

Improving Nangsri Bell Tourism through Social Media And Photobooth Creating

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ABSTRACT

There is a tour that forms the border between the Nangsri Kidul and Nangsri Lor combinations, namely the Nangsri Lake tour. Nangsri Lake is one of the tours located on the border of the Nangsri Kidul and Nangsri Lor Villages, Candirejo Village, Kapanewon Semanu, Gunung Kidul Regency. Nangsri Lake is surrounded by large shady trees so the atmosphere is very cool and beautiful. The view at Nangsri Lake is also soothing to the eye. But unfortunately not many Yogyakarta residents know about the existence of Telaga Nangsri. Due to the corona pandemic that hit Indonesia in the Yogyakarta area, Telaga Nangsri is increasingly empty of visitors. This is what underlies the KKN group and UMY Community Service Time to introduce Telaga Nangsri tourism to the people of Yogyakarta and outside Yogyakarta. To introduce and enliven Nangsri Lake tourism, our group made several work programs. The first work program is to create content for the tourism promotion of Nangsri Lake. The second work program is to make a photobooth that can be used as a photo facility at Telaga Nangsri. The activity program can increase visitors to Nangsri Lake.

KEYWORDS

Nangsri Lake;
a photobooth;
Community Service;



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1. Introduction

Nangsri Lake is one of the tours located on the border of the Nangsri Kidul and Nangsri Lor Villages, Candirejo Village, Kapanewon Semanu, Gunung Kidul Regency. Nangsri Lake is a beautiful lake because it is surrounded by large trees. There are several sitting spots in the Nangsri lake such as gazebos and swings. Several events are also often held at Nangsri Lake, such as fishing competitions and healthy gymnastics. To be able to enter Nangsri Lake, visitors are free of charge. There is also ample parking space for vehicles, free of charge. Most visitors to Nangsri Lake are local residents in the Candirejo sub-district. Not many outsiders know about the existence of the Nangsri Lake natural tourism area. To promote Nangsri Lake tourism, the KKN team utilizes social media. Since the Covid pandemic occurred in 2020, Telaga Nangsri has been empty of visitors. With the problems mentioned above, a promotion is needed to increase visitors to the lake. Several researchers have researched the impact of covid on tourism visitors. The development of air and sea transportation in the GCC in the framework of the transition towards sustainable development was researched by Imamkulieva [1]. Central European Tourist Flows: Intraregional Patterns and Implications researched by Šauer [2]. The impact of tourism promotion in tourist destinations: a bibliometric study researched by Florido-Benítez [3]. The Importance of Sports Events to Hotel Performance to Revitalize Tourism After COVID-19 was studied by Borovcanin [4]. The Mediating Effect of Coping Strategies Between Psychological Capital and Small Tourism Organization Resilience: Insights From the COVID-19 Pandemic, Malaysia was researched by Jalil [5]. Measures to combat the COVID-19 pandemic and competitiveness in the tourism industry: moderating role of strategic agility researched by Marcel [6].

The Economic Impact of Participants in Sporting Events: A Case Study for the 2020 Winter World Masters Games in Tyrol, Austria was researched by Lintumäki [7]. Sustainable Tourism Planning: A Strategy for Oecusse-Ambeno, East Timor was researched by Amado [8]. Effect of knowledge signaled by hidden leaders on the withdrawal behavior of tourism employees: A moderated mediation model was investigated by Xu [9]. Evaluation of the Economic, Environmental, and Social Impacts of the COVID-19 Pandemic on the Japanese Tourism Industry was researched by Kitamura [10]. Regional tourism during the COVID-19 pandemic: Losses, missed opportunities and new developments for the tourism industry researched by Gierczak-Korzeniowska [11]. The role of innovation and tourism in sustainability: why is eco-friendly tourism necessary for entrepreneurship? researched by Ahmad [12]. Climate Change and Ski Tourism Sustainability: An Integrated Model of Adaptive Dynamics between Ski Area Operations and Skier Demand was investigated by Scott [13]. The Effect of Place Attachment on the Behavior of Overseas Student Tourism Ambassadors: The Mediation Role of Life Satisfaction was investigated by Wang [14]. The value of tourism public opinion management in social governance: A study of the impact of electronic word-of-mouth perceptions on people's livelihood well-being was researched by Li [15].

