DIGITAL MARKETING COMMUNICATION STRATEGY VIRTUAL TOURISM IN 5 SUPER PRIORITY DESTINATIONS ON THE COVID-19 PANDEMIC

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ABSTRACT

The tourism sector in Indonesia is feeling a significant hit from the COVID-19 pandemic. As one of the countries that relies on the tourism sector as the largest foreign exchange income besides the non-oil and gas sector, various efforts have been made to restore the glory of national tourism to its former place. Virtual Torism became the initial effort used by Indonesia as a way to overcome the collapse of the national tourism industry. With Virtual Torism, travel activities can be enjoyed anywhere and anytime, because it only requires an internet network, social media platforms and gadgets. With the emergence of this innovation, it is hoped that it can maintain sustainable tourism and reduce cases of the impact of the COVID-19 pandemic because it can be enjoyed at home. This study focuses on answering the reasons for the Ministry of Tourism and Creative Economy of the Republic of Indonesia to develop virtual tourism and marketing communication strategies in Indonesia for virtual tourism during the pandemic in 5 super priority destinations (DSP). With a qualitative-descriptive approach and thematic analysis techniques, this study concludes that the marketing communication strategy is a direct direction of the Government. The formulation of this strategy is supported by the help of sprinkler tools to find out thematic sentiments on social media that are circulating in the community. In addition, to introduce to the public related to virtual tourism using co-partner cooperation with tourism business actors as well as co-branding with actors and influencers. The information provided for 5 DSPs is based on 5 Wonders ((Nature, Culinary & Wellness, Culture, Recreation, Adventure). Then also uses special hashtags such as #WonderfullIndonesia, #InDOnesiaCARE, #diIndonesiaAja, #VirtualTourism, and #5DestinasiSuperPrioritas which is intended to be able to adjusting to social media algorithms.

Keywords: *Communication Marketing, Virtual Tourism, Media Social, 5 Destinasi Super Prioritas, Pandemi Covid-19*

1. INTRODUCTION

The world of Indonesian tourism is also obliged to adapt to new normal conditions, by paying attention to aspects of cleanliness, safety and security, as well as the implementation of health protocols. The Strategic Plan of the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency for 2020 – 2024 is expected to strengthen scenarios and strategies for tourism development and the development of a more targeted, integrated and measurable national creative economy [46].

In the context of developing tourism marketing, there are a number of potentials that have developed as the main capital in encouraging the acceleration of tourism marketing, one of which

is the potential for the foreign tourists market (International Tourists), the market which continues to grow rapidly every year and the high outbound potential from a number of countries, the tourist market. provides a great opportunity for Indonesia to attract foreign tourist visits to Indonesia.
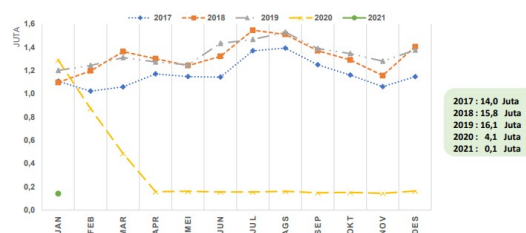

Figure 1 : Monthly Development of Tourist Visits

2017 – 2021

Foreign tourists visiting Indonesia through all entrances in January 2021 totaled 141,264 visits or decreased by -89.05% compared to January 2020 which amounted to 1,290,411 visits. This decrease was due to the main entrances, namely Ngurah Rai, Soekarno Hatta, and Batam, which decreased by 100.00%, 99.34% and 99.83%, respectively.

Tourism is one of the sectors that has felt the direct impact of the COVID-19 pandemic. Given the significant decline in foreign tourists visiting Indonesia, this has prompted the Ministry of Tourism and Creative Economy to make a decision to change the business model. From what was originally Traditional Tourism Management to Digital Tourism Management, this is an opportunity to maintain and restore the tourism sector in Indonesia. This change in business model also made a change from market segmentation, where the Wisman market initially became a prioritized market, turning into the Nusantara Tourist (Wisnus) market, until the point that international flights could recover as the handling of the COVID-19 pandemic.

