

## The Role of Social Media in Introducing Budo Tourism Village, North Sulawesi Province

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Article History	Abstract
Accepted: 20 September 2024 Revised: 29 November 2024 Published: 05 December 2024	<p><i>Budo Village is one of the tourist villages located in the North Minahasa district, North Sulawesi Province. This village was included in the top fifty categories of the 2022 tourism village award, and received the best category in digital content creator, so it went viral and became the subject of discussion in Manado. From observations and some visitor statements, they know this village through social media. is it true that social media has played a role in introducing this village to the virtual world? The purpose of this research is to analyse the role of social media in introducing Budo Village as a tourist destination. The research approach is descriptive, by conducting a survey, distributing questionnaires to 150 respondents determined by a purposive sampling technique. The data collected was then analysed using percentages. The results showed that social media platforms such as Facebook and YouTube have played a role in introducing Budo Village as a tourist destination. To maintain the popularity of Budo Village, the manager must open access to other social media platforms. In addition, it is necessary to diversify tourist attractions so that there are more creative posts, which is believed that the popularity of this destination will be maintained, and will have an impact on the number of tourist visits to these tourist sites.</i></p> <p><b>Keywords:</b> <i>Social Media, Budo Tourism Village, North Sulawesi Province</i></p>



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### INTRODUCTION

Tourism is a whole consisting of tourists, tourist destinations, travel, industry and so on. Especially in North Sulawesi Province, tourism is more focused on Likupang Tourism Special Economic Development, North Minahasa Regency (Wenas, et.al, 2023). As a result, almost all villages around the area prioritize tourism as the village's flagship. One of the villages in the district that is growing rapidly and was included in the top 50 of the 2022 Indonesia Tourism Village Award is Budo Village, even this village won the best digital content category. Budo village tourist attraction is one of the attractions favored by tourists. The uniqueness of this tourist attraction is that it presents a view of the sea with Bunaken National Park at sunset. The tourists visit to fill their holiday time with family, friends, friends and acquaintances. While enjoying the beautiful scenery, tourists can enjoy the food and drinks provided at the Budo Village tourist destination.

Beautiful mangrove and sunset views, delicious food offerings and friendly people make Budo Village more attractive to tourists to come to unwind and find entertainment / refreshing.

Although it is undeniable that there are still many tourists who do not know and know the attractions of Budo Village. Due to one of them the lack of promotion about this Budo Village tourist attraction. The development of the world of tourism is accelerated by technological developments and social life. Information about the intended tourist attraction is easily obtained by tourists via the internet. The use of social media is a means of attracting tourists to visit new tourist attractions. Social media has a role in a person can interact with each other besides interacting with tourists through social media can capture their activities or beautiful moments by uploading photos or images and even videos that can be consumed by the public, (Hvass, & Munar, 2012; Asmawaty, 2021).

Social media sites allow users to design personal profiles, view other users' profiles and communicate with each other privately or openly. (Jamilah, et.al, 2023; Juliana, et.al, 2022). Examining the results of research from several researchers who discuss the role of social media in introducing new destinations with various promotional tools that have an impact on tourist attraction. Tourism attraction is known only in a matter of minutes can be known by the community. Distance and time do not affect a tourist destination to become popular. (Miguéns, et.al, 2008); Purba, & Irwansyah, 2022; Ningrum, & Salim, 2021). How the budo tourism village went viral and was visited by tourists who even exceeded the carrying capacity of the area in one day, (Sangari, et.al, 2024). Is this also influenced by the role of social media so that Budo tourist village is visited by so many visitors?

## **LITERATURE REVIEW**

The emergence of the internet affects the development of marketing where the era of conventional marketing has ended and quickly moved by cutting through various network barriers of traditional ways of working into a digital marketing system. The use of the internet in Indonesia has increased drastically, namely 220 million people which has the effect of increasing the use of social media, (Setiawati, & Pritalia, 2023). The increasing use of social media has led many companies to do wfh (work from home) and profile promotion through social media, including the promotion of the tourism sector. Meanwhile, according to Havianto, & Artiningrum, (2022), states that social media has an important role in finding information about tourist destinations. Instagram is the most widely used social media for finding information about tourism. Apart from being used to search for information, social media is often used to share interesting photos and videos along with reviews about their travel experiences.

