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Pendekatan *User-Generated Content* dan *Public Relations* Budaya pada *Branding* Virtual Pariwisata di Lombok

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Abstract

Information about tourist attractions is the right of tourists protected by tourism laws and consumer protection. One approach used to fulfill consumer information is through User Generated Content (UGC). This approach serves as virtual branding activities to promote tourist attractions. The content presented must be able to attract visitors' interest. Therefore, there needs to be an effort by tourism managers to provide facilities and tourism infrastructure to ensure visitor comfort. The experiences of tourists will become content published on social media or applications used in User Generated Content (UGC) activities. The purpose of this research is to analyze the motives behind visitors' communal experiences and to analyze the challenges faced by tourism managers in dealing with User Generated Content (UGC) activities. This study uses a qualitative method with a phenomenological approach. The results obtained indicate that the main motive consciously and collectively built for UGC is to share useful information about tourist attractions through citizen journalism activities. Other results show that the challenges faced by tourism managers in dealing with UGC activities include enhancing facilities, improving tourism accessibility, and increasing cooperation to generate more UGC content by actively involving the community through local activities. One successful example of cooperation is through empowering local residents in the traditional weaving handicraft activities typical of Lombok, which are part of the Micro, Small, and Medium Enterprises (MSMEs).

Keywords: *citizen journalism, digital tourism, user generated content, virtual branding*

Abstrak

Informasi tentang objek wisata merupakan hak wisatawan yang dilindungi oleh Undang-undang pariwisata dan perlindungan konsumen. Salah satu pendekatan yang digunakan untuk memenuhi informasi konsumen yaitu melalui *User Generated Content* (UGC). Pendekatan ini sebagai aktivitas branding virtual untuk mempromosikan objek wisata. Konten yang disajikan harus mampu menarik minat pengunjung. Oleh karena itu, perlu

adanya upaya pengelola wisata untuk menyediakan fasilitas, sarana wisata sehingga pengunjung nyaman. Pengalaman wisatawan tersebut akan menjadi konten yang dipublikasikan di media sosial atau aplikasi yang digunakan dalam aktivitas *User Generated Content* (UGC). Tujuan penelitian ini untuk menganalisis motif atas pengalaman komunal pengunjung wisata dan menganalisis tantangan yang dihadapi pengelola wisata dalam menghadapi aktivitas *User Generated Content* (UGC). Penelitian ini menggunakan metode kualitatif dengan studi fenomenologi. Hasil diperoleh bahwa motif utama yang dibangun secara sadar dan bersama bahwa UGC dilakukan sebagai bentuk berbagi informasi bermanfaat seputar objek wisata melalui aktivitas jurnalistik warga. Hasil lainnya bahwa tantangan pengelola wisata menghadapi aktivitas UGC berupa melengkapi sarana, meningkatkan aksesibilitas wisata, dan meningkatkan kerjasama dalam memperbanyak konten UGC dengan banyak melibatkan masyarakat melalui aktivitas lokal. Salah satu contoh kerjasama yang berhasil adalah melalui memberdayakan warga lokal dalam aktivitas kerajinan tangan tenun khas Lombok yang tergabung dalam Usaha Mikro Kecil Menengah (UMKM).

Kata Kunci: *digital branding, digital tourism, jurnalistik warga, user generated content*

Introduction

Cultural public relations focus on cultural studies with a public relations theory approach (Hidayat et al., 2023). The culture referred to in this study is the new culture of citizen journalism activities in conveying information on travel experiences. Citizen journalism uses the User Generated Content (UGC) technique in finding, processing, and conveying information. Citizen journalism in this case involves tourists who act as public relations agents and independently help carry out tourism object branding activities. The participation of tourists in sharing their experiences during their trip on social media and digital media is very helpful in promoting tourist attractions. Digital media such as TripAdvisor, a website-based application and mobile application, is often used as a promotional tool (Salem & Twining-Ward, 2018). The era of digitalization encourages creative tourists to produce and distribute travel experiences in several applications, such as Trip Advisor (Van der Zee & Bertocchi, 2018). User Generated Content (UGC) is widely regarded as credible and able to provide substantial information for various groups such as travelers, managers, and even researchers (Kitsios et al., 2022). The existence of user-generated content (UGC) makes the content appearing on social media such as Instagram, when viewed narrowly, or the internet, when viewed broadly, increase significantly (Rayinda, 2019).