The development of priority destinations is a form of embodiment of the national tourism development master plan for 2010-2025 which is regulated in Government Regulation (PP) No. 50 of 201. This PP is the basis for tourism development in order to improve the quality and quantity of destinations and create a tourism industry that is able to become a driving force for the national economy. (Kemenparekraf, 2022)

In 2015, the government for the first time initiated a more focused tourism development, namely on 10 priority Indonesian tourist destinations outside Bali. The ten priority tourist destinations outside Bali are Borobudur in Central Java, Mandalika in NTB, Labuan Bajo in NTT, Bromo Tengger Semeru in East Java, the Thousand Islands in Jakarta, Lake Toba in North Sumatra, Wakatobi in North Sulawesi, Tanjung Lesung in Banten. , Morotai in North Maluku, and Tanjung Kelayang in the Bangka Belitung Islands.

In a limited meeting on October 15, 2015 regarding the sharpening of tourism development, President Jokowi said that the upward trend of foreign tourists visiting Indonesia should be a momentum to strengthen tourism and bring in more. According to him, the government needs to focus on developing and revitalizing selected tourist destinations to strengthen Indonesian tourism. The president's directive regarding the development of destinations that are more focused on 10 destinations first was followed up through the Cabinet Secretariat Letter Number: B-652/Seskab/Maritim/11/2015 on November 6, 2015. (Kemenparekraf, 2022)

Over time, the government narrowed the focus of development back to five places that became known as the 5 DSPs, namely Borobudur, Mandalika, Labuan Bajo, Lake Toba and the last Likupang, which were added to the list in 2019.

These 5 super priority destinations consist of the first Lake Toba, from North Sumatra this lake is known as the largest volcanic lake in the world, the second position is the Borobudur Temple from Central Java, this destination is the single most visited tourist attraction in the country by tourists, the third place is Mandalika from West Nusa Tenggara, this destination will host a world-class MotoGP racing event, fourth is Labuan Baju from East Nusa Tenggara, in addition to the scenery that is very pleasing to the eyes Labuan Bajo has Komodo Island as the only natural habitat for Komodo dragons in the world, the last one is the fifth is Likupang from North Sulawesi, the tours offered in this destination are marine tourism with beaches and underwater panoramas that are still beautiful and also beautiful.

To prepare for tourism in the New Normal era, the Ministry of Tourism and Creative Economy also encourages quality tourism which is pursued by improving the quality of tourism as well as the comfort and safety of each tourist destination. So the Ministry of Tourism and Creative Economy applies the Clean, Health, Safety and Environment (CHSE) certification to tourism business actors. This CHSE certification is an important thing where during a pandemic it will change people's habits in traveling. And comfort, safety and cleanliness will be a consideration for both foreign and domestic tourists to travel.

Not only until the implementation of CHSE certification in this digitalization era is the right time for the transformation of the tourism ecosystem by utilizing digital technology as much as possible. Therefore, the use of this technology needs to be encouraged to focus in a planned and structured manner, so that in the future there will be definite and strategic steps to target markets that are already looking for information about Indonesia as a tourism destination.

The high number of social media users both in the world and in Indonesia, and its nature that allows two-way communication, sharing of content and information and its wide reach make social media one of the ideal promotional media for the tourism industry in general and the Ministry of

Tourism and Creative Economy in particular. Through social media, the Ministry of Tourism and Creative Economy can carry out promotions/marketing, campaigns, disseminate information related to products, tourism events, and tourism destinations to potential tourists effectively and efficiently.

