar.ac.id)

### Abstract

Tourism promotion through local content on social media platforms, especially Instagram, plays an important role in increasing tourist interest and supporting local economies. Local content highlights cultural values, destination uniqueness, and authentic tourism experiences. This research discusses three main steps in tourism promotion through Instagram by the Pinrang Regency Tourism Office: millennial-oriented content, improving the quality of tourist attraction visualization, and utilizing credible influencers. Through qualitative research involving observations and interviews, the findings show that these promotional strategies have great potential to increase interest in tourist visits. However, challenges such as service and safety factors and interaction with influencers need to be considered. By strengthening local content-based promotions, tourism destinations can be more culturally, environmentally, and economically sustainable, while providing immersive and memorable travel experiences for visitors. This research provides valuable insights for tourism managers in optimizing promotional strategies and supporting economic recovery after the Covid-19 pandemic.

**Keywords:** *Local Content, Instagram, Millennials, Tourism Promotion.*

### INTRODUCTION

Local content plays a crucial role in tourism promotion. Local content plays a crucial role in promoting tourism, especially on platforms such as Instagram, with an emphasis on cultural values and visitor needs, as well as influencing social perceptions and regional relationships with potential visitors. According to (Hastuti et al., 2022) Content on Instagram is very helpful in providing promotion for tourism, besides that the popular hashtags used make it easier for people to get information about content, location, and access to several tourism objects. According to (Bigi et al., 2022) local promotional activities should start with branding cultural values and not commercial activities. Content material on promotional media is directed at the needs of visitors. In line with (Bernadou, 2017) the images provided for official tourism promotion should affect social representation and the relationship between an area and people who want to visit it.

Instagram has become a very effective platform for promoting local content, especially in the context of tourism promotion. Through features such as images, videos, stories, and hashtags, Instagram allows users to engagingly share local tourism experiences, provide information on location and accessibility, and showcase the unique culture of a destination. Thus, Instagram becomes a very useful tool in expanding the

reach of local tourism promotion and attracting people to visit the destination.

In today's digital era, social media is a gadget that cannot be ignored in marketing strategies. Several studies have shown that social media has a significant impact on brand image (Schivinski & Dabrowski, 2016). In particular, platforms such as Instagram have become a major focus in efforts to strengthen brand image through promotion (Suwarsih et al., 2021). Research has also highlighted that the effectiveness and efficiency of promoting through Instagram make it one of the highly preferred marketing tools to build a positive brand image (Sulistiyo & Fitriana, 2020). In this context, further research on the influence of social media on brand image and appropriate marketing strategies is highly relevant and useful.

The use of local content in the tourism industry has a significant impact on sustainable tourism development. According to (Sutresna et al., 2019; Yunikawati et al., 2021) by promoting and emphasizing the unique aspects of local destinations, tourism can focus more on preserving local culture, environment, and economy. In this context, according to (Kusumastuti et al., 2024; Wani et al., 2024) the use of local content not only enriches the tourist experience but also helps in strengthening awareness of the importance of maintaining tourism sustainability. By prioritizing local content in tourism promotion, efforts towards a tourism industry that is more



environmentally friendly and has a positive impact on local communities, while still maintaining the cultural and natural wealth that is the main attraction of tourist destinations.

The effectiveness of local wisdom content in tourism promotion provides a richer perspective to tourists. According to (Pamungkas, 2023) Content that highlights local wisdom not only provides a more immersive tourism experience, but also enriches understanding of the culture, traditions, and values of the local community. It is expressed by (Kovalenko et al., 2023) that by including local wisdom content in tourism promotion, destinations can highlight unique identities, differentiate themselves from other destinations, and create more authentic experiences for visitors. It also contributes to the preservation of cultural heritage and promotes appreciation of cultural diversity around the world (Wang et al., 2023). Thus, according to (Ahmed, 2024) local wisdom content has great potential to enrich tourism promotion and increase its positive impact on local communities and visitors.

The impact of the Covid-19 pandemic on the tourism sector is significant, including in Pinrang Regency. The decline in the number of tourist visits and local revenue is a major challenge faced by the tourism industry, which in turn can result in unemployment and poverty in the area. The mismatch between the increase in domestic tourist arrivals and the increase in Pinrang Regency's own-source revenue (PAD) from the tourism sector. Despite a significant increase in domestic tourist arrivals from 2020 to 2022, PAD from the tourism sector is still considered small when compared to other sectors such as agriculture, forestry, and trade. This shows that although tourist arrivals are increasing, the economic contribution from the tourism sector is still not optimal.