The UGC approach focuses on tourist attraction information services. However, the problem is that the various information contained must be accurate and accountable. Accurate information is one of the legal rights of tourists that must be considered in information-sharing activities on social media. Responsibility in producing content is a form of preventing fake news (Hidayat et al., 2020) and (Wibawa et al., 2022) Therefore, tourism managers must provide for travel needs so that tourists can share positive experiences while traveling in the form of tourist information on their applications and social media accounts.

Obtaining accurate information as a tourist right is one of the important factors in managing and developing the tourism industry. Article 20 of the 2009 Indonesian Tourism Law states that every tourist has the right according to standards, legal protection and security, health services, information, and protection of personal rights (Indonesia, 2009) The mandate of the tourism law, in line with consumer protection law No. 8 of 1999 article 4 states that consumers have the rights to comfort, security and safety in consuming goods and/or service (Pemerintah Republik Indonesia, 1999) The tourism laws and consumer protection laws that have been explained in the paragraph above should be used as a reference in fulfilling and managing the development needs of tourism objects such as easy access to information on tourist objects (Chaerunissa & Yuniningsih, 2020) Tourist information is required by tourists (Jovanović, 2016) The initial step for tourism managers is to prepare tourist destination information (Maranisya & Sutanto, 2022) Tourism access is one that must be given to tourists (Dwitahadi et al., 2019).

User-generated content (UGC) is an approach to promoting tourism objects that are vulnerable to inaccurate information. There needs to be awareness among tourists about the importance of conveying information related to travel experiences wisely. It is undeniable that tourist information conveyed through UGC is very helpful for branding activities, namely communication activities aimed at marketing products and services. Branding includes identity, image, and personality (Hanna et al., 2021) UGC is, of course, a new breakthrough as well as a challenge. The breakthrough is because UGC utilization is estimated to be more effective and efficient. Effective in terms of time dissemination of information quickly and massively. In addition, tourist experiences that are shared directly are more trustworthy, which encourages the interest of potential tourists. UGC is also more efficient because it costs almost nothing. It's just that the challenge is that tourism preparation and management must always be improved, such as supporting and complementary facilities, equipment, systems, processes, and resources needed for the functioning of each tourist destination. The facilities in question include access to tourist sites or highways, airports, and modes of transportation as legal tourist rights. Another challenge is increasing the digital literacy of the community so that they avoid the activity of creating and spreading fake news related to tourist information.

User-generated content (UGC) is a new approach to introducing tourist attractions by relying on tourist content created by tourists. The UGC approach has been shown to be effective in arousing the interest of potential tourists emotionally and rationally (Cheung et al., 2022) UGC is often used by tourists to send messages in the form of their experiences when traveling, such as in Trip Advisor (Van der Zee & Bertocchi, 2018). fact, it is estimated that more than 70% of tourists use UGC as a reference for travel planning (Salem & Twining-Ward, 2018).

Advances in technology in the form of digital media have changed the way tourists seek information on tourist destinations. Digital media also provides flexibility for tourists to create content, distribute, and share information (Tussyadiah & Fesenmaier, 2009) This reality proves that digital media make a major contribution to the world of tourism through tourist activities by sharing their travel experiences. Digital media has changed communication behavior and created

a new culture, namely digital culture. This culture helps the function of cultural public relations, namely branding through a local wisdom approach by utilizing the potential of local culture (Hidayat et al., 2023) Digital media also changes traditional ways of traveling by exploring directly or physically traveling to tourist destinations, then developing virtually and without physical movement, but can explore tourist destinations with advanced technology, such as virtual reality (VR) and augmented reality (AR). (An et al., 2021). AR is closely related to the metaverse, namely the use of AR applications in tourism activities through virtual tourism (Estudante & Dietrich, 2020) Metaverse tourism is an experience of traveling by utilizing technology to build real-world experiences in virtual space (Siyaeu & Jo, 2021) The metaverse can be said to be an interesting phenomenon that has been reviewed in recent years, especially in Indonesia after the COVID-19 pandemic. This phenomenon will, of course, encourage new concepts in travel, such as digital tourism, which is currently developing in several countries. The COVID-19 pandemic has accelerated the popularity of digital tourism due to technological innovations that can virtually change travel experience (Choi et al., 2022).