One of the interesting innovations to continue to support Indonesian tourism in the midst of the COVID-19 pandemic is through Virtual Tours. Because considering our country's tourism sector is experiencing a decline, the use of digital platforms to support sustainable tourism. In short, Virtual Tour is one of the new concepts for vacationing in the midst of a pandemic. We can explore various interesting tourist destinations in Indonesia with only an internet network and gadgets from home. No need to worry, this Virtual Tour is also equipped with a Tour Guide who will guide and explain in detail the objects to be visited. This virtual tourism presentation can be done at home or wherever tourists are. Virtual Tourism can be carried out in six forms [48], namely:

1. **Images and Photos**
   As we know pictures and photos are visual media. Which is where this media has a function to channel messages from the recipient of the source or message maker to the recipient of the message. The message can be in the form of visual communication symbols which must understand the meaning of the symbol so that the delivery of the message can be successfully received.

2. **Virtual Reality Photography**
   It is a technique for capturing and creating a complete scene in a photo view, which can be seen when we rotate from a central point. The end result, often called VR Panorama, can be viewed using an interactive interface application (can rotate horizontally and vertically, as if in a real world scene).

3. **Video**
   Video is defined as a single piece of image commonly called frames. The result is the processing of multiple images that create the illusion of moving images. This video can be accessed in various media such as through television, computers, websites and smartphones.

4. **Video 360 derajat**
   Video 360 is a video created by a camera system that simultaneously records the overall direction of the angle with a 360 degree rotation, so users can pan and rotate the 360 video angle to view it from different angles. Videos like this can be accessed using Google Cardboard, this tool can provide virtual reality experiences to its users with the help of the gadgets used.

5. **Interactive Video 360 derajat**
   This is an extension of 360-degree video, which has been improved in quality. The quality that has been improved is adding a URL (Uniform Resource Locator) to it, so you can change the scene via a click of a button and also add special effects so you don't see the difference in merging the videos. However, these interactive 360-degree videos are not yet widely used.

6. **Virtual Reality**
   Virtual Reality is a technology that allows users to interact with an environment that is simulated by a computer. Virtual Reality can also be defined as a virtual reality that allows users to interact by simulating an imitation of the real environment and the one in the imagination. The current virtual reality environment generally presents an attractive visual experience, which is displayed on a computer screen or through a device that supports this technology, but some simulations include additional information in the form of visualization. The results obtained are compiled and displayed to the human senses according to the movements performed.

   Meanwhile, according to the Ministry of Tourism and Creative Economy in the executive summary entitled the Virtual Tourism study, virtual tourism products include:

1. **Virtual Tour**
   Virtual tours offer the ability to enjoy tourist attractions virtually from home or anywhere without the need to visit the place in person. Using technology, virtual tours place users into the picture and allow users to increase situational awareness by

significantly improving the viewing, retrieval and analysis of virtual data [45].

2. Virtual Office

To define a virtual office, it is very important to understand the essence of the environment in which virtual offices are practiced. This can be done using a knowledge-intensive framework. It is even more important to understand how to use a computer system that allows virtual work.

3. Virtual Reality for Tourism Planning

VR models allow planners to observe environments from an infinite number of perspectives, not only at a glance, but also enabling rapid visualization of potential changes that can be assessed later [21].

4. Virtual Meetings / Seminars for Tourism

Meetings or seminars are usually more time-consuming or even environmentally unfriendly because they have to go out to travel. Technology that promises to enable communication without the need to travel is of great interest to business science.

5. Virtual Events

Apart from virtual tourism experiences, there are many other types of virtual experiences (virtual events, games, classes, etc.) that are enabled with the help of technology. This is another type of virtual experience that can provide interaction with other people, active participation, and in some cases also learn about other cultures (for example, in learning traditional recipes in a cooking class), but the drawback is in providing a sense of connection and realistic experience. local lifestyle [47].

This study focuses on answering the reasons for the Ministry of Tourism and Creative Economy of the Republic of Indonesia to develop virtual tourism and marketing communication strategies in Indonesia for virtual tourism during the pandemic in 5 super priority destinations (DSP). The research method used is a descriptive qualitative approach using thematic analysis techniques. The research period for data collection starts from January 1, 2020 to December 31, 2021.