### **Social Media**

Social media is a means of communicating to share various information in the form of features with other people and with external parties or vice versa. Besides this tool is a fast marketing channel because it is online, its impact is very strong in building public trust. (Kotler & Keller 2021: 400). According to Tjiptono & Diana, (2016: 287) suggest that social media is an internet-based technology that facilitates conversation. Meanwhile, Nasrullah, (2015) states that social media is the internet used by users in interacting with fellow users, communicating and forming social ties both virtually and interpreting themselves in certain communities.

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### **Social Media Characteristics**

Some of the characteristics of social media used today, Nasrullah, (2017: 16) include:

1. Network, every social media in interacting requires a network that connects each other between fellow users either offline or online, and fellow users can know each other or not know each other, connected in one network. From this network, a community is formed because it is caused by the same values that develop like a society in general formed by one interest.
2. Information is the main and most important superior product in a social media. Users in interacting always create and display their identities in various content produced and various information. These content products are processed and exchanged, shared and become valuable commodities.
3. Data archive, is a data storage center where all data is stored in space and this is a separate character where the data can be accessed at any time using any device, social media is also a virtual library of all data and can store any data.
4. Interaction is also one of the characteristics formed between user networks from anywhere. This network has expanded any relationship not only between friends and followers, but they form between fellow network users. Various forms of responses or comments are built on symbolic languages that exist in networks such as "like".
5. Social simulation is the character of interaction in the community in the virtual world, whose pattern is like in the real world, but actually this is different, only in the form of a simulation but patterned like the real world.
6. Content by users is actually content owned by users who contribute to the use of social media.

### **Types of Social Media**

Social media has 6 broad categories, (Nasrullah (2017: 16) as follows: (1) is a medium or means used in social interaction with all the consequences of the impact of social activities in cyberspace. (2) Blog is a journal section that contains uploaded daily activities of users where fellow communities comment on each other then various experiences / activities on the web and so on. (3) microblog is a space for users where they can write all activities and opinions about certain things or phenomena and publish. (4) media sharing where various media, documents such as files, videos, audio, images and so on are used by users as facilities provided, for example YouTube. (5) Social bookmarking is part of social media online as a character that works like organizing, managing, searching for various information and news, (6) Wiki is a shared online media which is a collaborative content that involves various users from around the world, for example encyclopedias. Another case with Tjiptono & Diana, (2016: 287) divides it into five categories including: (1) Egocentric Sites, where users create personal profiles on virtual platforms and then construct and connect identities. (2) Community Sites, is a shared environment of virtual communities that form certain groups. (3) Opportunistic Sites, is a social organization of users formed due to business interests. (4) Passion-Centric Sites, a community formed due to common hobbies and interests where they interact in a virtual environment. (5) Media Sharing Sites, a shared character between users where their activities share information such as news content, videos, photo images and so on.

Thus social media can be said to be part of information technology that allows users to easily obtain information, store and share within the scope of personal and community.

## RESEARCH METHOD

The research approach method is descriptive where the research seeks to explain a symptom, event, incident that occurs at the present time, (Soendari, 2012). Furthermore, the location of this research was in Budo Village, North Minahasa Regency, North Sulawesi Province. This research was conducted for five months starting from March - August 2024. The research subjects were visitors who came to visit the Budo Mangrove Forest Tourism Pier. The research method used was a survey method using a questionnaire as primary data. Questionnaires with an attitude scale and the results are tabulated using percentages to see the comparison of the percentage amount on each answer given. Furthermore, questionnaires were distributed to 150 visitors selected by purposive sampling technique with the criteria of being physically and mentally healthy, at least 21 years old, active on social media, and understanding the statements contained in the questionnaire and being at tourist sites when research was conducted.