Digitalization is a breakthrough in efforts to promote tourism and cultural objects in a sustainable manner (Gonçalves et al., 2022) Digitalization can build the image of a virtual tourist attraction so that it is easily accessible to anyone who wants to explore it. In the context of this research, namely tourism objects in Lombok, West Nusa Tenggara Province, Natural attractions such as islands and cultural attractions such as regional clothing, as well as handicrafts typical of the Sasak people in Lombok

Based on the explanation regarding the problem of tourist attraction information services through the User Generated Content (UGC) approach above, This is important to study because the fulfillment of information is a legal right of tourists that can be accounted for and protected by the government. This problem is also important to study because UGC is an approach that has just been introduced in Indonesia. Therefore, this study aims to analyze UGC as a sustainable tourism branding approach based on the law of tourists' right to obtain information. The aspects studied include tourist experience in producing tourist information in digital media, tourist knowledge about UGC, tourist strategies for using UGC, and the challenges of implementing UGC as a branding approach. It is hoped that the results of the study will have practical and theoretical implications. Practically, the research results can be applied by tourism managers to managing tourist objects. In addition, tourists can also assist in promotional activities by utilizing digital media properly. Theoretically, this means that the results of this research can contribute to scientific development in the field of tourism object branding through digital media based on citizen expertise in producing information or citizen journalism.

Methods

The focus of this study is on issues related to tourist attraction information services through a user-generated content approach and the legal protection of tourist rights. The object under study is the UGC approach as a means of providing tourist information services. This service has become a legal right that must be

owned by tourists. This study uses a phenomenological study with a qualitative approach. Qualitative research emphasizes the reality that is built on the results of field observations that are natural or without setting (Pradsmadji & Irwansyah, 2019) The reality in question is the reality of tourists sharing information related to tourist experiences at tourist sites using tourist applications.

Phenomenologists or researchers axiologically aim to construct experiences between informants so that these experiences can build a shared consensus regarding tourist communication experiences in sharing information through digital media with the UGC approach. Phenomenology aims to explore the experiences of everyone (Sari, 2020) The experience in question is the experience of tourists and the surrounding community during a tourist visit and sharing tourist information with a background of certain motives. Phenomenology emphasizes individual motives for communication actions (Supraja, 2015).

Epistemologically, phenomenology requires the involvement of researchers in collecting data through interviews. In this study, interviews were conducted with 12 informants consisting of tourists, the community, and tourism managers in Lombok. Informants or research subjects were selected purposefully. The criteria for informants are those who have visited tourist objects in Lombok and Lombok residents who understand cultural and natural attractions. Provisions for selecting informants as a form of support for government programs for socializing tourism objects in Lombok the technique of collecting data through interviews involves not participating in or being involved in the activities of the research subjects. The interviews consisted of participating interviews, involvement interviews, and non-participating interviews (K. Yin, 2016) The interview technique aims to obtain primary data. Interviews were conducted online and offline. Informant profiles can be seen in Table 1 below. Triangulation is conducted through the analysis of User-Generated Content (UGC) produced by social media users such as photos, videos, and reviews about their experiences in Lombok. This analysis helps to understand how tourists respond to and perceive the tourist destination through the content they share.

Table 1. Research Informants

Informant Identity	Role
A1: Robin, 15 years old	Tourist, working as content creator who loves to travel, have been to Lombok several times to visit tourism objects
A2: Reyno Bellema Haryono, 30 years old	Tourist, working in a state-owned enterprise and travelling is his hobby. Lombok is one of the cities he has visited.
A3: Ipul Dika, 30 years old	Lombok residents work as tour guides in Lombok.
A4: Adi, 25 years old	Manager of Kampung Sade in Lombok. His daily activity is supervising the activities of the community and tourists visiting Sade Village.
A5: Udin, 27 years old	Manager of Kampung Sade in Lombok. Works as a tour guide in Sade Village.
A6: Ujar, 35 years old	<i>Tokoh adat</i> (chief) of Sade Village. He helps welcome tourists who want to get complete information about Sade Village.