2. RELATED WORK

Based on previous research conducted by Eunike M. Gegung (2021). Stated that this research shows VR is considered a viable tool to promote the sustainability of tourist destinations, not only from an environmental and cultural perspective but also the economic aspects of the community through the development of alternative forms of income. In addition, promoting the use of VR can reduce the chances of the virus spreading. Based on the background and previous research that has stated that VR is a viable tool to promote the sustainability of tourist destinations, where VR is one part of Virtual Tourism. This research only focuses on analyzing the use of Virtual Reality (VR) to improve the sustainability of tourism destinations. While this study focuses on answering the reasons for the Ministry of Tourism and Creative Economy of the Republic of Indonesia to develop virtual tourism and marketing communication strategies in Indonesia for virtual tourism during the pandemic in 5 super priority destinations (DSP) [20].

Other research by Emily J. Wilkins, Jordan W. Smith, Rose Keane (2018). To develop a better understanding of how National park visitors use social media platforms, determine what types of information visitors prefer to receive through National park managed social media and determine the types of information sources that National park visitors trust most. Visitors to the National Park stated that they used Facebook and Instagram for social purposes, while Twitter and Flickr mostly used it to search and share information, while Youtube was used for entertainment. This shows that visitors who follow National Parks on social media may have different and more specific motivations for following National Park social media than using the platform in general. This study focuses on the social media used by visitors to the National Park to determine what kind of information they like and what types of information sources visitors trust. While this study focuses on answering the reasons for the Ministry of Tourism and Creative Economy of the Republic of Indonesia to develop virtual tourism and marketing communication strategies in Indonesia for virtual tourism during the pandemic in 5 super priority destinations (DSP) [62].

Other research by Junyu Lu, Xiao Xiao, Zixuan Xu, Chenqi Wang, Meixuan Zhang, Yang Zhou (2022) Investigate factors influencing public acceptance of using virtual tourism during the pandemic in China and explore how virtual tourism can help the tourism industry recover during &

after the pandemic. Virtual tourism has a strong influence on people's choice of on-site destinations and can be used as an effective marketing tool to promote destinations and a platform to sell souvenirs and products. Virtual tourism can be an entertainment activity to bring experiences to people without having to be at the destination. Even after the pandemic is over, people are still showing a willingness to use virtual tourism. Qualitative data also shows virtual tourism can help promote sustainable tourism by reducing greenhouse gas emissions & increasing 'virtual accessibility' especially for the elderly and disabled with limited mobility. This research focuses on finding out the potential of new media to travel with Virtual Tourism in Chinese society [31].

While this study focuses on answering the reasons for the Ministry of Tourism and Creative Economy of the Republic of Indonesia to develop virtual tourism and marketing communication strategies in Indonesia for virtual tourism during the pandemic in 5 super priority destinations (DSP). This study will explain about the reason for the Ministry of Tourism and Creative Economy Republik Indonesia to develop Virtual Tourism during the COVID-19 pandemic in 5 super priority destinations and how is the digital marketing communication strategy in Indonesia towards Virtual Tourism during the COVID-19 pandemic in 5 super priority destinations.

3.   METHODOLOGY

This research uses qualitative research methods, which in qualitative communication research are usually intended to convey a picture or understanding of, how and why a phenomenon or reality of communication occurs. While the method used is a descriptive method, this method studies the problems in society, as well as the procedures that apply in society and certain situations, including activities, attitudes, views and ongoing processes and the effects of a phenomenon.
Equipped with Thematic Analysis used in this study because this study aims to explore what happens in a phenomenon, such as what the Indonesian Ministry of Tourism did to the communication strategy for the tourism sector during the Covid-19 pandemic and to identify patterns in an event that became the object of this research. study. In this type of research approach, data collection methods can be carried out from various sources in various ways, from the social media used, interviews and certain documentation studies related to the research theme.

In this study, an in-depth interview was conducted with resource persons from the Marketing Development Team of the Ministry of Tourism and Creative Economy. Secondary data is obtained from documents, publications such as the Strategic Plan of the Ministry of Tourism and Creative Economy, the Executive Summary of the Ministry of Tourism and Creative Economy, news, research institutions to view the statistical data needed in this research and data from official sources and social media used, and Library Research.

