



The Communication Pattern of the Bantul Regency Tourism Office in Re-Branding the Tourism Sector via Twitter During the 2020 Covid-19 Pandemic Based on Twitter Social Media Analysis

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ABSTRACT

Communications made by the government are more incentive through social media and mass media during the COVID-19 pandemic. Likewise, the Bantul Regency tourism office communicates through its social media by Twitter @dinparbantul. This research method is a qualitative analysis using Nvivo 12plus. The research data is sourced from @dinparbantul's tweet. The results of this study are that the Bantul Regency Tourism Office is aggressively making appeals for the prevention of Covid-19 in this new normal era, especially for tourists who are traveling. The Bantul Regency Tourism Office is also intensively communicating through the Bantul Tourism Office website which can be accessed at <https://pariwisata.bantulkab.go.id/>. The interaction of the Twitter account with the user can be seen from its relationship with various other Twitter accounts, it was found that the Twitter account of the Bantul Regency Tourism Office has links and relationships with other government and community accounts. Finally, there are hashtags #wisatabantul, #jelajahbaru, #dinparbantul, and #bantul. It explains that @dinparbantul always tries to promote tourist attractions in Bantul to the public. The results of data processing using the Twitter photo viewer Nvivo 12 from the @dinparbantul Twitter account indicate that the account has a connection with many key users that many users seek information through the @dinparbantul account, especially during tourism re-branding efforts during the COVID-19 pandemic and before this pandemic. From the results of this study, it can be concluded that the communication carried out by the Bantul Regency Tourism Office through Twitter is good, although not as intense as other government social media accounts.

Keywords: Communication, Interaction, Social Media, Twitter



INTRODUCTION

The development of technology and information in the digital era is growing rapidly, and so is the communication carried out by the government, in this case, the government needs good communication in delivering the policy process from conception to being able to implement the policies carried out (Hanifa & Fisabilillah, 2021). The information submitted by the government will provide feedback in the form of perceptions from the community that can lead to positive or negative stigma. Therefore it is necessary to do a communication strategy to convey information to the government to the public so this information can be accepted by the whole community, one thing that can be done by the government in conducting government communication is by using social media in the communication process with the community. In addition, current communication is mostly based on the internet, where the platforms that can be used are social media (Putri Pratiwi et al., 2021).

At the beginning of 2020, there were not too many Covid-19 cases in Indonesia, some of the news circulating focused on news about victims that were reported through electronic, print, and online media, which then followed the development of news related to analysis a chronology of transmission and spread (Amri, 2020). In this case, communication between the government and the public is very important. The purpose of this government communication is the communication system can ensure that the government at the central level can provide protocols related to communication, both in handling Covid-19 or vigilance and be able to disseminate information to protect public health that is fast, transparent, and also accessible. For this reason, this communication is expected to function as a means, so that the community can respond to appropriate behavior in eliminating or reducing risks (Oktariani & Wuryanta, 2020).

In this study, the researcher chose social media Twitter as the object of research because Twitter has an interaction relationship that is widely used by the public (Sukarno & Utami, 2022). Based on this background, this study aims to find out how the efforts of the Bantul Regency Tourism Office's communication pattern in rebranding the tourism sector during the COVID-19 pandemic through Twitter social media.

LITERATURE REVIEW

a. Government Communication Pattern



Communication is a transaction, a symbolic process that requires people to regulate their environment by building relationships among human beings, through the exchange of information, strengthening the attitudes and behavior of others, and trying to change attitudes and behavior. (Sulistiyowati, 2021). Government communication here is that the government in this case can be assumed to be a communicator and the community as a communicant, but in a certain atmosphere it can be otherwise the community is in a position as a transmitter of ideas or ideas and the government is in a position to observe what the wishes of the community are (Putri Pratiwi et al., 2021).

The government has the authority as well as the responsibility to consider all applicable rules so that in binding communication, the role of a communicator is important (Helmi et al., 2021). There are several forms of communication carried out by the government, some online or in person (Mulyani et al., 2021). According to Effendy (1989), there are three kinds of communication patterns, namely one-way communication patterns, two-way communication patterns, and multi-way communication patterns (Fajriati et al., 2022).

b. Social media as a platform

Social media is a digital-based platform that provides space for its users to express their opinions and thoughts, through social media users can exchange information. (Harahap & Adeni, 2020). In 2020, social media users in Indonesia around Social media platforms have been widely used in protests around the world as a means of communication and channeling aspirations to the government by the public. (Apriyani, 2021). Sometimes social media contains false information or hoaxes, hate speech, to intolerant content (Baines et al., 2021). Social media platforms such as Instagram, Facebook, YouTube, and also TikTok can be used as a medium for expressing opinions for the community in the digital era of democracy as it is now. (Fitriani, 2021).