A7: Najoni, 43 years old	A resident of Sade Village. This middle-aged mother is busy making typical Lombok woven fabrics. She sells them to fulfill her daily needs.
A8: Julia, 20 years old	A resident of Sade Village. She is still very young, but she's already a wife because in Sade Village many people get married under 20 years of age.
A9: Rudi, 48 years old	A Lombok resident who lives in Sukarare village. He is a tour guide by day and speaks seven languages.
A10: Rumini, 55 years old	To help her family's economy she works as a weaver at the Sukarare woven fabric tourist spot.
A11: Miatri, 25 years old	From adolescence to middle age, she spent her time as a weaver of Lombok's specialty fabrics. She also works as a weaving artisan in the Sukarare area.
A12: Murdani, 25 years old	A tour guide by profession, he knows a lot about the culture of Lombok's Sasak people.

Source: Research results

To complement the results of the interviews, literature reviews from various sources of articles or previous studies related to tourist experiences in sharing travel information, including the use of user-generated content (UGC), digital media, and digital tourism, were made. The primary data from the interviews were processed or analyzed with an analysis process including the first data construct stages, the second data construct, and the third data construct (Hidayat & Hafiar, 2019). In the first data construct, a transcript of the interview results with the informant was created. The results are then processed again by classifying or grouping data based on data sub-themes. This step is also known as the second data construction stage. In the final stage, or the third data construct, an analysis was made in the discussion section regarding the findings that were able to explain the research objectives.

Results and Discussion

Based on the results of interviews and field observations, the findings are summarized in two main points: knowledge and communication experience using User Generated Content (UGC), and challenges and strategies using UGC. These findings refer to problems, so they are expected to be able to explain the research objectives.

The term user-generated content (UGC) was not well known by the informants. They acknowledged that the term that they understood better related to UGC is citizen journalism, or the activity of producing information that is carried out independently by everyone. All informants knew the term UGC after they were involved in this research process. The following are excerpts from interviews obtained directly in the field.

“What is UGC, I just heard about the term,” (interview with informant A4, July 21st, 2022). The same thing was also admitted by another informant, “I just found out now (about what UGC is)” (interview with informants A5, A6, A7 and A9, July 23rd, 2022). Whereas other informants knew UGC as citizen journalism, “I understand it as citizen journalism, that is, citizens who become independent

journalists and report information made to the media" (interview with informants A8, A10, A11, A12, July 19th, 2022). Informants A1, A2 and A3 claimed to know about UGC, saying "That's the term used for everyone who creates content and submits it to social media or similar media" (informant interview, July 27th, 2022).

When asked about their first communication experience using UGC or doing citizen journalism, informants gave almost the same overall comments, namely through digital media and social media.

"I use TripAdvisor to find information about tourist attractions. I like the application because it is simple and there are lots of reviews about good tourist sites" (interview with informant A1, October 4th, 2022).

Informant A1, a 15-year-old content creator who likes traveling, also admitted that one of the interesting tourist spots is natural and cultural attractions in Lombok. The communication experience of informant A1 who chose digital media applications as a medium for obtaining tourist information and media for sharing experiences after a trip. This contrasts with the experience of informant A2 who preferred to use personal social media, namely Instagram.

"I often share tourist experiences rather than looking for tourist information, but occasionally if I need recommendations for new tourist spots, I open the TripAdvisor application" (interview with informant A2, September 7th, 2022)

The communication experience carried out by informant A2 was also experienced by A3. Working as a freelancer, he admitted that he preferred to share his travel experience on social media, like Instagram. According to him, it is easier to prepare content using interesting photos when at tourist sites using Instagram.

"I often use Instagram to share information on interesting tourist attractions, one of which was when I visited Lombok. In my opinion, Lombok is the second Bali, the tourist spots are exotic" (interview with informant A3, July 23rd, 2022).

Besides the tourist sites, other important information that informants searched for is the access and the facilities prepared by the manager of the tourism object.

"You can find information about the hotel, too. I am a detailed person, it is very important to know complete information about the destination hotel, starting from interior photos of restaurants, cafes, photos of hotel rooms, photos of food and so on. One more piece of information that must be known from TripAdvisor is the access to tourist attraction locations" (interview with informant A1, October 4th, 2022).

