



## Facebook-based Tourism Promotion in Indonesia

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### Abstract

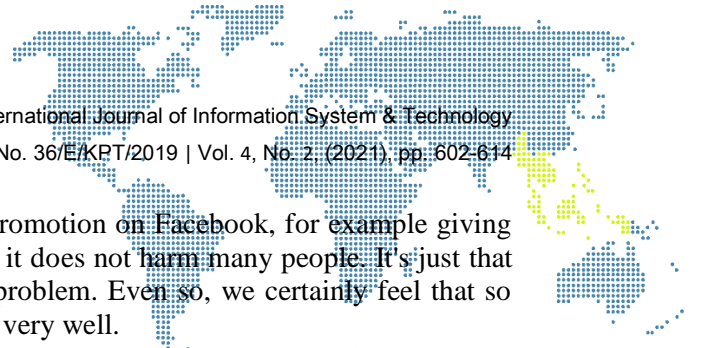
Promoting a tourist destination, Facebook is one of the best social media platforms can be employed. Facebook has been known by everyone for a long time and hence even though there are many new features, people are still using Facebook. By posting on Facebook wall, most young people shared something including tourism promotion. They will post photos or videos with exciting words and greetings to other polite users. Indeed, previously tourism promotion was still minimal because many people were not familiar with social media. But along with the times, their mindset changed. They learn to use social media and at the same time make tourism is getting more intense in Indonesia. Here we will briefly discuss Facebook as a medium for promoting tourism in Indonesia. We present a review on the usage of Facebook as a platform for tourism promotion made by many scholars in Indonesia. We further present a discussion on what should tourism business player should do on their Facebook promotion page. Finally, we present open problems for future research recommendations.

**Keywords:** Tourism; Facebook; Promotion; Indonesia.

### 1. Introduction

The development of the function of social media is currently very fast. Starting from the use of websites and blogs to the emergence of various applications which of course have more benefits than websites and blogs. One application that is booming until now is Facebook. Facebook was created from outside Indonesia, but over time this application was allowed to be distributed throughout the world and enjoy the benefits together. The number of users will also increase every year to reach billions of people. In this application can interact with anyone. Furthermore, we can get more than one information. In an effort to promote tourism so that it continues to grow, the Indonesian Ministry of Creative Affairs uses Facebook as a medium to expand its promotion network. Their efforts can be seen there by nameIndonesia.travel. They post interesting content that is able to invite tourists to come to the promoted destination. When doing promotions, the Ministry of Tourism doesn't have to be serious, it can be mixed with something fun to make it look creative. As for certain institutions or communities where they participate in intensifying tourism by carrying out promotions on Facebook, even young people today like to travel. They will enthusiastically distribute photos or videos with captions that touch the hearts of many people. By empowering social media as a promotional medium, the people's economy also experiences changes because there are opportunities for them to improve their own business [1,2]. Social media can be said to be a media that is very easy to access and more efficient [3]. According to Raditya, *et al.* in [4] promotions carried out via the internet have a sensible purpose where we can build something that has a very strong impression with tourists in order to produce a more energetic attraction from a tourist destination. Facebook is a world application that also has a big influence on the process of tourism growth.

Facebook users every year are increasing to millions of people and increased tourism promotion [5,6]. Even now, tourists are more enthusiastic in promoting every tourist spot they visit. From there, comments came from their relatives who had never touched the place, especially with their promotion, saying that the place they visited was very interesting. Even endorsers are increasingly showing their charisma in promoting. When viewed from year to



year, there are indeed problems regarding tourism promotion on Facebook, for example giving wrong information but it is not a problem as long as it does not harm many people. It's just that sometimes some people around think it's a serious problem. Even so, we certainly feel that so far it is still safe and that tourism promotion is going very well.

Motivated from above explanation, this paper presents a review on the usage of Facebook as platform for tourism promotion made by many scholars in Indonesia. This paper further presents a discussion on what should tourism business player should do on their Facebook promotion page. Finally, we present open problems for future research recommendations. The rest of this paper is organized as follows: Section 2 presents the theoretical background. Section 3 presents the review results related to the main topic of this work. Section 4 presents discussion. Finally, Section 5 concludes this work.