The increase in domestic tourist visits should have a positive impact on regional income, especially from the tourism sector. Therefore, it is necessary to conduct research on the utilization of local content in tourism promotion carried out by the Pinrang Regency Tourism, Youth and Sports Office, especially through social media such as Instagram, and how local content can influence tourist interest. Thus, a more effective strategy can be found to optimize the contribution of the tourism sector to regional income and economic recovery after the Covid-19 pandemic in Pinrang

Regency. This research uses local potential-based tourism promotion steps which include millennial-oriented content, improving the quality of tourist attraction visualization, and utilizing credible and reliable influencers (Nyoman Siryayasa et al., 2024).

## **METHODS**

This research is expected to provide a better understanding of the effectiveness of using local content in tourism promotion in the digital era, particularly through social media platforms such as Instagram. The findings from this study can provide valuable insights for relevant parties in optimizing tourism promotion strategies, increasing interest in tourist visits, and supporting economic recovery after the Covid-19 pandemic in Pinrang Regency. Research design using qualitative research with observation and interview approaches (Sugiyono, 2020).

The research participants consisted of 4 main informants: the Head of the Business Development and Tourism Marketing Division, the Instagram Content Creator, and two tourists. Research Location in Pinrang Regency, South Sulawesi, Indonesia from June 2023 to January 2024. Research procedures by observing the content published by the Pinrang Regency Youth and Sports Tourism Office on the Instagram account @pinrang\_beautiful\_celebes. Interviews were conducted to gain a deeper understanding of tourism promotion strategies and tourist responses to the content (Ridwan et al, 2020).

The Content Analysis was conducted by analyzing the content posted by the Pinrang Regency Youth and Sports Tourism Office and the responses and interactions received from Instagram users. Interview Analysis: Analyzing the results of interviews to understand the perceptions and experiences of research subjects related to the promotion of local tourism In the data analysis section is done through two stages. First, Instagram content analysis by conducting qualitative analysis to evaluate visual quality, message consistency, and interaction with users. Second, interview analysis was conducted using a thematic approach to identify patterns and main themes in the research subjects' responses. To ensure the credibility of the research results, the author used theoretical references (Lexy J. Moleong, 2019). Theoretical references in this study were carried out by including related research on the use of social media, especially



Instagram, in tourism promotion and utilizing theories that support the concept of sustainable tourism promotion, the use of local content, and the impact of the Covid-19 pandemic on the tourism sector.

## RESULTS AND DISCUSSION

The management of Instagram promotional media at the Pinrang Regency Youth and Sports Tourism Office includes three main steps. First, the content is millennial-oriented, following the trends and preferences of the younger generation in traveling. This includes creative themes, such as arts and crafts tours, workshops, cultural festivals, and unique local cuisine. The second step is to improve the quality of visualization of tourist attractions through engaging and high-quality content, including accurate and relevant information. Instagram is used as the main tool to promote the beauty and diversity of tourism destinations, utilizing features such as geo-tagging and hashtags. Finally, credible and reliable influencers as an effective promotional tool, as they can influence tourist interest and build interactive relationships with their followers. However, even though these strategies

have been implemented, there are still challenges in increasing tourist visits, so they need to be continuously developed by considering service factors, security, and interaction with influencers for regional revenue optimization and economic recovery after the Covid-19 pandemic.

### Millennial-oriented content

Millennials or Generation Z are predicted to be the biggest suppliers of tourist visits today. Interest in tourism is shown by the younger generation or what is currently more commonly referred to as the millennial generation (Vina Dini Pravita, 2020). The characteristics of millennial generation travel include creative tourism: visiting unfamiliar places: traditional accommodation: and browsing mobile digital-based destination information (Ketter, 2020). So that the future of tourism governance requires the application of innovative strategies to increase destination competitiveness (Hartman, 2023). Based on the results of interviews and observations, the development of Promotional Content through Instagram Social Media of the Pinrang Regency Youth and Sports Tourism Office is summarized in the following table.