The experience felt by informants A1 was also felt by informants A2 and A3. They both used travel applications with the aim of knowing access to tourist sites and facilities that can be used. They also did this because they were selective in choosing information because they feared that the information is not true or fake.

"Access information to tourist sites is very important to measure time and cost, of course. You will not get lost, because there is already an application that can guide you to the location, what counts is the time because this will also relate to hotels and others. I also did not immediately receive information from one source but also checked again on other sources so that I would not become a victim of fake news" (interview with informant A2, September 7th, 2022, informant A3, July 23rd, 2022).

Informants use UGC in addition to getting information as well as sharing information with potential tourists. According to the informants, every tourist has the right to obtain information about tourist objects. Even this is protected by the government. If the official media do not present this information, at least they will get the information they need through citizen journalistic activities tourists.

"(It) provides accurate information services to tourists because this is a tourist right that is protected by law. Apart from that, we can travel while helping the government in promoting tourist attractions" (interview with informant A1, October 4th, 2022).

"Yes, there is nothing to lose in my opinion sharing information because it is the right of tourists to get it" (interview with informant A2, 07 September 2022).

Likewise, informant A3 stated, "In principle, if I need it, it means that other people are also the same, so just help, because this is their right" (interview with informant A3, 23 July 2022).

As for the communication experiences regarding how they used UGC, all informants said the same thing, namely starting from seeking information, processing, and conveying the tourist information to travel applications or social media.

"The principle is the same as what is called citizen journalism, namely implementing 3 steps: seeking, processing and conveying information" (interview with informant A3, July 23rd, 2022). Informants A1 and A2 did the same thing:

"I first look for information or the best photo spots at tourist sites. Then the existing data is processed first, namely by writing or if you are lazy to write, it is usually enough to upload a photo and provide a little review below, then upload the photo on social media or the TripAdvisor application". interview with informants A1 and A2, September 11th, 2022).

The activity of sharing tourism information on social media or in applications is certainly not an easy thing because tourists must prepare and process it before being conveyed to the public. Then why did the informant want to do this? They answered variously, ranging from sharing kindness so that everyone gets fast and accurate information about tourist attractions, channeling their hobby of writing, to having virtual self-actualization.

"I really like writing, so when traveling, in my opinion, it is an important moment to tell story through writing" (interview with informant A2, September 7th, 2022).

"In my opinion, citizen journalism is a noble job, you don't need to be paid but it provides many benefits for other people" (interview with informant A3, July 23rd, 2022).

"I want to be known more by people than anything else, who knows by being popular and having self-actualization can make me get endorsement from tourism products" (interview with informant with A1, October 4th, 2022).

Various informants' acknowledgments related to communication experiences using digital media and social media to search for tourist information, as well as using UGC for various tourist information, are motives that were indirectly mutually agreed upon by each informant. The most basic motive is to seek the truth of the information so that their trip can go according to plan. On the other hand, the goal as part of the motive is to seek comfort in traveling so that the

holiday has an unforgettable impression. Table 2 below is a summary of the main points of research findings related to communication experience and the motives of tourists or informants using User Generated Content (UGC).

Table 2. Communication Experiences and Tourist Motives using UGC

Major Finding	Communication Experience	Motive	Informant
Knowledge of UGC Media used for UGC	Citizen journalistic activity	Search and share travel information	A2 dan A3
	TripAdvisor	Easily accessible, accurate information, and complete features to share information	A1
Purpose of using UGC	Social Media (Instagram)	Searching for content is easier, only preparing interesting photos about tourist objects	A2 dan A3
	Search information and share tourism information	Get accurate information, arrive at destination on time, and find comfort in traveling.	A1, A2, dan A3
How to use UGC Search, process, and share information		Provide accurate information because it is a tourist right that is protected by law.	
		Share information and share benefits for others	A3
		Has a writing as a hobby To be known more and as self-actualization	A2 A1

Source: Research Results, 2022

Informants recognized the term UGC as citizen journalism: activities to find, process and share information from the perspective of citizens (Dewi Sukartik, 2016) Anyone has the freedom to convey or share information according to their experiences, but still refers to facts and data. This is also what tourists do in Lombok. They voluntarily share travel experience information on Instagram social media and the TripAdvisor application.