## 2. Research Methodology

The Facebook feature is one of the social media features formed by Mark Zuckerberg based in the United States in 2004 [7]. Before changing its name to Facebook, the name of this application was "The Facebook", then the word "the" was removed and then replaced with Facebook only. The meaning of the word Facebook is an advance book [8]. Facebook users previously were only students as a means of education there. After that, it was allowed to be used by other circles and then spread to various parts of the world including Indonesia, which is counted as the largest Facebook user in the world. users also exist from among children to old age. According to the Indonesia digital report, the number of Facebook users recorded in 2020 has reached 130 million people. Figure 1 depicts the world's first Facebook user.



**Figure 1.** The world's first Facebook user

<https://www.google.com/search?q=foto+user+facebook+first&safe=strict&sxsrf=>

The benefits of using Facebook are of course very many. Being able to get closer to those far away where we can see relatives or anyone through the application even though it's only a Figure, commenting on something posted, we can get acquainted with people we didn't know before, as a medium to add insights that we have never studied before, and a vehicle to reduce the boredom that annoys us all day. However, don't get it wrong because there are those whose goals are in a negative direction. It turns out that Facebook is not only increasing friendship, this media can also be used as a very effective promotional media, one of which is promotion related to tourism. Figure 2 depicts the promotion of tourism using Facebook page.



**Figure 2.** Tourism Promotion via Facebook

<https://www.google.com/search?q=Images+Promotion+Tourism+Di+Facebook&safe=strict&sxsrf>

From the Figure 2 above, we get the understanding that tourists who visit will post fun photos or videos that they take at tourist destinations. It is very unlikely that the person who saw it was not curious. One country that can be used as an example regarding tourism promotion through Facebook is Japan. This country is very intense in utilizing social media applications, one of which is Facebook. On their Facebook account, they upload positive things and various creative content of their work. With full responsibility, the government there is very active in the field of tourism promotion. They also think that tourism is a soft power in fulfilling the interests of their country. Japan promotes various interesting tourist destinations as well as a wide variety of their culinary delights. The people there are also very active in the process of developing tourism by paying attention to SWOT in their every business.

### 3. Results and Discussion

#### 3.1. Facebook-based Tourism Promotion in Indonesia

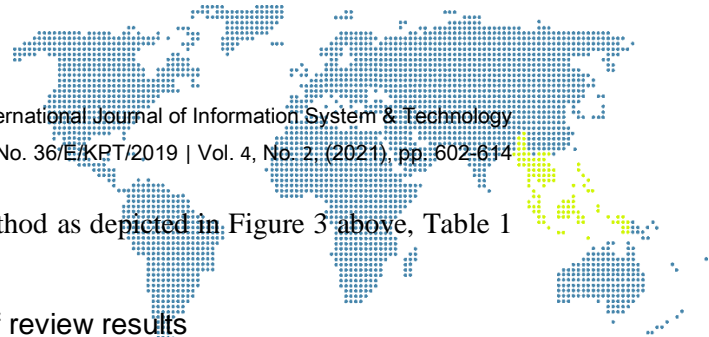
This section presents a review of Facebook for tourism promotion in Indonesia. The sources of literatures are mainly on scientific publication from local journals and few numbers from international journals. Meanwhile, they are collected through Google Scholar platform as well Scopus database under a specific keyword, i.e., a combination of the following keywords:

Facebook + *Promosi* (Promotion) + *Pariwisata* (Tourism) + Indonesia

As a result, there are 33 related works collected. The range of the publications is from 2015 to 2020. The procedure of the collection method is depicted in the following Figure 3.



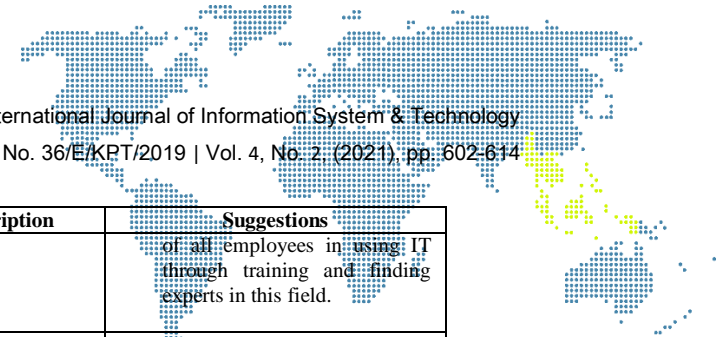
**Figure 3.** The procedure of the articles collection method