## RESULT AND DISCUSSION

Budo Village has a mangrove forest with an area of about 30 hectares with beautiful sea views, Budo village also has a mangrove forest tourist pier where this place went viral during the covid pandemic and until now, besides that the underwater world of Budo village also has a beauty that is not inferior to Bunaken, with the topography of the wall, then from the hills of Budo village also has the beauty of being able to see sunrise and sunset, (Towoliu, et.al, 2020, 2021, 2023). The following survey results of 150 respondents who visited Budo village with gender characteristics are shown in Figure 1 below:

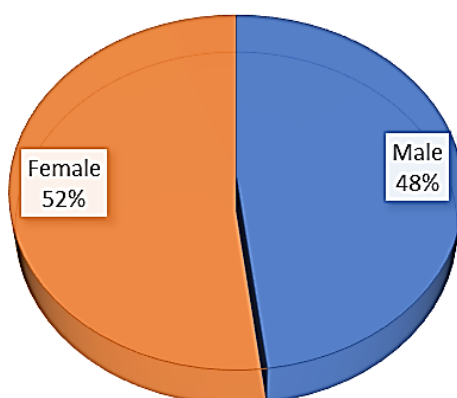


Figure 1: Gender Percentage  
Source: Research Data

Based on Figure 1, the characteristics of respondents based on gender show that male gender consists of 72 respondents or 48% and female gender consists of 78 respondents or 52%.

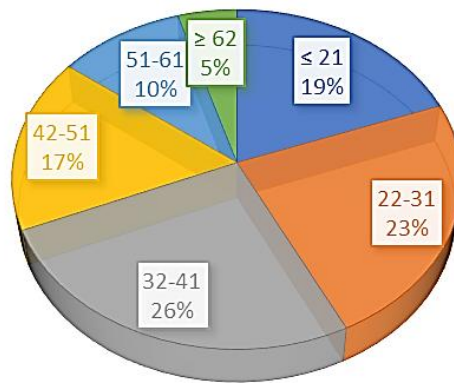


Figure 2: Percentage of Respondent's Age  
Source: Research Data

Based on Figure 2, the characteristics and distribution of respondents based on age are as follows: respondents aged under 21 years consisted of 29 respondents or with a total percentage of 19.33%, respondents aged 22-31 years consisted of 35 respondents or with a total percentage of 23.33%, respondents aged 32-41 years were 39 respondents or with a total percentage of 26%, respondents aged 42-51 years were 25 respondents or with a total percentage of 16.67 and tourists aged 51-61 years were 15 respondents or with a total percentage of 10% and respondents over the age of 62 years were 7 respondents or with a total percentage of 4.67%.

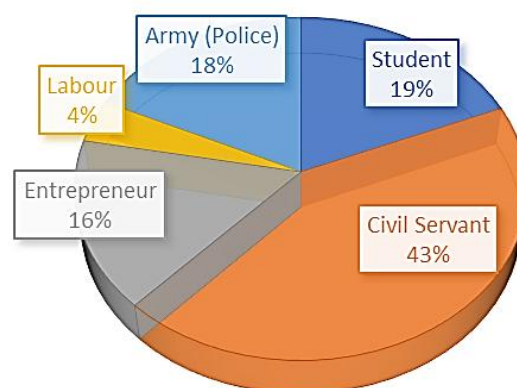


Figure 3: Employment Status  
Source: Research Data

Based on Figure 3, the characteristics of student respondents as many as 28 respondents or 18.67% visited Budo village attractions, followed by civil servants as many as 65 respondents or 43.33% visited Budo village attractions, then followed by respondents as self-employed as many as 24 respondents or 16% who made Budo village a tourist destination, then farmer respondents as many as 6 respondents or 4% who made Budo village a tourist destination and respondents who worked as army / police as many as 27 respondents or 18% who made Budo village a tourist destination.

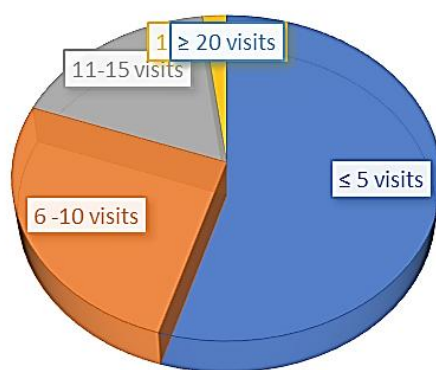


Figure 4: Number of Visit  
Source: Research Data

Based on Figure 4, the frequency of respondents' visits to Budo Village, namely visits under 5 visits as many as 82 respondents or 54.67%, visits of respondents 6-10 visits as many as 39 respondents or 26%, visits of respondents from 11-15 visits as many as 26 respondents or 17.33% and visits of respondents 16-20 as many as 3 respondents or 2%, finally above 21 visits as many as 0 respondents or 0%.