The presence of citizen journalism can assist in meeting the information needs of the community. Because various information needed by the public is not always fulfilled by the mass media. Citizen journalism can also help professional journalists by providing criticism or opinions regarding articles written by professional journalists. Or even this citizen journalism complements or adds to the writings of professional journalists which he judges to be incomplete.

The rising number of tourists making reviews related to their experiences when traveling through various digital media and social media of course is very helpful for tourism object managers in Lombok. The results of reviews in the form of both writing and images that have been shared with the public are also very helpful for tourism promotion activities quickly through internet technology-based media. The activities of these tourists are referred to as User Generated Content

(UGC). In practice, this UGC activity is very easy to do because everyone has a gadget or smartphone that can be used to share travel experiences. However, there are challenges for tourism managers when facing trends in tourist communication behavior. The existence of UGC activities is like citizen journalistic activities, namely activities to seek, process, and convey information based on the perspectives and abilities of citizens independently. This reality is a challenge for managers to make plans related to action strategies that can help and support the activities of residents or tourists in making information reviews regarding tourist objects that have been visited. Of course, access and other facilities are one of the benchmarks for tourists' assessment when making reviews of the results of their traveling experiences.

Tourism managers in Lombok know and realize that UGC activities, which have similarities to citizen journalism, are very helpful in promoting Gili tourist attractions in Lombok, such as Gili Terawangan, Gili Nanggu, Gili Gendis and others. Then what were the responses of the tourism object managers regarding UGC activities? Most informants said they would agree if the information provided was correct. They also knew that this information is already a tourist right that is protected in consumer law and tourism law. The following are excerpts from interviews with several informants who are tourism and cultural drivers of Lombok, West Nusa Tenggara.

"Slowly improving since 2021 coincides with the inauguration of the Mandalika circuit. The right moment because there were many tourists came to Lombok, so they felt comfortable" (interview with informant A6, July 22nd, 2022).

The same thing was acknowledged by other informants that managers are ready to receive tourists by providing the best service.

"Prime service is important and it has been prepared since the 2000s, all tourist object locations have been equipped with facilities and access" (interview with informant A5, July 23rd, 2022).

"In the past few years, several tourist sites have improved their facilities, such as star-rated hotels and access to locations that are also important" (interview with informant A4, July 19th, 2022).

Another informant emphasized that tourism object managers in Lombok are indeed obliged to provide the best service because this is the right of tourists. This right is even protected in consumer law.

"It is the consumer's right to service, so managers must improve and provide the best because it is regulated in consumer law" (interview with informant A9, July 17th, 2022).

Another statement was made by informant A12, that the rights of tourists apart from the facilities enjoyed by tourists are also information about tourist objects which have become rights and are even guaranteed in tourism law.

"Tourist comfort remains the main priority, therefore the manager has prepared everything from health insurance to facilities during the tour. This is of concern to the local government because it is clearly regulated in the tourism law" (interview with informant A12, July 19th, 2022).

Another finding during the research was related to efforts to promote tourism objects carried out by locals and tourism managers. They realized that promotions were carried out in stages and optimize the social media of residents or tourists more. This phenomenon was realized by managers that tourists like to post videos, pictures, or photos on their social media. In addition, there are also those who used digital media applications in the form of reviews or sharing experiences of traveling in Lombok. Meanwhile, residents also helped with tourism branding which was strengthened by the motive of wanting to implement the role of public relations, namely carrying out cultural tourism branding by paying attention to the values of local communities in Lombok.

"Media promotion for tourist objects is mostly carried out by tourists even though they are not actually asked for, they are self-aware that they share tourist experiences on their Instagram" (interview with informant A9, July 23rd, 2022).

"It is actually more effective to use digital media, such as the website of the tourism service and tourism activist organizations in Lombok" (interview with informant A7, July 21st, 2022).

"Now is the time for it to be open, so without knowing it, it turns out that there is a lot of positive information about tourist attractions in Lombok. They use travel apps like TripAdvisor" (interview A10, July 19th, 2022).

Recognition by informants about digital media and social media used by tourists is acknowledged to be very helpful for promotional activities. However, there are aspects that must be considered and prepared by the manager so that the information conveyed by tourists is in line with the preparation of tourism management and services.