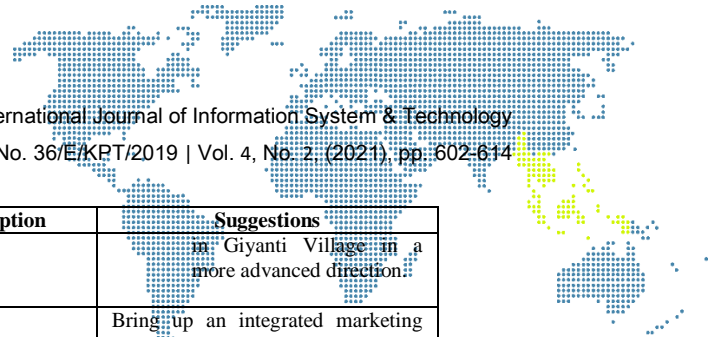
By applying procedure of the articles collection method as depicted in Figure 3 above, Table 1 as follow described a summary of the review results.

**Table 1. A summary of review results**

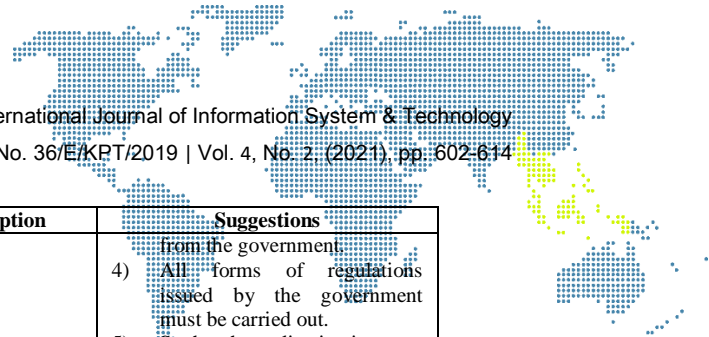
Authors & Year	Location	Method	Description	Suggestions
Hasan and Setyaningtiyas (2015) in [9]	Nglanggeran Gunungkidul Tourism Village	Using multiple linear regression	The influence of the Electronic Word of Mouth on Facebook Social Media on the Decision to Visit the Nglanggeran Gunungkidul Tourism Village. Tourism Media,	<ul style="list-style-type: none"> <li>a) Increase the number of promotions delivered via Facebook.</li> <li>b) Establish good relationships with likers on Facebook. This can be done in the form of our responses to visitor posts.</li> <li>c) Creating services that satisfy tourists so they don't give us bad marks.</li> <li>d) Creating and improving forms of promotions and services in a direction that persuades tourists and forms something new that no other place has at all and is able to provide useful knowledge and experiences to tourists</li> </ul>
Sari and Soewardikoen (2015) in [10]	Jakarta	Conduct observations, interviews, and related literature	Visual Identity and Promotion Media for Integrated Tourism of North Jakarta.	Social media can help tourism of North Jakarta to be more easily recognized by tourist and can attract the tourist to visit the variety of tour destinations at North Jakarta.
Dewantara (2015) in [11]	Indonesia	Using descriptive qualitative analysis	Analysis and Development of Indonesia's Official Tourism Site and Supporting Information Systems. Journal of the Master of Tourism	<ul style="list-style-type: none"> <li>a) Make regular analysis for the smooth running of Indonesia's official tourism website.</li> <li>b) To the tourism offices in 33 provinces to make improvements in their tourist areas and develop existing attractions.</li> <li>c) To all visitors in Indonesia to assist in carrying out promotions through their respective media so that they can be seen more by the wider community.</li> <li>d) Prospective visitors who will stop by to Indonesia as often as possible visit the official Indonesian tourism site and if they need to download it on their respective cellphones.</li> <li>e) To all tourism business actors to follow the advice submitted by the government and not to let hoax news happen.</li> </ul>
Marta (2016) in [12]	Silungkang	Using qualitative data analysis	Use of Facebook as a Marketing Communication Media for KAin Tenun Songket Silungkang. Telematics and Information Society	Creating a team that always concentrates on managing these accounts to avoid problems.
Nur and Cangara (2016) in [13]	Bantaeng Regency	Using a qualitative descriptive approach and the SWOT analysis method	Readiness of the Bantaeng Regency Culture and Tourism Office in the Context of Increasing E-Tourism-Based Promotion	<ul style="list-style-type: none"> <li>a) Increase socialization and teaching related to the definition, scope and importance of using IT and e-tourism-based communication and form regulations and legal bases so that they are not used freely.</li> <li>b) Improve the quality and ability</li> </ul>



