The Role Of Social Media In Increasing The Number Of Visits To Batara White House Inn

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Abstract. This study aims to find out how the role of social media is to increase the number of occupancy of the Batara White House in Kapala Pitu, toraja utara. This type of research is qualitative. The informants in this study were managers and visitors at Batara White. The results obtained are in increasing the number of occupancy at Batara White House, the management team uses the role of Instagram social media, By using social media from February to May 2023 there has been an increase, namely February with 497 occupancy, March with 693 occupancy, April 867 with occupancy, and in May with 889 occupancy. This happens because there is consistency in uploading Instagram stories and being diligent in reposting posts from other users who come to visit..

Keywords Social Media, Number of Visits, Instagram

1. INTRODUCTION

Social media is a means used by someone to send messages, photos, sounds, and other information to others. Social media is a means used as an interaction between one person and another where we can create, share, exchange and modify thoughts in virtual or online form. With the existence of social media, people who use it can display themselves or speak using text messages, photos, and videos and that will create a social bond online (Nasrullah, 2015).

By utilizing internet-based social media as a communication tool in tourism, it is more flexible and profitable, because using this kind of social media is easier, more affordable, and can save costs. That is why social media is very popular with many people as a means of communication and promotion. With the existence of social media, it is easy and allows people who use it to easily participate, create, and share their experiences and information. The most widely used social media by the public today is Instagram.

North Toraja is one of the regencies in South Sulawesi that has a place to stay that is rich in natural beauty and cultural arts, North Toraja as a regency that is strong in the aspect of accommodation which is always a magnet for residents with unique motivations and behavior. In terms of accommodation in North Toraja has potential accommodation. One of the accommodations there is Batara White House which is located in Kapala Pitu District, North Toraja Regency which began to develop in 2022, Batara White House is a newly developed accommodation. In the pre-observation on March 30, 2023, Batara White House has cool air with beautiful scenery, this place also has several selected spots including camp spots, accommodation and tribune spots. In addition, Batara White House also has a unique gazebo

that stands on the Batara White House area, as well as many photo spots and is the main attraction for visitors to Batara White House which can be uploaded on social media.

2. LITERATURE REVIEW

Role according to Soekanto (2017), a role is someone who has carried out their rights and obligations based on their status. According to the Big Indonesian Dictionary, what is meant by a role is the behavioral expectations of someone who has a position in society. While what is meant by a role in terminology is an action carried out by someone according to the status or position they have or occupy in society.

Therefore, someone who has carried out their rights and obligations according to the position or position they have, then that person has carried out what is called a role. In addition, a role can also be interpreted as a behavior that someone has in society, therefore roles and positions cannot be separated because of the interdependence between one and the other. Social media is an online medium that is used for social interaction online, where people who use it can communicate, interact, share information, with others.

The technology used by social media is a website or application that can change communication into an interactive dialogue such as Instagram and others. The role of social media is increasingly recognized in various businesses that can boost the profits of business people. With the existence of social media, it provides opportunities for small businesses to change the way they interact with customers, market their goods so that good relationships are established (Tangkeallo, 2021). Interest in visiting can be interpreted as an urge from within a person to come and visit a place that they think is unique from other places, with this uniqueness, a person's interest in visiting occurs.

3. METHODS

This study uses a qualitative method. Qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people or actors that can be observed. Qualitative research is a research method that uses descriptive data in the form of written or spoken language from actors that can be observed. According to Sugiyono (2016), the determination of informants that is often used in qualitative research is purposive sampling. In this study, the determination of information was selected by purposive sampling, namely the technique of taking samples and data sources with certain considerations and objectives. The specific considerations in question are choosing data sources or people who are considered to know the most about what is expected. The informants for this study were the Managers at Batara White House The data analysis technique used in this study is a qualitative descriptive

method where researchers obtain existing data then formulate and interpret the data so as to provide an overview of the role of social media in increasing the number of Batara White House Lodging Occupancies in North Toraja Regency. The descriptive methods used in this qualitative study are:

1. Data Reduction. Data reduction is part of the analysis. Data reduction is a form of analysis that lends, classifies, directs, discards unnecessary, and organizes data in such a way that final conclusions can be drawn and verified.

2. Data Presentation. After the data is reduced, the next step is to present the data. Data presentation is one of the activities in making a report on the results of the research that has been carried out so that it can be understood and analyzed according to the desired objectives.