"Promotional activities through writing or reviewing travel experiences are in line with the management's efforts, therefore the manager prepares everything so that the information conveyed is as expected" (interview with informant A8, July 21st, 2022).

"Digital promotion is needed like citizen journalistic activities, all information is based on tourist experiences" (interview with informant A11, July 19th, 2022).

The results show that there is a motive built consciously that UGC was carried out as a form of citizen journalism to share information about tourist objects. Another motive is wanting to apply the role of public relations, namely branding cultural tourism in Lombok. Table 3 below is a summary of the research findings related to UGC indicators.

Table 3. *User Generated Content Approach*

Major finding	Indicator	Informant
Create comfort	Clean up	A6
Excellent service	Pay attention to tourist facilities and access	A4 dan A5
Information as tourist right	Regulated in the tourism law	A9
Carry out the function of public relations	Self-Branding on Instagram and Facebook Information Service	A3 A12

Promotion media	Digital media, private social media of tourists	A7 dan A9
Citizen journalistic	website, application	A10
	Citizen writing	A8
	Pictures and video	A11

Source: Research Results, 2022

Excellent service can be interpreted as a form of quality or the best service that meets service quality standards (Ulinafiah & Wiyani, 2019) Services are not limited to goods, but to services such as tourism services which are the focus of the discussion of the results of this research. Based on the data during the research, it was found that visitors to several Lombok tourism objects admitted that apart from needing services in the form of tangible facilities such as hotels and recreational areas, they also needed fast and accurate information facilities related to tourist information services. In fact, this is protected in the 1999 Consumer Law, article 4 concerning consumer rights, which states that consumers have the right to obtain correct, clear and honest information regarding the conditions and guarantees of goods and/or services (Pemerintah Republik Indonesia, 1999). The consumer's right to obtain this information must of course be aligned with the management of tourist attractions because the information needed includes access to tourist sites and information related to tourist facilities. Tourism managers should improve tourist objects in accordance with tourism provisions that have been emphasized in the Tourism Law which reads that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local government, which are called managers (Indonesia, 2009).

Tourist attraction information is of course related to the attractions offered by tour managers. Tourist attraction is guaranteed by law and includes being part of consumer rights. It is stated that a tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits. Tourist attractions can also be used as information as well as promotional content by utilizing various digital media. Digital media promotion can be interpreted as an activity to socialize products or services using internet technology-based media or called virtual branding (Hidayat et al., 2018). Branding activities in its development are not only limited to digital media but shift to social media. Branding through social media is considered more effective and efficient because of the speed of information and relatively inexpensive costs (Maeskina, Mega Mutia & Hidayat, 2021) and (Imawati et al., 2016). Technological advances in branding activities are in line with the theory of media ecology which emphasizes that the presence of the internet will make interactions closer and faster, not limited by space and time (Hidayat et al., 2022).

Digital or virtual branding is a brand identity used by a product or company on the internet that is different from traditional brands. Today digital branding is considered a very effective marketing strategy because it has attractive advantages, one of which is the ease of communication (Agus Aryanto, n.d.,2020). In addition, virtual branding is quite a big challenge, namely creating the right content that is

relevant and attracts the public's heart. Digital branding will be optimal if it focuses more on the needs of the audience on types of information than creating promotional content that is not useful for the audience (Ferbita et al., 2020). Digital uses the development of the digital world to do advertising that is not immediately heralded but has a very influential effect. Virtual branding has a very important role to support marketing effectiveness. Without proper branding, the products being marketed will be difficult to recognize by the public. The internet is the cheapest method of building branding compared to other methods (Minculete & Olar, 2018). The digital era also has a big impact, one of which is being able to selectively encourage social media users to view content according to their search history (Jiang & Ngien, 2020).

Branding through a local wisdom approach or utilizing the potential of local culture really helps accelerate information because branding activities always refer to local values or cultural public relations (Hidayat et al., 2023). Likewise, in this study, the local people of Lombok realized that the presence of technology gave birth to a new culture so that it could be used as a tool to convey tourism information. They also realize that each of them is a public relations person who is responsible for carrying out their role, namely branding each tourist attraction.