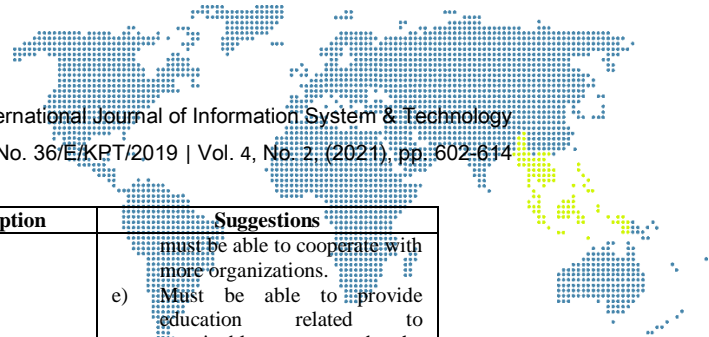
Authors & Year	Location	Method	Description	Suggestions
				of all employees in using IT through training and finding experts in this field.
Lestari, <i>et al.</i> (2016) in [14]	Malang City Recreation Park	The method used is descriptive qualitative and data collection through interviews	Analysis of Promotion Development in an Effort to Attract Tourist Visits (Study in Malang City Recreation Park)	<ul style="list-style-type: none"> <li>a) Making more frequent counseling on the definition of the scope and importance of using e-tourism-based information and communication technology, establishing legal regulations regarding e-tourism, increasing the ability to operate e-tourism.</li> <li>b) For the technical implementing unit of Malang city recreational park</li> <li>c) Always coordinate with stakeholders and also increase the power for more attractive promotions, for example with a long but interesting video duration, and also a heart-breaking invitation.</li> <li>d) To tourists of Malang City Recreation Park</li> <li>e) Participate in every event held at the Bandung Recreation Park and also participate in promotions so that the wider community is interested in visiting Malang City Recreation Park.</li> </ul>
Ode, (2016) in [15]	Wakatobi Regency	Using qualitative descriptive	The promotion strategy of the tourism office and the creative economy in Wakatobi district onemobaa tourism objects	<ul style="list-style-type: none"> <li>a) Maximizing all forms of tourism promotion.</li> <li>b) Maximizing the use of the internet as a forum for action.</li> <li>c) Attempting to create real and sustainable communication with the parts contained in tourism.</li> <li>d) Working closely with local governments so that the tourism business runs smoothly.</li> <li>e) Providing education to the local community to always maintain the security and the beauty of existing detections.</li> </ul>
Puspita and Sulandari (2016) in [16]	Wonosobo Regency	Research using qualitative descriptive	Giyanti Tourism Village Management Strategy, Wonosobo Regency	<ul style="list-style-type: none"> <li>1) Making the village hall a place to hold meetings between the government, pokdarwis, and the stakeholders concerned.               <ul style="list-style-type: none"> <li>a) Conducting meetings with the government to provide information and deliberation regarding the formation of rules and grand design.</li> <li>b) Trying out a tour package by inviting a bureau and having to collaborate with pokdarwis.</li> <li>c) Pokdarwis conducted a comparative study in other tourist attractions that were more advanced and used the same type of tourism and served as an example to be carried out</li> </ul> </li> </ul>



Authors & Year	Location	Method	Description	Suggestions
				in Giyanti Village in a more advanced direction.
Muntadliroh, (2016) in [17]	Bali	Using a qualitative approach	Integrated Marketing Communication Strategy for Ecotourism at Eka Karya Botanical Garden, Bedugul, Bali	Bring up an integrated marketing communication plan based on ecotourism and need to follow up by recording and monitoring all existing activities so that their effectiveness is calculated.
Fauziah, and Pareno (2017) in [18]	Lumajang Regency	Qualitative method	Marketing Communication for Cultural Heritage Destinations in Lumajang Regency	With the presence of print and electronic media, the tourism and culture office can inform its target market about cultural heritage tourism.
Ngintang, and Akbar (2017) in [18]	Maros Regency	Research using a qualitative approach	Readiness to promote the Bantimurung-bulusaraung karst area as a mainstay destination for natural tourism in Maros Regency	Forming tourism while learning by considering the existing tourist objects in the Bantimurung Bulusaraung area to attract more visitors especially those that are visited by many students and researchers. This can be done by making advertisements on digital billboards in the Sultan Hasanuddin airport area and using the tourism center information that has been provided optimally in promotions.
Yuniani, (2017) in [20]	North Maluku Province	The method used is a qualitative descriptive method	North Maluku Province Tourism Communication Strategy at the 2017 Widi International Fishing Tournament (WIFT) Event	The suggestion is that in promoting tourism, it can involve the ranks of local government public relations together with skilled IT experts for Regional Performance Units, especially Public Relations of the South Halmahera Regency government so that it is not only dominated by disapporers.
Gurindawangsa, <i>et al.</i> (2017) in [21]	Poncokusumo District, Malang Regency, East Java	This research uses a qualitative approach	Analysis of Agro-tourism Product Development Strategies (Study in the Tourism Village of Gubugklakah, Poncokusumo District, Malang Regency, East Java	<ol style="list-style-type: none"> <li>1) To the Ministry of Tourism to be able to review the making of tourist village books and guidelines for tourism village institutions.</li> <li>2) To be able to give satisfaction to customers, managers must be more innovative in providing services and products.</li> <li>3) For the community to further maximize the participation of the people of Gubugklakah Tourism Village, so that they can become a more independent tourism community and can develop tourism through existing ideas and traditions.</li> </ol>
Larasati, (2017) in [22]	River Code	Qualitative method	Code Riverbank Planning as a Riverwalk-based Tourist Destination	<ol style="list-style-type: none"> <li>1) As the main initiator in managing and developing the potential of the Code River, the role of the community of code activists must be stronger.</li> <li>2) Intensive supervision must be carried out by the government with full responsibility.</li> <li>3) There must be strict regulations and witnesses</li> </ol>