In this study, conducting direct interviews with internal sources from the object of research. In interviewing internal sources, obtaining informants on behalf of Aulia Chloridiany, S.Sos, M.Sc, III/d, Young Expert Policy Analyst who holds Digital Media with Social Media Sub-coordinator. This resource was chosen because it has a position that has high credibility and is competent in knowing the problems to be studied.

4.   RESULT AND DISCUSSION

4.1   Social Media Analysis of the Ministry of Tourism and Creative Economy Republic of Indonesia

The existing social media platforms used by the Ministry of Tourism and Creative Economy include Youtube, Facebook, Instagram, Twitter and TikTok. In accordance with statistical data from We Are Social and Hootsuite in January 2021, this study picks the top three for the most used social media in Indonesia. In this study, we obtained observation data from the Official Social Media Accounts of the Ministry of Tourism and Creative Economy from Youtube, Facebook and Instagram where data sorting was carried out which focused on 5 Super Priority Destinations (Lake Toba, Borobudur Temple, Likupang, Labuan Bajo, Mandalika) in during the Covid-19 pandemic and also Virtual Tourism with the period from January 1, 2020 to December 31, 2021.

From the results of interviews and document studies conducted, the marketing communication strategy implemented by the Ministry of Tourism and Creative Economy has three major pillars, namely, Awareness, Consideration and Conversion.

In addition, when the pandemic came, the marketing communications directorate began to design a new strategy that was different from the strategy before the pandemic. Before the pandemic we played on three things including awareness,

consideration and conversion. Even though we don't sell, for example, cooperation with online travel agents, tiket.com for example. But when we enter a pandemic, our main goal is to maintain awareness in the market, especially for international foreign markets.

The Ministry of Tourism and Creative Economy during the pandemic increased marketing communication strategies at point awareness, such as maintaining health protocols, urges not to go for walks, tips for covid-19. The basis of this strategy is direct direction from the Government and the Covid Task Force, which if asked to close the travel travel border, it will be informed in digital media regarding the information do it.

4.1.1 Youtube Official Account Analysis

Destination	Total Video	Views	Likes	Comment
Danau Toba	14	92,910	9,800	985
Candi Borobudur	8	53,731	3,694	324
Mandalika	12	19,699	496	105
Labuan Bajo	8	36,185	1,219	81
Likupang	3	6,875	202	25
5 DSP	4	57,585	1,824	187
Total	**49**	**266,985**	**17,235**	**1,707**

Table 1 : Youtube Social Media Data
Sources: Data Processing Result (July 23, 2022)

The data that was collected in a 2 year period (1 January 2020 to 31 December 2021) got a total of 49 videos for content with the theme 5 Super Priority Destinations. Of the 49 videos, the total accumulated was 266,985 Views, 17,235 Likes and 1,707 Comments. On the Youtube account, the Ministry of Tourism and Creative Economy utilizes several features provided by Youtube such as Live, Shorts, and Playlists.

The content presented by KEMENPAREKRAF on Youtube is very diverse, ranging from notifications about information on 5 Super Priority Destinations and also all destinations in Indonesia, unique facts from each destination, updated information about certifications and facilities when traveling in the midst of the Covid-19 Pandemic. , visits to several provinces from the Minister of KEMENPAREKRAF, making podcasts with well-known Indonesian artists. Besides that, it also creates interactive content to encourage people to actively participate in content or events such as making several competitions related to tourism.