3. Drawing conclusions. Conclusions in qualitative research may be able to answer the formulation of the problem formulated from the beginning, but may not, because as has been stated that the problems and formulation of problems in qualitative research are still temporary and will develop after the research is in the field.

4. RESULTS

Social media has a very important role in increasing the number of occupants in a lodging. With the right role of social media and managing it well and regularly, it will have a good impact on its management. Likewise at Batara White House in increasing the number of occupants in lodging by using the role of social media Instagram, there are several steps taken by the account manager which will be described below.

The Role of Instagram Social Media in Increasing the Number of Batara White House Occupancies

1. Use of Language in Instagram Posts (Context). Interesting language is language that can attract the attention of readers and make them interested in continuing to read it, besides interesting and aesthetic posts are also very useful for attracting the attention of followers so that they are interested in what we post. Likewise, what is done by the manager of the Batara White House social media account in uploading videos or photos on the Instagram feed or instastory to attract the interest of his followers to come to the Batara White House inn is by making aesthetic posts with interesting language that is easy for his followers to understand. Based on the response from the Batara White House Residence, it is said that the posts from the Batara White House social media are very aesthetic and the language used is interesting and easy to understand so that they are interested in coming to visit

because they see the instastory posts from the Batara White House social media account which show beautiful and cool views.

2. Responses given through Social Media (Communication). Response is a response to a stimulus which is then processed into a meaning and finally becomes an estimate of a message. A good response sent to others will be in easy-to-understand language is very useful for someone. Likewise with the manager of the Batara White House social media account, if someone sends a message directly via Instagram (Direct Message) then the account manager will respond well to every question using language that is easy for his followers to understand and tell in detail about Batara White House. From the responses obtained by Hunian, it is said that the response given by the social media account manager is very good, always responding quickly so that the information received is also clear and will make his followers interested in coming to Batara White House.

3. How to Build Cooperation with Other Users (Collaboration). Good cooperation will also bring good things. That is what the manager of the Batara White House social media account does, in building good cooperation the account manager always reposts the instastory of his followers so that information about Batara White House remains uploaded and known to many people and the residence also increases. Based on responses from the Batara White House Residents, the social media account manager always reposts their stories.

4. Routinely Create Posts and Stories (Connection). From the research results that have been described above, it was found that the manager of the Batara White House social media account very routinely creates stories and re-uploads stories from other users who tag the @batarawhitehouse Instagram account. Although Batara White House rarely creates feeds, many other users mark it with posts so that visitors to the social media account do not miss the latest information about Batara White House. From Hunian's response, it was also found that the manager of the Batara White House social media account always routinely posts stories on Instagram so that he does not miss the latest information about Batara White House.

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Increasing the Number of Occupancies at Batara White House Kapala Pitu Toraja Utara The decision to use social media at Batara White House to increase the number of occupancies is quite good, especially with the reasons that have been stated that the social media used has its own segmentation. Although if you remember the use of social media as a means to increase the number of occupancies at Batara White House was not included in the plan from the beginning of the establishment of the place, the management of Batara White House continues to make the best efforts so that the promotion carried out through social media can produce the results they want. This is a form of eventually does carried out by Batara White House in implementing a strategy to attract Occupancies to the place it manages. The effect of using social media has increased the number of Occupancies visiting Batara White House.

5. CONCLUSION

Based on the results of research and discussion that have been carried out by the Author regarding the role of social media to increase the number of occupancies at Batara White House, it can be concluded that Batara White House uses Instagram as a means to increase the number of occupancies that come. And by using Instagram social media, there has been an increase for three consecutive months, namely from the beginning of March since the use of Instagram until May 2023. This happened because of the consistency in uploading instastories and reposting stories from visitors who had visited the place, in addition, the posts posted also use captions with interesting language and are easy for readers to understand, and every photo or video posted also shows the aesthetics of Batara White House, so that many followers feel interested in coming to Batara White House. In using social media, Instagram has a role, advantages and obstacles experienced by the Batara White House management team. The role of Instagram is to help promote the Batara White House to everyone, especially young people. The advantage is that young visitor segmentation is achieved because young people are currently very active in using social media and from their Instagram posts, information about the Batara White House will spread widely. The obstacle is the difficulty in creating captions that match the image or video to be uploaded and another obstacle is the quality of the content due to the camera being not good.

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