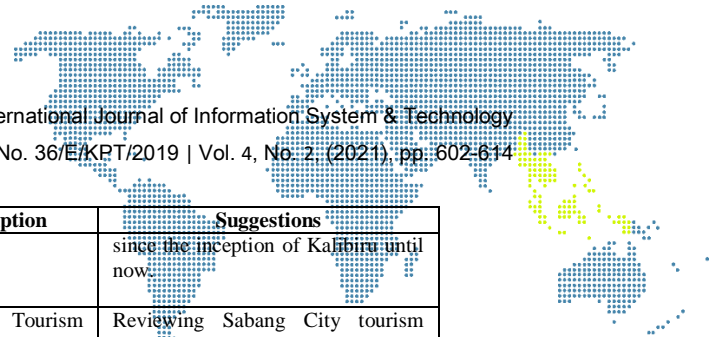


Authors & Year	Location	Method	Description	Suggestions
				<p>from the government.</p> <p>4) All forms of regulations issued by the government must be carried out.</p> <p>5) So that the realization is not so difficult in continuing the planning of a tourist destination, one must establish a short-term plan that has a sufficient level of realization.</p>
Satvikadewi, (2018) in [23]	Bawean Island	This research uses analytical methods	Utilization of Social Media as a Communication Strategy to Promote the Local Potential of Bawean Island Tourism	The tourism authority of Gresik Regency and community groups managing local tourism on Bawean Island must be able to take advantage of social media because it can have a positive impact, namely more visitors because they get information quickly and accurately about local tourism on Bawean Island.
Triani, <i>et al.</i> (2018) in [24]	Bandung area	The methods used are observation, interview, and literature study	Media Promotion of Business Potential for Bandung Regional Tourism with Virtual Reality Applications	Must create a user-friendly interface so that it can produce sufficient satisfaction for the sustainability of the application.
Wicaksono, and Yunitasari, (2018) in [24]	Indonesia	The Ministry of Tourism has implemented an endorser strategy for tourism promotion in 2016 and observes via Instagram. And also the level of effectiveness will be assessed based on descriptive statistics based on criteria such as physical appearance, level of confidence, and the message conveyed	The effectiveness of endorsers in promoting Indonesian tourism	There should be further studies in order to obtain a better understanding of the level of effectiveness of endorsers for tourism.
Fahlevi, (2018) in [26]	Bontang City	Make observations, and documents related to research	Promotion Strategy of the Tourism Office in Increasing the Number of Visitors to the BSD Mangrove Forest in Bontang City	<p>a) Dinpar in Bontang City should create a tourism development program so that the ecotourism preservation of all tourist attractions in Bontang City can be maximized.</p> <p>b) The Dinpar City of Bontang should complete all the missing facilities so that visitors are more interested in coming.</p> <p>c) Website development must be done as soon as possible by the Dinpar City of Bontang.</p> <p>d) The Dinpar City of Bontang</p>