One effective strategy for promoting the superior potential of a region is through a technology-based platform with the millennial generation target, namely digital tourism. The Indonesian ministry of tourism has determined Go Digital or digital tourism as the top 1 ministry program. Recently, digital tourism has been seen as a more effective promotional method (Yanti, 2019). Digital tourism is an effective way to be able to compare several tourist attractions in Indonesia through various platforms (Leonita et al., 2022). Nowadays, tourists are increasingly fluent in using digital platforms such as social media, search engines, and so on for their daily activities, including seeking the latest information regarding post-pandemic tourism (Bramantyo & Ismail, 2021). The existence of digital tourism can promote cultural tourism in the region to the maximum.

The strategy for using technology in the tourism sector will be integrated through the concept of E-Tourism 4.0. E-Tourism refers to a phenomenon where the adoption of information and communication technology (ICT) by tourists and businesses has the ability to change processes and value chains in the tourism industry (Cheung et al., 2022). E-tourism is closely related to the internet, infrastructure readiness, responsiveness of human resources and complete collaboration with other stakeholders are the main keys. To integrate the digital tourism agenda, the role of the use of the internet and social media is needed as a form of digitization, not only in promotional efforts, but also in providing a travel experience for digital tourism tourists (Choi et al., 2022).

Branding activities through social media such as Instagram are one of the choices used by tourism managers. However, in its development these activities were also carried out independently by tourist visitors in Lombok. Visitors share their travel experiences through various personal social media applications. The activity of taking content, managing it, and conveying it to the public is called citizen journalism (Dewi Sukartik, 2016).

Citizen journalism is a term introduced in the world of journalists, but for the tourism context there is a special term, namely User Generated Content (UGC) which is used as a direct promotion approach by tourists. The UGC content is related to the tourist experience while traveling. Citizen journalism or UGC has a profound effect on tourism managers. This reality is relevant to the results of previous research that UGC activities are considered effective in promoting tourist objects digitally (Nugraha et al., 2021). Promotion through digital media is called digital branding. According to experts, this term refers to promotional activities that have taken place in recent years, precisely after the existence of internet technology (Rowles, 2022). Digital branding is an effort to promote products so that they are more easily accepted by the public and increase the selling value of products or services (Sukmasetya et al., 2021). Voluntary branding activities carried out by tourist visitors through social media accounts and travel applications can also be categorized as a digital branding approach. Tourists try to produce and share information with the public so that they can attract interest in traveling. Branding can also build the image of a tourist attraction. The resulting image is a positive public assessment (Wibawa et al., 2022). However, there are challenges as well as implications of this study that need to be faced by managers when facing the open flow of information through UGC activities. Managers should try to improve facilities, tourism facilities so that tourists feel comfortable, and that experience will of course be made into UGC content. The same is true for tourism managers in Lombok, in addition to improving facilities and access facilities, they also need to build community cooperation. Cooperation in the form of involving residents in micro business activities that are members of Micro, Small and Medium Enterprises (MSMEs). Involvement through community empowerment activities by providing training and capital for entrepreneurship in the field of typical Lombok weaving crafts. The handicrafts of these residents are one of the characteristics as well as a tourist attraction in several Lombok tourist objects. It is not uncommon for UGC content to be related to the unique handicrafts of Lombok residents.

Conclusion

The communication experience of tourists when creating personal content that is published through social media accounts and travel applications such as TripAdvisor is based on hobbies and forms of satisfaction with tourist visits. Motives are built and mutually agreed that the activity of sharing tourism information is called citizen journalism or in other terms User Generated Content (UGC). Without being forced, tourists voluntarily help socialize tourist attractions digitally. One of the motives of using UGC is to provide accurate information as an effort to fulfill tourist rights protected by the government.

Another motive that encourages tourist communication behavior to use the UGC approach because it is driven by the hope that UGC can encourage tourism managers to provide the best service so that the content and information conveyed through UGC is interesting and accurate. This is also a challenge for tourism object managers, even though one is an effective and efficient promotional opportunity. The challenge is for managers to be able to provide the facilities, tourist facilities

needed by tourists. Tourist satisfaction will certainly be used as UGC content which has an impact on tourist interest in visiting. The steps that have been taken by the manager apart from improving facilities are also collaborating with residents through handicraft empowerment activities as one of the UGC content in the form of tourist objects that can become tourist attractions.

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