Broad and free social media allow people to freely speak and express opinions as long as they are still connected to the internet this is because freedom of opinion on social media cannot be controlled properly, and false information and hate speech are often spread between many parties, such as between one community and another (Arafah et al., 2021).



Social media is a platform that is used as a form of government function to provide alternative channels of choice through information technology (Karmanis, 2021).

As a platform that can be accessed by anyone, social media has the opportunity to disseminate information to the government, especially to provide direction to the wider community (Gupta & Biswas, 2021). Social media was chosen as a means of socialization by the government, one of which is Twitter because Twitter has wide interactions among users (Solihin et al., 2021). There are various responses from Twitter users when they receive information or hear the release of a policy from the government (Sucahyo et al., 2022). Therefore, Twitter is one of the social media chosen by the government to provide information related to policies that are being implemented (Anggreaini et al., 2021).

RESEARCH METHODS

This study uses descriptive qualitative methods, research data sourced from primary data in the form of social media data, and secondary data in the form of articles and mass media news relevant to the research topic. In this study, researchers specifically examined the Twitter social media account @dinparbantul to re-brand the tourism sector during the 2020 Covid pandemic. It also uses Computer Assisted Qualitative Data Analysis (CAQDS) with Nvivo 12Plus software, then uses Nvivo 12Plus software to analyze data, encodes data, validity, and interpret and present data. The data presented is crosstab analysis and word cloud analysis (Sukarno & Utami, 2022).

RESULT AND DISCUSSION

This government communication in Indonesia was seen during the pandemic, one of which was carried out in Bantul Regency, namely what was carried out by the Bantul Regency Tourism Office by making Covid-19 guidebooks, making regulations for travel guides, providing hand washing facilities for visitors, and mandatory use a mask for everyone in the tourist area. The Bantul Regency Tourism Office in general is intensively conducting education and outreach to the community, especially business actors in the tourism sector in Bantul Regency. The Bantul Regency Tourism Office seeks to be able to re-brand the tourism sector through the Twitter social media account, namely by encouraging and preparing for the new normal life in the tourism sector. This guide can be used as a guide for tourism people in Bantul Regency, so that we all have the same understanding and action in preventing the

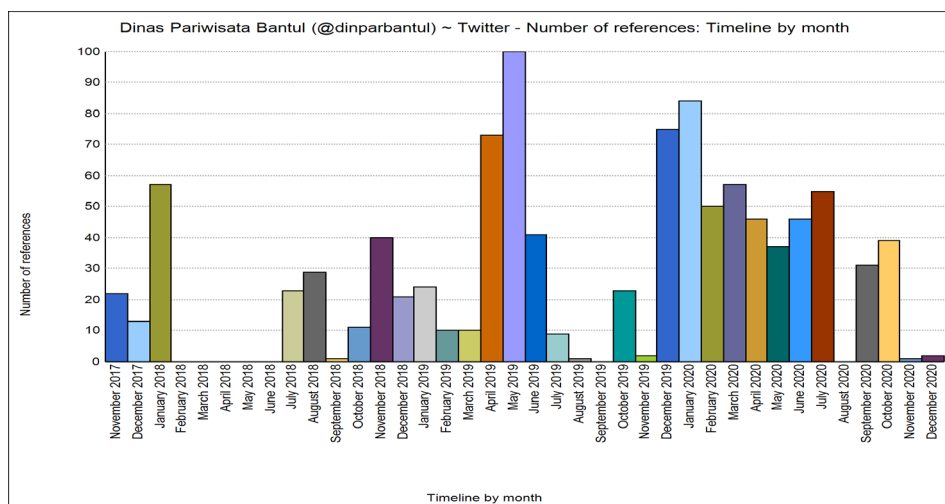


spread of Covid-19 by starting to open certain tourism sectors (Dinas Pariwisata Bantul, 2020)

In addition to preparing a Covid-19 guidebook for the tourism sector, the Bantul Regency Government has also prepared various SOPs and several additional facilities such as lots of handwashing stations so that they are easy to find, personal protective equipment for officers such as using face shields, masks, and gloves. One of the efforts to prevent Covid-19 is by measuring the temperature of the visitor before entering the tourist area (Dinas Pariwisata Bantul, 2020).