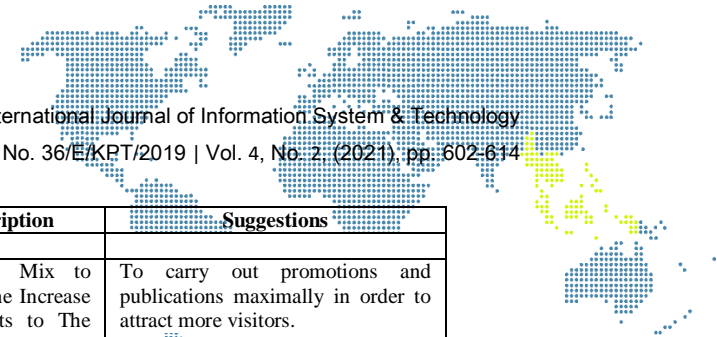


Authors & Year	Location	Method	Description	Suggestions
				<p>must be able to cooperate with more organizations.</p> <p>e) Must be able to provide education related to sustainable mangroves by the BSD Mangrove Forest.</p>
Mariani and Wijaya, (2018) in [27]	Denpasar City	This research uses quantitative data and qualitative data	Promotion of the Tourism Potential of Denpasar City based on social media	Increase promotions by using photos and attractive invitations so that more tourists will visit.
Nurjanah, (2018) in [28]	Bantan District	Qualitative research	<p>The Use of Tourism-Conscious Community Social Media in Promoting New Tourism Potentials</p> <p>The results of the study say that in promoting regional tourism, Bantan District can run by using social through stages, namely communicators, messages, media and communicants.</p>	For the community to be more creative in promoting tourism potential through both print and electronic media.
Laba, <i>et al.</i> (2018) in [29]	Bali	Using quantitative and qualitative studs	The impact of exposure to digital media information on the development of tourism and the behavior of Balinese society	<p>a) In utilizing social media, it is hoped that the public will use it carefully.</p> <p>b) In obtaining information from social media, it is hoped that tourists must be able to distinguish between what is true and what is not.</p>
Eriyang, <i>et al.</i> (2019) in [30]	Tajur Village	Descriptive method	Business Plan for the Development of Tourism Village of Kampung Tajur through YoLo (Youth-Based Local Tourism Indonesia)	To make it easier for customers to obtain information, it is hoped that they will create an online marketing strategy.
Hereyah and Kusumaningrum, (2019) in [31]	Indonesian Museum	The method used was interviews and data collection through cultural community documents	Destination Branding Process in Forming the Image of Indonesian Museum Tourist Destinations	<p>a) Carry out activities that are able to bring the community closer to the museum by the government.</p> <p>b) There is more to an approach with the community so that they are always active when holding events at the museum.</p> <p>c) More complex community lines of communication.</p> <p>d) Make use of media for delivering messages such as digital posters and flyers and sending them through the official community social media accounts continuously.</p>
Son, (2019) in [32]	Kalibiru Tourism Village	Qualitative interpretivism	Indonesian Public Diplomacy through Kalibiru Tourism Village for Foreign Tourists	For Kalibiru Tourism Village, it should be able to show environmentally oriented values that have been and have been successfully used by Indonesian Public Diplomacy through Kalibiru Tourism Village for foreign tourists