In addition to providing information about the activities carried out by the Ministry of Tourism and Creative Economy, the Youtube account is also used to disseminate interesting information such as unique facts from Destinations Indonesia. determine the USP through 5 Wonders, Aulia explained that:

"When we promote a destination we also look at its USP, if in our branding there is something called 5 Wonders (Nature, Culinary & Wellness, Culture, Recreation, Adventure) we go to Borobudur, for example, the USP there is more about culture although it doesn't close maybe we will also highlight there the nature is also good, such as views of the rice fields, there are also adventure packages such as rafting of all kinds. but its most prominent USP is culture. Lake Toba's USP is its nature as the largest lake in Southeast Asia, which we continue to highlight when promoting Lake Toba, but we also look at it from the other side, such as its culture which is also very strong in entering the creative buying campaign of Lake Toba".

By following the times, Kemenparekraf's Yotube also presents content in the form of Podcasts. This podcast is entitled "Wonderful Indonesia Podcast". In addition, to make it easier for the public to find out what podcasts have been uploaded, the Official Youtube Account of the Ministry of Tourism and Creative Economy also uses the features provided by Youtube. The function of this Playlist Feature is not only to group videos based on the same category, besides this Youtube Playlist can also be used to add video views, because it can be found through a search on Youtube [44]. This podcast invites Content Creator, Raffi Ahmad, who will discuss the beauty of 5 Super Priority Destinations in Indonesia and why these destinations are made Super Priority.

In the Podcast, Sandiaga discussed that the 5 Destinations were a priority because to advance tourism we must focus specifically on providing world-class quality as well as this is a direct direction from the Government. In addition, to expedite the development of these 5 Super Priority Destinations, we must prioritize adaptation, innovation and collaboration. Efforts that have been made by the Ministry of Tourism and Creative Economy for the 5 Destinations are improving infrastructure starting from Airports, Ports and Highways, preparing quality communication networks, introducing the creative economy through special foods from each Destination and souvenirs that will be brought as souvenirs. And to wrap it all up, human resources (HR) are of international standard.

Apart from the efforts that have been made, the Ministry of Tourism and Creative

Economy will collaborate with influencers in Indonesia to work together to create world-class digital content. With this collaboration, influencer friends will be invited to 5 Super Priority Destinations and there they are free to create content in any form which will then be uploaded to their respective Social Media Accounts. Sandiaga advised that the collaboration that will be carried out will be a rising Indonesia and an advanced Indonesia during the pandemic.

The Tourism Village Award (ADWI) is an event for awarding tourism villages that have achievements based on the assessment criteria from the Ministry of Tourism and Creative Economy. This event aims to make Indonesian tourist villages a world-class and highly competitive tourism destination. ADWI has seven assessment categories. These categories include: the application of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability), Digital Villages, Souvenirs (Culinary, Fashion, Crafts), Tourist Attractions (Natural, Culture, Craft), Creative Content, Homestay & Toilets. Not to forget, village representatives from the 5 Super Priority Destinations also enlivened this event, so through the interactive content it provided information back to the community regarding the tourist villages in the 5 Super Priority Destinations and could also be an additional reference for planning the next tourist trip.

In addition to using the Playlist feature, the Ministry of Tourism and Creative Economy also uses the Shorts feature provided by Youtube. This new feature is an effort from Google's platform that was created to attract the attention of the audience with short videos, but it is also the best place to increase brand awareness and other marketing needs. Shorts stand for up to 60 seconds in vertical video. One of the content created in the Shorts feature is to provide information related to culinary places available in Labuan Bajo. The marketing communication strategy carried out by the Ministry of Tourism and Creative Economy by using the Shorts feature can make it easier for the public to get information and time efficiency in seeking recommendations from Youtube.

The next content is a concert with a virtual concept, a virtual concert is a music event that uses online intermediaries where musicians and audiences 'meet' indirectly through a streaming platform. The presence of social media has an impact on changing the way of communicating from conventional to modern and all-digital, besides that this also causes ongoing communication to be more effective [52]. The

Slank Rhapsody Virtual Concert was held at 5 points in the Indonesian province, one of which was in Mandalika and Lake Toba, this concert was held live and received 1,882 views. Equipped with the Live Chat feature throughout the concert, this creates interactions between people who can share the fun indirectly. This concept was taken as an effective step in the midst of the Covid-19 Pandemic and in accordance with the characteristics of Social Media which has evolved into all-digital. In addition to relieving fatigue at home, this is also a new entertainment and experience for some people because they can enjoy safe and comfortable entertainment without having to worry about crowds of people.