Bantul Regency is still preparing several leading tourist destinations to gradually prepare to receive tourists so that when the time comes for opening the tourism sector has been conditioned to receive tourists in limited numbers. For this reason, the readiness of all sectors involved in tourism development is needed. Prevention of the spread of Covid-19 is the essence of the readiness of tourist destinations in welcoming the new normal era. This guide was created as a guide for tourism actors in supporting programs to prevent the spread of Covid-19 and so that tourist destinations do not become new clusters of Covid-19 transmission (Dinas Pariwisata Bantul, 2020). Various kinds of efforts are being made by Bantul Regency to increase the number of visitors during the new normal period as it is today, and to improve the economy of the surrounding community as well. The intensity of the communication activity of the Bantul Tourism Office through its Twitter account can be seen in the pictures below based on analysis via Nvivo 12 :

Figure 1. Twitter Activity Intensity @dinparbantul

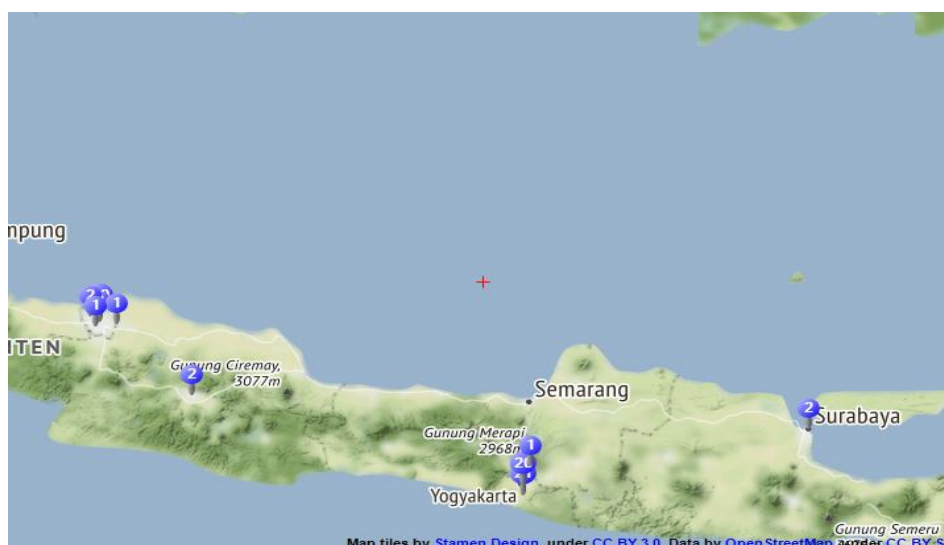


Source: Processed by researchers using NVivo 12 (2020)

The focus of time in this study is the range from January to November 2020 (this research was conducted in December 2020). The data above shows a decline in the number of tweets in 2020. The biggest increases on the Twitter account @dinparbantul occurred in January, March, June, and October 2020. Based on the results of the analysis via Nvivo it can be concluded that in 2020 in January, March, July, and October the Bantul Tourism Office is intensively using the media Twitter social. Judging from the tweet on Twitter @dinparbantul that around July the Bantul Tourism Office made an innovation by presenting a Virtual Tour with PGP and in July 2020 the intensity of using the @dinparbantul Twitter account increased compared to April, May, and June 2020.

Through Twitter and social media in this new normal era, the Bantul Tourism Office is aggressively promoting its tourist destinations by sharing videos of tourist destinations, promoting videos of short films, holding online competitions, and on the Twitter social media account @dinparbantul also regularly urges visitors to always comply with existing health protocols. Information submitted by the Bantul Regency Tourism Office through Twitter social media related to tourism information amid the Covid-19 pandemic can not only be accessed by the people of the Special Region of Yogyakarta but can be accessed by some from West Java, Surabaya, and Banten. The data can be seen in the image below :