Table 1. Development of Promotional Content through Instagram Social Media

Content Requirements	Actions and Measures Agency/Manager
Creative tourism	<p>Creating Instagram content that encompasses the theme of Creative Tourism requires creativity and accuracy in conveying the message. Creative Tourism emphasizes travel experiences that provide opportunities for tourists to participate in local creative and cultural activities</p> <ul style="list-style-type: none"> <li>a) Arts and crafts training: Travelers can learn traditional arts, crafts, and other creative skills from local artisans.</li> <li>b) Art workshops: Attend art classes such as painting, dance, music, and more with local artists or experienced teachers.</li> <li>c) Participation in art festivals and events: Attend or even participate in cultural festivals, art exhibitions, traditional music, and dance performances.</li> <li>d) Visits to artists' studios: Seeing the creative process of artists and interacting directly with them.</li> <li>e) Creative culinary experiences: Learn to cook local dishes or get to know and taste regional specialties.</li> </ul>



Visiting an unfamiliar place	<p>Create Instagram content that highlights unfamiliar places in Pinrang Regency. Here are the steps that can be taken:</p> <ol style="list-style-type: none"> <li>Explore Remote Places: Share photos and stories while exploring places that are remote and rarely visited. For example, visit remote islands, remote villages, or unusual mountainous areas in Pinrang District.</li> <li>Natural Beauty of Pinrang District: Share pictures of Pinrang Regency's nature. such as exotic mountains, lakes, rivers, or rainforest views. Give information about the location and the journey to the place.</li> <li>Local Cultural Experience of Pinrang Regency: Share photos of interacting with unique local culture. This can include festivals, ceremonies, traditional clothing, and local art.</li> <li>Water Scenery Tours: Visit waterfalls, exotic rivers, or lesser-visited beaches. Provide insights on how to reach these locations and the reasons why they are worth visiting.</li> <li>Explore historical areas: Visit historical areas with unique architecture, such as the Lasinrang statue in downtown Pinrang.</li> <li>Extreme Activities: Share your experience of extreme activities, such as skydiving, traveling around mountains by bicycle, or diving in exotic coral reefs.</li> <li>Weird Local Food: Try exotic or unique local foods and document the experience. This could include street food, traditional dishes, or seafood found in Pinrang Regency.</li> <li>Locals and Daily Life: Share stories about the locals, their daily lives, and interesting stories of places in Pinrang Regency.</li> <li>Rare Outdoors Activities: Explore unusual outdoor activities in Pinrang Regency, such as exploring exotic natural caves or documenting crocodiles in Lasape River, Pinrang Regency.</li> <li>Unique Adventures: Share a rare adventure experience, such as exploring a lesser-known hiking trail or venturing out on an unusual means of transportation.</li> </ol>
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Traditional accommodation	<p>Creating Instagram content that highlights traditional accommodation in Pinrang Regency is a great way to promote tourist destinations and increase interest in tourist visits. Here are some Instagram content ideas that can help in promoting traditional accommodation and driving interest in visitation:</p> <ul style="list-style-type: none"> <li>a) Interesting Photos and Videos: Share interesting photos and videos of traditional accommodations that showcase the beauty of the architecture, interiors, and surrounding scenery. Use good light and interesting angles.</li> <li>b) Stories About History: Tell the history of the traditional accommodation. Share information about how long the building has been around, unique stories associated with the place, and how local traditions are maintained.</li> <li>c) Guest Testimonials: Share testimonials from guests who have stayed at the accommodation. This can help build trust and reassure potential travelers about their experience.</li> <li>d) Activities and Entertainment: Describe the activities and entertainment provided by the traditional accommodation. This could include art performances, musical performances, traditional dances, or a strategic location to explore the surrounding natural beauty.</li> <li>e) Culinary Experience: Describe the traditional food and dishes served by the accommodation. Post pictures of delicious dishes and provide information about the recipes and local ingredients used.</li> <li>f) Local Activities: Share information about local activities such as hunting, farming, crafts, and other traditional activities that guests can participate in.</li> <li>g) Special Promotions: Share ongoing special offers, vacation packages, or discounts to encourage bookings.</li> <li>h) Conservation Efforts: If the accommodation contributes to the preservation of the local environment or culture, tell us about their conservation efforts.</li> <li>i) Local Stories and Legends: Tell local stories, myths, and legends associated with the place. This can add to the attractiveness and cultural richness of the place.</li> <li>j) Reviews and Ratings: Share reviews and ratings from related travel websites or apps. This will provide social proof of the quality of the accommodation.</li> </ul>
Mobile digital-based destination information search	<p>The characteristic of millennials is that they tend to use digital technology, especially mobile devices, to browse information and plan trips. Therefore, providing reliable Wi-Fi facilities and internet access can be a very wise move for Pinrang Regency, or any tourism destination, to attract more millennial tourists and cater to their needs. However, it is important to ensure that the Wi-Fi provided has adequate speed and good signal quality, as tourists often have high expectations of this quality of service. In addition, it is necessary to consider network security and the protection of travelers' data when using Wi-Fi in public places. By providing good internet facilities, Pinrang Regency can increase its appeal to millennial tourists and improve the tourist experience.</p>