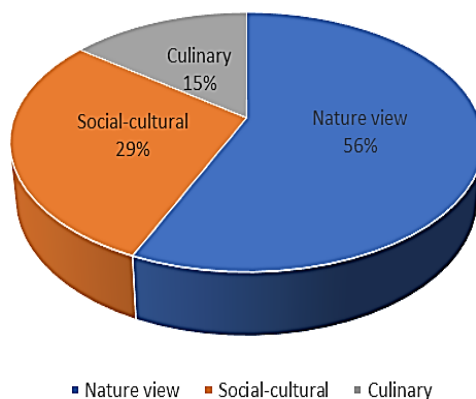


Figure 5: Visiting Motivation  
Source: Research Data

In Figure 5, there are three main indicators that show the factors that attract visitors to come to Budo village, among others, 56% want to see the natural scenery because, indeed in front of Budo village, almost the entire Bunaken National Park with five islands visible including Bunaken Island, Siladen Island, Manado Tua Island, Nain Besar and Nain Kecil Island and Mentehage Island. Furthermore, 29% are interested because of the social-cultural with the hospitality of the budo community. While 15% are interested because of the culinary delights sold around the Budo village pier.



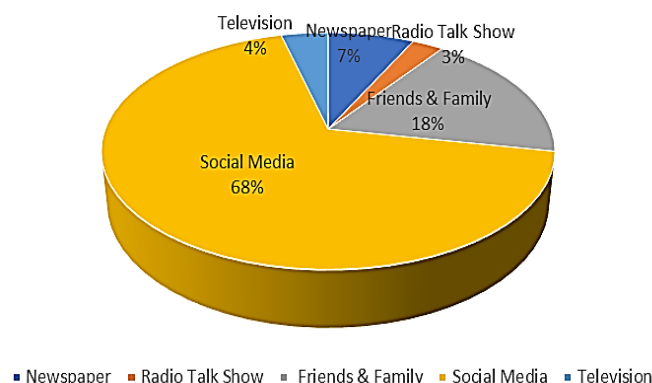


Figure 6: Information Source  
Source: research data

While in Figure 6, matters related to the source of information, the average respondent answered 68% social media, 18% friends and family recommendations, then newspapers 7%, television 4% and radio talk shows 3%. This shows that respondents know more about Budo Tourism Village from social media.

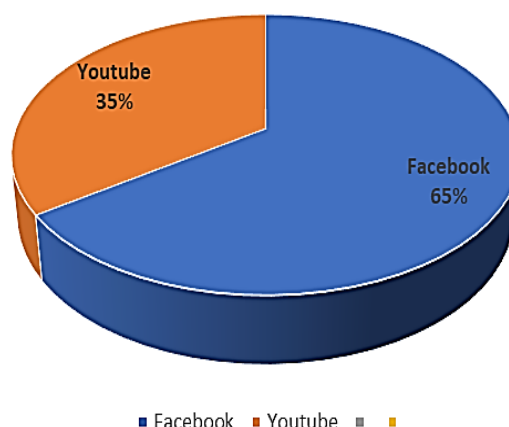


Figure 7: Social Media Role  
Source: research data

Especially in Figure 7, it can be seen that social media such as Facebook and YouTube both have a role in promoting Budo Village as a tourist destination. Because indeed the two tools are more widely used and easier to use by the general public. This can be seen with 98 respondents or 65.33% visiting Budo Village because of the role of Facebook social media in promoting Budo Village as a tourist destination and 52 respondents or 34% visiting Budo Village because of the role of YouTube social media in promoting Budo Village as a tourist destination. From the data above, it can be concluded that Facebook social media has a greater role in promoting Budo Village as a tourist destination than YouTube social media.

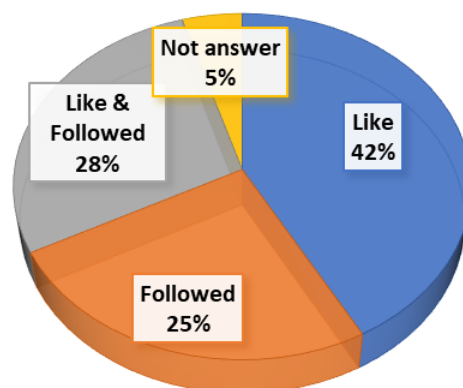


Figure 8: Responden Action  
Source: research data

Furthermore, matters related to posts seen on social-media, what are the actions of respondents. The average actions of respondents include: like 42%, follow 25%, like and follow 28% and did not answer 5%.