The impact of COVID-19: research notes on the tourism and hospitality sector in the epicenter of Wuhan and Hubei Province, China was researched by Knight [16]. Implementing sustainable ecotourism in Lafour area, Iran: Applying a clustering method based on SWOT analysis researched by Hosseini [17]. The spatio-temporal evolution of resilience of Chinese border cities was investigated by Sui [18]. Augmented reality for relaunching post-COVID-19 tourism: socially distanced, virtually connected researched by Mohanty [19]. Ciletuh Brand Association - Palabuhanratu Geopark Towards the COVID-19 Pandemic and Sustainable Tourism was researched by Pamungkas [20]. Effect of social media tourism information quality on destination travel intentions: The mediating effect of self-congruence and trust was investigated by Wang [21]. Technological foresight of the economic system: evidence from the Ukrainian tourism sector researched by Melnychenko [22]. The exploratory study of tourist behavior in seeking information for travel planning was researched by Lemy [23]. Impact of price transparency of bundled vacation packages on travel decision making: An experimental study investigated by Bai [24].

Forecasting daily tourist volume during epidemic period using COVID-19 data, search engine data, and weather data researched by Zhang [25]. Tourism and Livable Cities Beyond 2019 Coronavirus Disease: A Case Study for Chongqing, China researched by Su [26]. Dubai Restaurants: Sentiment Analysis of Tourist Reviews was researched by Renganathan [27]. Leveraging AI for advanced analytics to forecast changing tourism industry parameters: A COVID-19-motivated study researched by Kumar [28]. Factor analysis of asymmetry in the development of the EU tourism industry was investigated by Polyakov [29]. Big Data Analysis of Sustainable Tourism Competitiveness in East Java Province was researched by Satria [30].

From the above problems, tourism marketing is needed using social media. Several researchers on social media marketing have been studied by previous researchers which are used as references to increase visitors to Telaga Nangsri including how consumers deal with location-based advertising (LBA) and disclosure of personal information: The role of mediating knowledge of persuasion, perceived benefits and harms, and attitudes towards LBA investigated by Ryu [31]. The geography of "digital governance" was researched by Dammann [32]. Pressing the 'reset button': The role of digital reorientation in successful turnover researched by Abebe [33]. The effect of ad blocking on online shopping was investigated by Suárez [34]. Watch time as a cross-media metric: Comparing watch time for television and online video ads was studied by Bellman [35]. Digital content marketing in the business market: Activities, consequences and contingencies along the customer journey was researched by Terho [36]. Systematic analysis of the development of the Iranian tourism market in the form of future studies: A new method of strategic planning researched by Nematpour [37]. Time is money: Field evidence on the effect of time and product name on product purchases was investigated by Collinson [38]. Retail media networks were researched by Bartholomew [39]. A multi-criteria decision-making approach to increase the level of readiness of the sales department for COVID-19 and future pandemics: Real-world cases researched by Ortiz-Barrios [40].

How do search ads drive and accelerate conversions? The moderating role of transaction experience and organizational type was investigated by Chalil [41]. What competition law can do for data privacy

(and vice versa) was investigated by Kuenzler [42]. Multi-view feature transfer for click-through rate prediction was researched by Jiang [43]. A 2020 perspective on “A new methodology for optimizing display advertising campaigns using genetic algorithms” researched by Miralles-Pechuán [44]. Controlling pleasure and risk: The sexuality and gender experiences of various people using GHB were studied by Freestone [45]. Developing coevolutionary accounts of innovation ecosystems was researched by Breslin [46]. Sugar-sweetened beverage advertising spending across Australian media channels 2016–2018 was researched by Haynes [47]. Experimental Analysis of Multi-screen Advertising Effectiveness was investigated by Hoeck [48]. The role of paid media, earned media, and sales promotion in driving Marcom's sales performance in consumer services was investigated by Spotts [49]. Implanted network advertising video marketing based on FPGA and Sobel Algorithm was researched by Jiao [50].