Source: Researcher, 2024

The use of digital technology has penetrated the tourism sector (Zsarnoczky, 2018). Digital technology is changing the way people work, do business, live and travel. Through the internet, individuals can search for information, select destinations, or create and post content that can influence destination images; leading to a new sustainable and responsible digital tourism

ecosystem (Kalia et al., 2022). Tourism promotion content requires innovative strategies through the utilization of technology and quality media to target today's potential markets. According to (Gede Arya Pering Arimbawa et al., 2023) Businesses that embrace social media marketing are expected to dominate the market. So the wise move of harmonizing the presence





of devices on platforms such as Facebook, Instagram, and Twitter is crucial. Effective integration with consumer trends and preferences in the content they produce is also key to success in achieving market dominance.

### Improving the Visualization Quality of Tourism Objects

Online Information Sources as a Destination Image Shaping Agent (Garcia-Haro et al., 2021). With a note that, the information provided by social media must be real and by what is offered, to guarantee the return of customers (Hoyos-Estrada & Sastoque-Gómez, 2020). Information about tourist attractions affects the destination's image as a tourist destination. Destination image and satisfaction have a direct effect on travel behavior (Chen & Tsai, 2007). One of the tourist behaviors is the decision to stay long or temporarily in the destination visited. There is also tourist behavior in the form of planning to stay long but the reality does not occur (March & Woodside, 2005). Quality information content is needed to increase tourist visits (Muchlis et al., 2024). Because, when at the object location, tourists will become active content contributors (Dwivedi et al., 2021). This means that tourists will spread information about the experience gained through their social media. If the content uploaded on Instagram gets a negative response in the form of a lack of "likes" or comments, it gives tourists a delusional effect, a bad mood, and anxiety (Nisbett & Lemley, 1981). Conversely, a large number of reactions and comments have a positive impact on the individual's perception of the message of a happy culmination (Dwivedi et al., 2021). Thus, the availability of content for tourist uploads on social media should be considered by the management of the Pinrang Regency Tourism Office.

Social media can be used as a tourism promotion tool (Liu et al., 2020; Soegoto et al., 2018). Instagram as social media plays a role in tourism promotion (Santoso et al., 2022). The role of Instagram is to present a good visualization of tourist location images. (Granberg, 2019) revealed the fact that 83% of tourists see the quality of tourist attraction images when looking for tourist destinations. How Instagram works to promote tourist locations according to (Fatanti & Suyadnya, 2015) through geo-tagging facilities so that someone can find out the location of tourist destinations easily without having to waste time

finding out, the availability of vintage effects, life interactions such as likes, comments, or even the availability of hashtags as a sign of a particular object. Instagram is a creative space to build a destination image with quality information (Iglesias-Sánchez et al., 2020). Utilizing Instagram as a promotional tool can help destination managers to bring in tourists. In addition to the type of content carried, Instagram is influenced by personalities or personalities who convey messages on Instagram.



Figure 1. Content on Instagram

@pinrang\_beautiful\_celebes

Source: @pinrang\_beautiful\_celebes

Based on Figure 1, the Instagram content of "@pinrang\_beautiful\_celebes" is a tourism promotion effort of Pinrang Regency aimed at attracting domestic and international tourists. It is important to maintain the visual quality of the content, use relevant hashtags, and interact with followers actively. By harnessing all the potential that Indonesia has to offer, "@pinrang\_beautiful\_celebes" Instagram content can be a source of inspiration for domestic and international tourists to explore and experience the beauty and diversity of Pinrang Regency.

Image quality on Instagram content "@pinrang\_beautiful\_celebes" is a key factor in attracting travelers and giving a positive impression of the destination. Using skilled and experienced photographers is an excellent step in ensuring the images posted meet the highest quality standards. Using experienced and skilled photographers can help ensure that the Instagram content of



"@pinrang\_beautiful\_celebes" has impressive images and can sell Indonesian tourism destinations more effectively. This will also help in building a positive brand and image for the destination in the eyes of travelers.