A media platform that focuses on the existence of users that facilitates them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond [38]. Furthermore, this Live feature is used by the Ministry of Tourism and Creative Economy to socialize the Health Protocol towards a new normal, which is where a socialization is held for traveling by air and discussing CHSE, Cleanliness (cleanliness), Health (health), Safety (security), and Environment. Sustainability (environmental sustainability). CHSE is a protocol that aims to rebuild trust and a sense of security and comfort for tourists to travel in the pandemic and post-pandemic eras later. By providing this live socialization, the public will also get information in the form of health protocols and adaptation of new habits for tourism in the new normal era. Further content, the Ministry of Tourism and Creative Economy also provides brief information on how to carry out health protocols when taking public transportation to go on trips, which also adjusts to the conditions of the new normal era. The Key Messages conveyed by the two content both emphasize to comply with the Health Protocols wherever and whenever we are in a Pandemic period.

4.1.2 Analysis of Official Instagram Accounts

Instagram is a social network that was born from a company called Burbn, Inc. The company was founded by Kevin Systrom and Mike Krieger who are graduates from Stanford University. According to statistical data from We Are Social and Hootsuite in January 2021, Instagram is ranked 3rd for the most used social media in Indonesia, with a percentage of 86.6%. This shows that the Instagram platform is very

useful as a medium for carrying out marketing communication strategies in Indonesia with many enthusiasts and users on this platform. In the Official Account of the Ministry of Tourism and Creative Economy, the username is @Kemenparekraf.ri. He joined Instagram since June 2015. And has produced 16,690 thousand posts with 910,000 thousand followers, in the profile section of this account it provides brief information in the form of "Government Organization " and the Official Account of the Ministry of Tourism and Creative Economy/Indonesian Tourism and Creative Economy Agency equipped with the hashtag #WonderfullIndonesia and the Ministry of Tourism and Creative Economy website link.

Destination	Post	Likes	Views	Comment
Danau Toba	44	95,131	352,386	2,920
Candi Borobudur	32	72,543	212,619	2,260
Mandalika	40	162,815	309,697	9,434
Labuan Bajo	36	91,976	236,718	2,570
Likupang	27	69,659	167,200	2,143
5 DSP	20	49,966	161,654	1,710
Total	**199**	**542,090**	**1,440,274**	**21,037**

Table 2 : Instagram Social Media Data
Sources: Data Processing Result (July 23, 2022)

The data that was collected in a 2 year period (1 January 2020 to 31 December 2021) got a total of 199 videos for content with the theme 5 Super Priority Destinations. From the 199 videos, the total accumulated on July 23, 2022 was 542,090 Likes, 1,440,274 Views and 21,037 Comments.

Supported by the many features from Instagram, the content presented on this social media also varies from providing general destination information, creating interactive Instagram Stories with various features (Questions, Polls, multiple choice questions), Live Streaming with several artists, and to interact with the community there is content for quizzes, competitions, giveaways and events created by the Ministry of Tourism and Creative Economy.
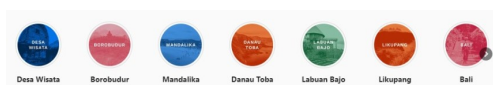
Picture 2 : Highlight Instagram KEMENPAREKRAF

In the Kemenparekraf Instagram account, there are several highlights that were made, one example is as picture 4.11 there is a Tourism Village theme, 5 Super Priority Destinations (Borobudur, Mandalika, Lake Toba, Labuan Bajo and Likupang) each of which gets its own highlight, and finally there is a destination from the province of Bali.

Broadly speaking, the contents of this highlight are in the form of information from each destination, visits by the Minister of Tourism and Creative Economy, events and festivals that were previously held.