Authors & Year	Location	Method	Description	Suggestions
				since the inception of Kalibiru until now.
Sianipar and Liyushiana, (2019) in [33]	Sabang City	Interview technique	Digital Tourism Marketing by the Sabang City Government	Reviewing Sabang City tourism destination promotion efforts intelligently and regularly by involving endorsers.
Apriliyati and Syahida, (2019) in [34]	Stone Town	This research uses descriptive qualitative	Public Relations Strategies in Forming the Village Branding Wisata Kutut Batu City	<ul style="list-style-type: none"> <li>a) To facilitate Kungkung tourism in shaping tourism branding, it is necessary to optimize cooperation with outsiders who help.</li> <li>b) The local community must be involved so that they know about the tourist village.</li> <li>c) The tourism management system for Kusuk should be more optimal.</li> </ul>
Rahayu, <i>et al.</i> (2019) in [35]	Trenggalek Regency	The method is to use proportional random samples by collecting 80 samples.	Tourism Awareness Group Community Participation in Tourism Development in Trenggalek Regency	<ul style="list-style-type: none"> <li>a) In order for tourism development to be better, the tourism awareness group must join in to strengthen their motivation.</li> <li>b) The government must assist the tourism conscious group.</li> <li>c) The variables taken by researchers when conducting research must be broader and for the method of analysis carried out, namely structured equation modeling so that the empowerment of the tourism awareness group can be applied properly.</li> </ul>
Febriana and Mulyandi, (2020) in [36]	Cikarang	Using qualitative research methods	The Effect of Electronic Word of Mouth through Facebook Fanspage on the Decision to Visit at Penguin Waterpark Cikarang	Suggestions are addressed to researchers that if there is further research, you should use a sample equivalent to the characteristics of the research to be reviewed so that the results of the research carried out are not so broad and have a positive effect.
Ramadan, <i>et al.</i> (2020) in [37]	Indonesia	The method used is descriptive qualitative research	Promotion of Japanese Cuisine through Social Media as a Form of Public Diplomacy: Facebook Study of the Japanese Embassy in Indonesia.	To promote its culinary delights, public diplomacy programs in the fields of cultural education, sports, people to people exchange must be developed and practiced in order to create long-term relations with the Indonesian state.
Raditya, <i>et al.</i> , (2020) in [38]	Pandawa Beach Bali	Using Partial Least Square (PLS)	The Influence of Promotion of Facebook, Twitter, and Instagram on Tourist Decisions to Bali's Pandawa Beach	<ul style="list-style-type: none"> <li>a) Security and cleanliness of the location must be maintained both for visitors and for the local community.</li> <li>b) The community must also maintain the sustainability of Pandawa Beach.</li> </ul>
Chandra (2020) in [39]	Kerinci Regency	Direct interview and read related documents	Tourism Ambassador's Strategy in Promoting Tourism in Kerinci Regency	To expand ideas and ideas in holding promotions, you must create discussion forums and invite tourism activists in Kerinci Regency, then go directly to the community by holding events, reducing promotions through electronic media that do not touch the community as a whole and for the aspect of the official department



Authors & Year	Location	Method	Description	Suggestions
Purwanto (2020) in [40]	Bali	The method is to collect data through literature study, observation and interviews	Marketing Mix to Support the Increase of Tourists to The Bali Museum	To carry out promotions and publications maximally in order to attract more visitors.
Suryani, <i>et al.</i> (2020) in [41]	Saribaye Village, Lingsar District, West Lombok	Descriptive research with direct observation	Irup Forest Nature Tourism Development Strategy, Saribaye Village, Lingsar District, West Lombok	a) In order to obtain permission from the MUI, there must be serious assistance to mothers related to management. b) Has innovations regarding the next processed products with village local ingredients, namely sourced from tilapia.

Based on the Table 1 above, the Facebook For Tourism Promotion research includes the growth rate of human resources involved in intensifying tourism, especially local people who live in their tourist destinations, the government involved in the tourism development process, then tourism institutions that are actively involved in addressing tourism, as well as tourists who are connoisseurs. They are the benchmarks for tourism growth in various countries. How big the increase in tourism in an area depends on the portion of their work starting from the level of promotion, preparation of tourist needs and tourists as the main destination. The role of the community must be a necessity because when there is no action from them, whatever is planned does not have to be smooth. Then there is what is called a form of consistent cooperation between components in tourism, including the community. For people who are not familiar with social media, efforts must be made to provide teaching and socialization related to social media. From there, they will understand and begin to interact for real and will get used to communicating something there. After all, in promoting tourism through social media, it doesn't require any funds like print media. Only with expressions and how to do it that need attention. Do not forget the participation of researchers that in conducting research it is necessary to be serious and provide information in accordance with facts in the field.

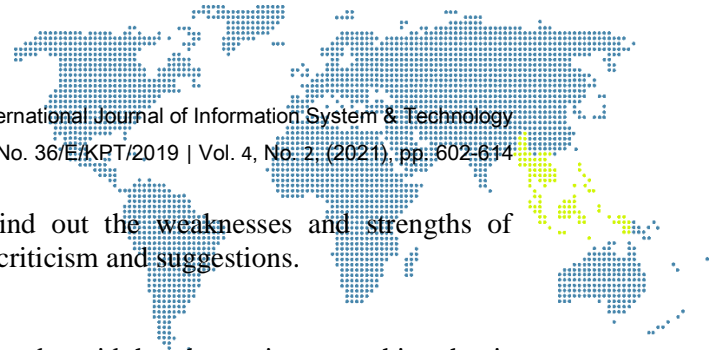
Broadly speaking, several opportunities that must be considered in the future related to tourism promotion through Facebook in Indonesia. They can be started from infrastructure, human resources, tourists, tourism institutions, government and public relations.