Consumer privacy and the future of data-driven innovation and marketing are researched by Sanchez Sanchez [51]. How cyber criminal communities grow and change: An investigation of the ad fraud community researched by Richet [52]. How should a retail advertiser manage multiple keywords in a paid search ad? studied by Kim [53]. SEGMENTRICS: Protocols and metrics for ad performance tracking in VANET researched by de Sousa [54]. Investigating the effect of advertising irritation on the effectiveness of digital advertising: The moderated mediation model was researched by Sharma [55]. Digital platform-based ecosystem: The evolution of collaboration and competition between incumbents and participating platforms was researched by Cozzolino [56]. Preventing distracted driving: A program from initiation to evaluation was investigated by Ehrlich [57]. Determinants of consumer attitudes towards digital advertising – A meta-analytic comparison across time and touchpoints studied by Lütjens [58]. Digital Marketing Utilization Index for Evaluation and Improvement of Companies' Digital Marketing Capabilities was researched by Masrianto [59].

Social media is a closer promotion tool that allows interactive communication between tourists and tourism products that can increase awareness. The KKN team uses social media Instagram and TikTok to upload promotional videos. In 2020, the TikTok application began to be liked by various age groups and has grown rapidly and created a new culture in Indonesia. Initially, TikTok was used as a means of creation, which was dominated by videos such as dancing and comedy. However, now TikTok videos have begun to develop and be used as a means of promoting a product.

2. Method

The implementation method for increasing visitors to tourism sites is shown in Figure 1. The figure shows that before carrying out the work program on Nangsri Lake, the KKN team first made observations at the Lake. After making observations, the KKN team took a video which would then be edited and uploaded to social media to promote Telaga Nangsri. Apart from that, the KKN team also made a photobooth. To make a photobooth, the KKN team needs to prepare the design and materials needed. After finishing buying the materials, then the KKN team made a photobooth. After the photobooth was finished, the KKN team installed it at Telaga Nangsri.

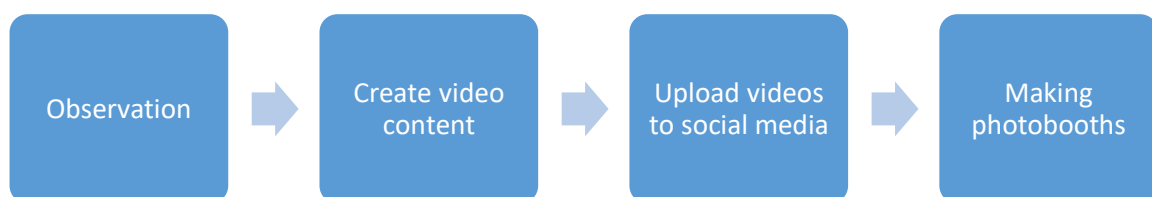


Fig. 1. Program implementation method in Telaga Nangsri

3. Results and Discussion

Video Content Creation

The video was taken in the first week of KKN implementation. The video was taken at the Nangsri Lake which is shown in Figure 2. The picture shows that the Nangsri Lake is surrounded by large shady trees so the atmosphere is very cool and beautiful. The video was recorded using a cellphone. The KKN team recorded certain spots at Telaga Nangsri which would then be edited with additional songs to

make it more interesting. After the video is finished editing, the video will be uploaded to social media. Social media such as Instagram and TikTok have a very large number of active users. According to data on the Play Store, Instagram has more than one billion users who have downloaded the application. Meanwhile, Tiktok has more than five hundred million users who have downloaded this application. With a high number of social media users, it will make it easier for the KKN team to share about Nangsri Lake tourism with other social media users.