The use of social media in promoting tourist destinations is very popular, tourism managers can easily share various uniqueness, such as natural-social culinary culture and even hospitality from the local community. The ease and speed of sharing tourism content has cut a long tradition of tourism marketing activities that used to rely solely on conventional marketing, (Zeng, & Gerritsen, 2014; Živković, et.al, 2014).

On the other hand, travelers are inundated with information on the uniqueness of various tourist attractions in almost every region and even abroad. Such information can provide benefits for tourists in making decisions as well as providing reviews of various existing tourism providers. From the survey results on the role of social media in introducing Budo Tourism Village, it can be seen from several indicators. From general indicators such as the behavior of most social media users is still dominated by women. In this case, most women are social media users. Furthermore, the dominance of age is mostly 32-42 years old in the case of respondents for data collection in this study. Looking at this age level, it looks like an established age, in terms of maturity and work. This means that at that age in the midst of busy work they need time and a place to rest, in this case they want to escape from the work routine and take time to work through travelling. While the job category is seen to be dominated by civil servants, army/police, entrepreneurs and students.

Indeed, Budo tourism village can be categorized as a tourist location that is close to Manado as the capital of North Sulawesi province, which can be reached in just 30 minutes from the city Centre, making it easier for workers to take the time to visit tourist sites. Visitors do not need a large budget to spend money on travelling. This can also be seen from the frequency of visitors who come to tourist sites. Almost on average above five times per visit, this data confirms that visitors to the Budo tourism village are dominated by repeaters, why is that? The main reason is because of the close location, then it does not require a large budget in planning a tour. In addition, it can also be seen that the data related to the motivation of visitors to Budo village, on average, most of them want to enjoy the beauty of nature, because indeed the uniqueness of Budo tourist village is that visitors are presented with natural panoramas in the form of sunsets between several islands in the Bunaken National Park area, as well as mangrove



forest areas. Because from the results of observation, the peak of visitors coming to Budo Village is at 15.00 pm to 19.00 pm. Because at that hour visitors scramble to take a good position to see the sunset.

The next indicator is how visitors get information related to the tourist attractions of Budo village. In this section, data can be obtained that social media plays a role in presenting various information related to tourist attractions in Budo, then information is obtained from friends, colleagues and family. Indeed, from several brief conversations with visitors, there are those who convey that a lot of initial information is obtained from family and friends, but the decision to visit is more influenced when seeing posts of pictures and videos on social media. This means that social media is very attractive to the public and visitors to come to see firsthand the tourist sites and natural scenery offered.

Social media has created curiosity for users to come to tourist sites. Then which social media platform determines which visitors come to Budo Village. Indeed, in some mass media published that Instagram, more than Facebook or even TikTok and WA, but in the case of Budo tourist village, it seems that more visitors get information from Facebook. Because indeed the results of interviews with tourism managers, for now they use Facebook more because it is easier and can be justified with various existing gadgets. Then how is the action behavior of visitors to posts on Facebook or YouTube. That various posts on Facebook are dominated by 'like', 'like & follow' and 'follow'. This means that on average when a post about budo appears visitors immediately 'like' but there is also depending on the condition of the post, even though visitors have 'followed' not also automatically 'like'. From the results and discussion, it can be said that social media greatly influences tourists to come to tourist sites, then in the case of visitors in Budo Village, the Facebook Platform is very strong in introducing the village, so that many visitors come to that location.

## **CONCLUSION**

From the results and discussion, it can be concluded that 98 respondents or 65.33% visited Budo Village because of the role of Facebook social media in promoting Budo Village as a tourist destination and 52 respondents or 34.67% visited Budo Village because of the role of YouTube social media in promoting Budo Village as a tourist destination. So, it can be concluded that social media platforms are the right tool in promoting tourist destinations. There are so many social media platforms that exist today besides Facebook and YouTube, it is hoped that tourism managers can maximize other platforms, on the other hand, it is necessary to diversify tourist attractions so as to enrich various posts about Bodo Village. Thus, it will have an impact on the number of visitors who will increase.

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