**a. Infrastructure**

Infrastructure discusses everything that is needed to ensure the smooth running of the tourism business. Especially the physical needs of a tourist destination. Wherever it is, tourists will be interested in seeing the infrastructure first. When they think it is according to their wants and needs, they will automatically come and enjoy it all. Local community economic resources also come from commensurate infrastructure capacity. Therefore, the government and tourism management institutions must always pay attention to all the infrastructure needed by a tourist destination and immediately improve and add to the needs that have not been realized. That way, tourists will no longer complain and get bored.

**b. HR**

HR (Human Resources) is very much needed in the tourism sector. They can be a driver of tourism growth. If human resources are not running, tourism activities will feel bland and unable to work optimally. Humans must be more innovative and creative to create enjoyment satisfaction. Examples offer a variety of their work that can be purchased by tourists, present all kinds of local specialties and also have to promote it to the public through social media. Therefore, humans also need to be educated on how to use social media to promote something, and make the best use of the opportunity. The way to promote it is also sincere and with words



that convince tourists. From there too, we can find out the weaknesses and strengths of destinations or what we are promoting through their criticism and suggestions.

#### c. Traveler

Tourists are an integral part of tourism. Tourists can be said that they enjoy everything that is related to tourism and everything in it. The tourists referred to are also not only the rich, but also the poor, young and old. These are the so-called connoisseurs that we have promoted. They can also be a vehicle to help local people with promotions through posting their photos and then captions so as to foster the curiosity of others. Tourists must also be selective in receiving information from any media. What is worrying is that tourists get invalid information which tends to trigger problems. The reputation of a tourist destination was also destroyed. If indeed the information obtained is invalid, tourists can comment and look for data from other sources.

#### d. Government

To expand ideas and ideas in holding promotions, discussion forums and invite tourism activists must be created. Then go directly to the community by holding events, reducing promotions through electronic media that do not touch the community as a whole and for the aspect of the official department. Intensive supervision must be carried out by the government with full responsibility. Make regular analysis for the smooth running of Indonesia's official tourism website. To the tourism offices in 33 provinces to make improvements in their tourist areas and develop existing attractions. There must be strict regulations and witnesses from the government.

#### e. Public Relations

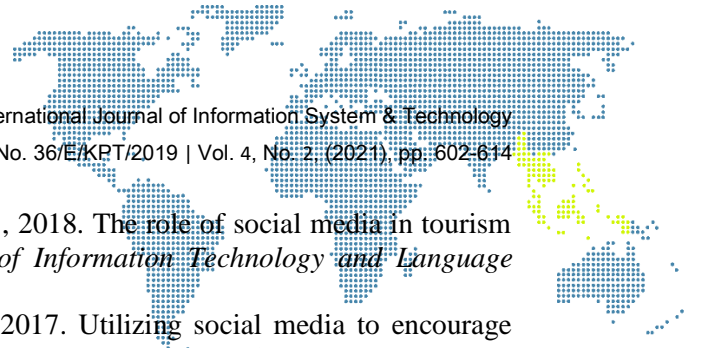
Build good relationships with likers on Facebook. By giving our responses to visitor posts. Forming a team that always concentrates on managing these accounts to avoid account breaches. Trying out a tour package by inviting a bureau and having to collaborate with pokdarwis.

### 4. Conclusion

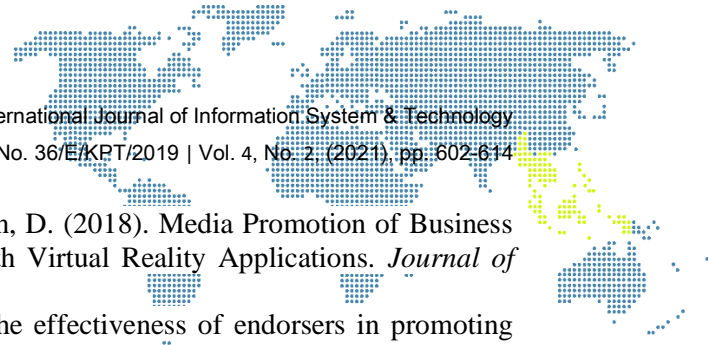
We have presented the usage of Facebook for tourism promotion in Indonesia. From our study, it can be concluded that tourism promotion strategies can be carried out through social media. There are several applications that can be used as promotional media, one of which is Facebook. Promotions that are carried out are certainly more interesting and able to convince the general public that what is being conveyed is real. In addition to images accompanied by invitation captions, promotions can also be presented in a professional manner through video posts. The number of viewers depends on how many friends there are and how interesting the uploaded video is. When the numbers are large, it is a sign that they are interested in the information presented.

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