Fig. 2. Nangsri Lake.

Fishing competitions in the lake

To increase tourism in Nangsri Lake, a fishing competition was held by the service team and KKN students as shown in Figure 3. From the figure it can be seen that Nangsri Lake has been visited by many people to enliven the fishing competition.

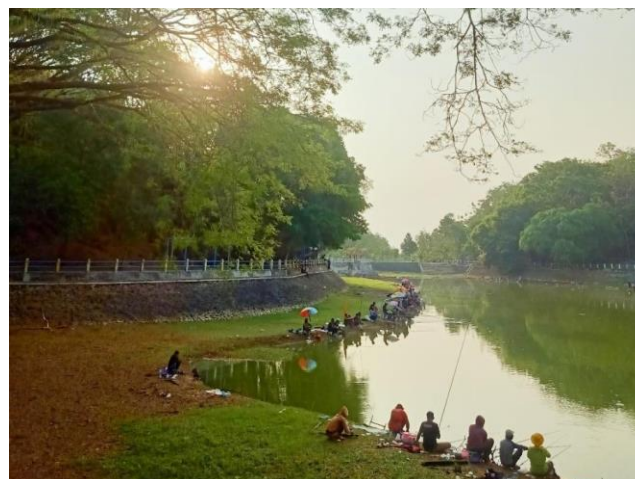


Fig. 3. Fishing competition at Nangsri Lake.

Nangsri Lake nameplate

Telaga Nagris requires information in the form of a signboard shown in Figure 4. The figure shows that the nameplate is made using wood and written using white paint. The nameplate provides information on the name of the Navansri lake.



Fig. 4. Nameplate at Telaga Nangstri.

Gazebo at the lake of Nangstri

Besides the beautiful scenery and cool air, Lake Nangstri has a gazebo shown in Figure 5. The picture shows that the gazebo at Lake Nangstri is used as a place to rest and eat for visitors to Lake Nangstri. The gazebo is managed by a restaurant owner in Telaga Nangstri so it looks comfortable.



Fig. 5. Gazebo at Nangstri Lake.

Photobooth creation

There are not many man-made photo spots at Nangstri Lake, so the KKN team took the initiative to make a photobooth at Nangstri Lake as shown in Figure 6. This photobooth can be used as a photo spot that has its own characteristics, because it is designed with the Wisatatelaganangstri Instagram frame. To make a photobooth, the materials needed are plywood, banners, and iron. The photobooth with an Instagram frame design is installed beside the Nangstri Lake by using a series of iron as a support so that it can stand firm.



Fig. 6. Photobooth made by the KKN 009 team.

The process of making a photobooth takes up to one week from designing the banner to assembling a photobooth because it was accompanied by other KKN activities. This photobooth is expected can be an attraction as a photo spot at Telaga Nangsri.

4. Conclusion

The implementation of community service activities in the form of Village Building KKN can be carried out in accordance with the plans that have been prepared. Activities that are structured as an effort to improve skills and abilities to promote Telaga Nangsri tourism village through digital marketing by utilizing videos uploaded on easily accessible social media such as Twitter and Instagram, and informative are expected to invite tourists to read who then have plans to travel to Nangsri Lake. The results of the training and mentoring activities carried out show an increased understanding of social media management as a digital marketing media tool which includes content creation and suitability, completeness of information on the main page, efforts to increase insight with paid advertisements and so on. Apart from increasing the digital marketing strategy for Telaga Nangsri tourism, in addition, the success of this program still needs to be measured by increasing the number of tourists coming to visit Telaga Nangsri after the pandemic and PPKM for the next few months after the activities are carried out.

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Author Contribution

The activity plan in order to implement the solutions offered that there are five series of activities, namely coordination, logo design, socialization of covid, marketing, and marketing education.

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Conflict of Interest

The authors declare no conflict of interest.

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