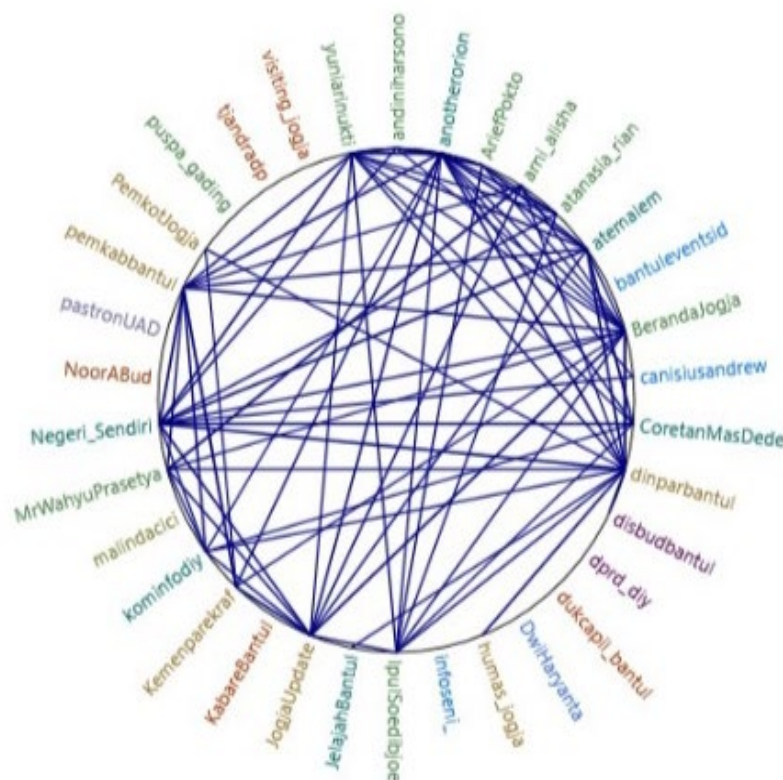
Figure 2. Map of User Responses to the Twitter Account @dinparbantul



Source: Processed by researchers using NVivo 12 (2020)

As we know that government communication is the delivery of ideas, information, programs, and policies from the government to become the vision and mission of the community, So government communication is not only a means or tool for the government to convey and or receive information but also as a means of integrating activities in an organized manner in realizing cooperation.(Anggreaini et al., 2021). It can be seen from the results of the clustering by word similarity analysis that the @dinparbantul account interacts more often with several accounts, namely with @berandajogja, @antoherorion, @coretanmasdede, @pemkabbantul, @negeri_diri, and @jogjaupdate. The following is the activity intensity of the Bantul Tourism Office's Twitter account with users in efforts to re-brand tourism during the COVID-19 pandemic :

Figure 3. World Similarity NVivo 12 Twitter Account Interaction @dinparbantul with Users
Dinas Pariwisata Bantul (@dinparbantul) ~ Twitter - Usernames Clustered by Word similarity



Source: Processed by researchers using NVivo 12 (2020)

Based on the results of the Nvivo 12 analysis through the Windows photo viewer, the Bantul Tourism Office account (@dinparbantul) there are several results related to efforts to

re-brand the tourism sector of Bantul Regency during the Covid-19 pandemic, which is to always post information related to Bantul tourism by attaching a link because the most dominant is the word "HTTPS", can be seen in the image below :

Figure 4.