#### **Utilize Credible and Reliable Influencers**

Social media Influencers (SMIs) are those who use blogs, tweets, and other social media to shape the attitudes of audiences or followers (Freberg et al., 2011). Influencers intervene, shape opinions, and provide followers with the information they need through posts while traveling (Pop et al., 2022). Influencers inspire their followers to visit the destinations released in their posts (Putu et al., 2020). Influencers are more trusted than celebrity endorsers in product endorsements because Influencers can interact with their followers (Schouten et al., 2020). Destination managers, travel companies, and local vendors benefit in this way from the endorsement of Influencers (Saini et al., 2023). Therefore, in destination governance management, it is necessary to involve Influencers as a means of promotion.

Influencers affect visit interest. Influencers can build empathy, present information credibly, and relate to consumers interactively (Chopra et al., 2021). Influencers stimulate interest in visits through discussions between followers who get to know each other through the comments section (Ingrassia et al., 2022). Influencer's image affects tourists' interest in visiting the object. Thus, to positively enhance the tourism product, it is necessary to carefully select the Influencer, preferably one who can resonate well with the target tourists (Shan et al., 2020).

Tourist visits are influenced by service factors. (Fatmawati Kalebos, 2016) states that the factors that influence the number of tourist arrivals are service factors, infrastructure, tourist attractions, and security. Service factors relate to attitudes and behavior in providing services, guides, and information conveyed to tourists, especially through social media. Utilization of tourism promotion through influencers has been used by the Pinrang tourism office but has not maximally increased tourist visits in Pinrang Regency. Based on processed data on the influence of influencers on interest, the majority of respondents do not recognize and are not interested in the Influencers posted by @pinrang\_beautiful\_celebes.

It is expected that the availability of quality promotional media in Pinrang Regency can contribute to the increase in Local PAD. Marketing practitioners still use conventional media as the main media for socialization, promotion of activities, and programs that will or have been implemented (Marta & Havifi, 2019). (Hanafi Ahmad, 2022) said that the variable number of tourist visits affected Regional Original Revenue (PAD).

Regional income inequality can be addressed through the development of tourism activities. (Xu et al., 2022) mentioned that there is a relationship between tourism and income inequality. Thus, it remains an interesting issue to pay attention to, requiring a deeper understanding of the factors affecting income inequality in the tourism sector and joint efforts between the government, local communities, and other stakeholders to ensure that the benefits of tourism are equitable and sustainable for all parties involved.

This research has limitations because it only involves 4 main informants from related parties, namely the Head of Business Development and Tourism Marketing, the Instagram Content Creator, and two tourists. The small sample size may limit the representation of various perspectives that may exist in the community or from other related parties. The findings of this study may not be directly generalizable to other contexts outside Pinrang District, South Sulawesi, Indonesia. The unique cultural, social, and economic factors of the area may affect the generalisability of the results of this study to other areas. The limitations of this study could be an interesting theme for future research.

#### **CONCLUSION**

Based on the analysis of local content in tourism promotion in the digital era, especially through social media platforms such as Instagram, as well as the findings from the research conducted in Pinrang Regency, South Sulawesi, Indonesia, several conclusions and recommendations can be drawn. Local content has a crucial role in promoting tourism, especially on social media platforms such as Instagram. Local content influences social perceptions, cultural values, and the relationship between tourism destinations and potential visitors. Instagram is a very effective platform for promoting local content. Through



its features such as images, videos, stories, and hashtags, Instagram allows users to share local tourism experiences engagingly.

The Pinrang Tourism Office has implemented Instagram promotional media governance that includes millennial-oriented content, improving the quality of tourist attraction visualization, and utilizing credible and reliable influencers. To optimize the contribution of the tourism sector to regional income and economic recovery after the Covid-19 pandemic, innovative strategies in tourism promotion are needed, especially through the use of local content and social media. Suggestions and recommendations for future research include first, Millennial-Oriented Content Development, the Pinrang Tourism Office can continue to develop content that suits the preferences of the millennial generation in traveling, such as creative themes, arts and crafts tours, workshops, cultural festivals, and unique local cuisine. Second, to improve the Quality of Tourist Object Visualisation, It is important to maintain the visual quality of Instagram content and ensure the information presented is accurate and relevant.

The use of skilled and experienced photographers can help ensure high image quality. Third, Utilising Credible Influencers, the Pinrang Tourism Office can consider working with local or regional influencers who have high influence and credibility. Influencers can assist in expanding the reach of tourism promotion and influencing the interest of tourist visits. By implementing appropriate promotional strategies, such as the use of creative local content, improving the quality of tourist attraction visualization, and collaborating with influencers, the Pinrang Tourism Office can increase tourist interest and contribute to the post-Covid-19 pandemic economic recovery in the area.

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