

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Study

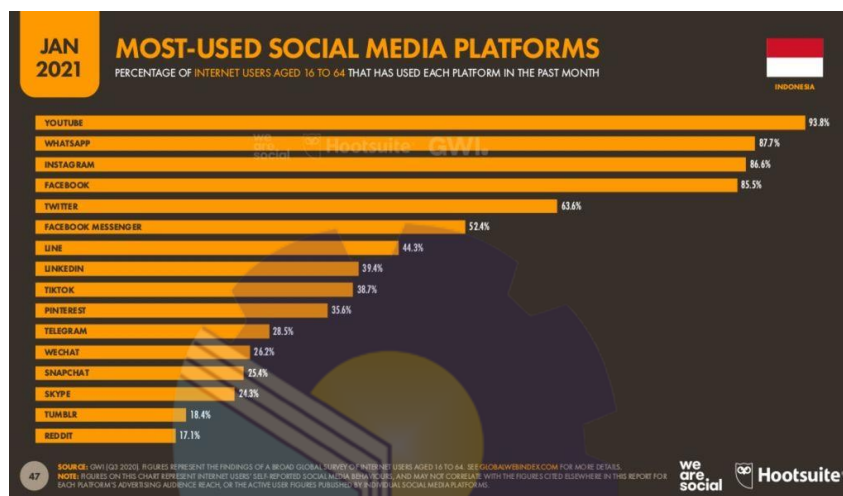
Tourism is one of the industries that will continue to grow in the future. Tourism is also one of the world's most important industries. According to Muljadi (2009), tourism is the whole relationship and symptoms that develop from the presence of foreigners, because trips are not for permanent residency and have no connection to activities for a living. It entails traveling from one location to another in search of a popular and distinctive destination.

Riau is one of the provinces in Indonesia with a diversity of natural and cultural beauty. Coordinately, Riau is located at  $1^{\circ} 15'$  South Latitude to  $-4^{\circ} 45'$  N and  $100^{\circ} 03'$  to  $109^{\circ} 19'$  East longitude. This makes Riau a local and foreign tourist destination. Riau has 12 regencies consisting of various tourist objects that continue to grow making business income sector benefits for the nation and state including Pekanbaru, Bengkalis, Dumai, Indragiri Hilir, Indragiri Hulu, Kampar, Kepulauan Meranti, Kuantan Singingi, Pelalawan, Rokan Hilir, Rokan Hulu, and Siak. Each of these districts has natural and cultural beauty tourism that has the potential to increase the economy such as employment, community income, and regional income.

Additionally, to promote the tourism sector in Riau, several efforts should be made, such as through brochures, calendars, videos, book information, and social media posts about general information in Riau as a whole. This attracts and improves tourism facilities to continue to develop in a sustainable manner. Tourist destinations can also be exposed and continue to exist in mass media where this information can be obtained by children, teenagers, adults, and even the elderly. This information helps increase the number of local tourists visiting tourism in Riau.

However, the above mentioned campaign appears to be less effective in providing information to foreign tourists. Many individuals, especially foreigners are unaware of the specifics and information about tourism in Riau. In fact there are

no items in the form of social media postings about Riau tourism that are written in English, which might attract more marketing to attract society and foreign tourist possibilities. This social media post utilizes an Instagram account that contains photographs of places as well as tourism related information that can be accessed at any time, from any location, and is more long-lasting. It will also be updated on Instagram on a regular basis to make it easier to find.



Source: [www.wearesocial.com](http://www.wearesocial.com)

**Figure 1.1. Most Used Social Media Platform**

Instagram is one of the most popular social media platforms in the world, especially among young adults. Until the first quarter of 2021, the number of active Instagram users worldwide reached 1.07 billion.

In Indonesia, according to *We Are Social* statistics above states that was the number of Instagram users until July 2021 is 91.77 million users. The largest users are in the 16-64 year age group, which is 86.6 %. Instagram was the third most used social media platform, after YouTube and WhatsApp.

Based on the explanation above, this study would make a promotional social media account of tourism objects in Riau province including Pekanbaru, Bengkalis, Dumai, Indragiri Hilir, Indragiri Hulu, Kampar, Kepulauan Meranti, Kuantan Singingi, Pelalawan, Rokan Hilir, Rokan Hulu, and Siak. However, not all tourism objects discussed in this study. It is only focused on popular destination, hidden

paradise, events and culinary in Riau Province. The promotional posts by using Instagram media contains of pictures object and description of the tourism in Riau briefly. Then, this product was created since, according to the author's research there are no tourism-related social media posts in Riau that use English. This product was expected to help tourists that want to travel to Riau to get information especially to attract a number of domestic and foreign tourists.

## **1.2. Formulation of the Problem**

The formulation of the problem was formulated as “How were the processes to make a promotional social media account of tourism in Riau province”

## **1.3. Limitation of the Problem**

The limitation of the problem was the processes of making a promotional social media account that only focus on the popular object destinations of tourism in Riau Province which has twelve regencies.

## **1.4. Purpose of the Study**

The purpose of the study was to make a promotional social media account in Riau province.

## **1.5. Significance of the Study**

### **1.5.1. Significance for Tourism of Riau**

The product was aimed to be one of the promotional items for tourism to promote icons destination each regency to society in Riau province.