@dinparbantul account

Windows
Photo
Viewer
NVivo 12
on the

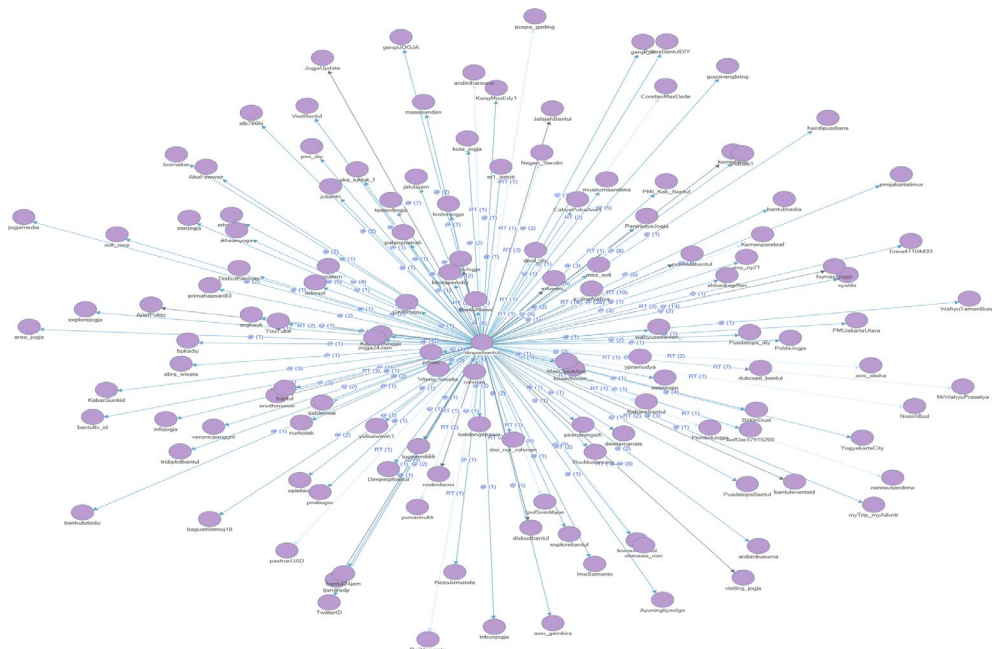
Source: Processed by researchers using NVivo 12 (2020)

Furthermore, @dinparbantul often interacts with @pemkabantul as seen from the Twitter username that appears in the windows photo viewer. Finally, there are hashtags #wisatabantul, #jelajahbantul, #dinparbantul, and #bantul. It explains that @dinparbantul

always tries to promote tourist destinations in Bantul to the public. Social media is managed by the Bantul Tourism Office, so the public knows more about tourism in Bantul to re-brand the tourism sector amid the Covid-19 pandemic, @dinparbantul actively promotes tourist destinations compared to before the Covid-19 pandemic. Then the @dinparbantul account always urges the public, especially people who go to tourism locations, to implement the existing health protocols, according to the guidebook for the Bantul Tourism Office itself.

The existence of social media managed by the Bantul Tourism Office, makes people know more about tourism in Bantul, besides this, to re-brand the tourism sector amid the Covid-19 pandemic, @dinparbantul is actively promoting tourist destinations in Bantul. Bantul compared to before the Covid-19 pandemic. It can be seen from the interaction between the @dinparbantul account and other accounts :

Figure 5. Twitter Photo Viewer Nvivo12



Source: Processed by researchers using NVivo 12 (2020)

The results of data processing using the Twitter photo viewer Nvivo 12 from the Twitter account @dinparbantul, shows that the account is connected to many other users,



such as the government, non-governmental organizations, and the general public. In this connection, it was concluded that many users were looking for information through the @dinparbantul account, especially during tourism re-branding efforts during the Covid-19 pandemic and before this pandemic.

CONCLUSION

Government communication is very important, especially in efforts to reform government policies amid the Covid-19 pandemic, communication by the government is more incentive through social media and mass media. Likewise, the Bantul district tourism office continues to make communication efforts through its social media namely Twitter. The results of this study are that the Bantul Regency Tourism Office is aggressively making appeals for the prevention of Covid-19 in this new normal era, especially for tourists who are traveling. The Bantul Regency Tourism Office is also intensively communicating through the Bantul Tourism Office website which can be accessed at <https://pariwisata.bantulkab.go.id/>.

The interaction of the Twitter account with the user can be seen from its relationship with various other Twitter accounts, it was found that the Twitter account of the Bantul Regency Tourism Office has links and relationships with other government and community accounts. Finally, there are hashtags #wisatabantul, #jelajahbaru, #dinparbantul, and #bantul. It explains that @dinparbantul always tries to promote tourist attractions in Bantul to the public. The results of data processing using the Twitter photo viewer Nvivo 12 from the @dinparbantul Twitter account indicate that the account has a connection with many key users that many users seek information through the @dinparbantul account, especially during tourism re-branding efforts during the COVID-19 pandemic and before this pandemic.

From the results of this study, it can be concluded that the communication carried out by the Tourism Office of Bantul Regency through social media Twitter is quite good, although not as intent as other social media government accounts. The Bantul Regency Tourism Office has made efforts to re-brand the Bantul Regency tourism sector, one of which is through Twitter. From the content of existing tweets containing promotions of tourist destinations and efforts to urge tourists to obey health protocols when traveling amid this Covid-19 pandemic. So far, the communication pattern carried out by @dinparbantul through social meTwittertter has been quite good and effective.



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