By utilizing this highlight feature, it can make it easier for the public to find information about their chosen destination, because the location where the highlight itself is stored is at the top on the Instagram account and with information in the form of videos and additional brief descriptions of each story stored in highlights, it provides effectiveness. and efficiency for society.

Not much different from his YouTube account, this Instagram account also provides information in the form of unique facts from 5 Super Priority Destinations, one of which is the Mandalika circuit. Mandalika is known as one of the Super Priority Destinations (DSP), the Mandalika Circuit has many unique facts.

The concept of the Mandalika Circuit which makes it accessible to anyone to the construction of buildings that use original Indonesian products. The Mandalika Circuit not only provides the sensation of high-adrenaline spectacle, but also presents the beautiful charm of a row of hills and beach areas in Lombok, there is a tourist destination Bukit Merese which is the best place to watch the sunset in Lombok, Tanjung Aan Beach with white sand and blue sea, and Kuta Beach. Mandalika with a variety of water sport rides available, from windsurfing to paragliding.

The next Marketing Communication Strategy that is carried out on Instagram is to provide information in the form of packages to travel in 5 Super Priority Destinations, one of the packages is sightseeing at Borobudur Temple which is named the "Trail of Civilization" tour package.

This tour package explains that people can enjoy various experiences such as trying Waluku (the traditional way of plowing rice fields using buffalo), watching Gamelan performances, participating in Body and Soul (yoga) activities, traveling with Andong, Traditional Massage, tasting Jamu, making Grabah, and breakfast with a view of Borobudur Temple.

The Ministry of Tourism and Creative Economy's Instagram account also shares information regarding the Virtual Tour which is in collaboration with Traval Live and Media Partners Kompas.com and GoodNews From Indonesia.

This event invites the public to try a Virtual Tour, which is exploring Indonesia from home, this event is held in various destinations from 7-29 November 2020 every Saturday and Sunday at 10.00 WIB and is free of charge but held through the Zoom application platform.

Back again to the main goal of maintaining awareness because it must create content called virtual tourism, virtual tourism itself is the first strategy from the government's policy to promote, virtual tourism also collaborates with other parties, for example traval, so it is more co-branding. to cooperation that must be done at the beginning such as an MoU or other conditions.

Furthermore, the Ministry of Tourism and Creative Economy in collaboration with Rumah Karya Indonesia presented an online-based art performance with the theme Pandemic for Arts. This show invites the public to witness the traditional culture of Meat Village through dance movements combined with music with beautiful visuals of Meat Village, this village is included in the Lake Toba Super Priority Destination area. These two Virtual Performances are free of charge and can be watched live on the Indonesian Folk Tales account for the Putri Mandalika theater and the RKI Project account for Meat Village.

Intractive content is also carried out by the Ministry of Tourism and Creative Economy on Instagram, one example is a quiz made with random words, this quiz invites the public to find 3 of the 5 super priority tourism destinations in the picture, then the public is asked to write their answers in the comments column .

Furthermore, on Instagram, the Ministry of Tourism and Creative Economy utilizes the IGTV and Series features, so in this feature users can group the IGTV that they have uploaded into one series, one of the series created by the Ministry of Tourism and Creative Economy is Rindu #Indonesia which contains videos from 5 Super Destinations. Priority during the COVID-19 Pandemic. Besides taking advantage of the Highlight feature, this is also an alternative for the public to easily find information on 5 DSP.

4.1.3   Analysis of Facebook's Official Account

The next social media used by the Ministry of Tourism and Creative Economy is Facebook. This Facebook fan page account with the name "Ministry of Tourism and Creative Economy" joined since June 29, 2015 and has 199,000 followers. In the profile section of this account, information is provided regarding the address of the Sapta Pesona Building, telephone number, email address and a direct link to the official website.

Destination	Post	Likes	Comment	Shares
Danau Toba	39	10,666	458	1,538
Candi Borobudur	22	6,297	139	428
Mandalika	32	6,088	246	731
Labuan Bajo	41	5,876	287	707
Likupang	11	5,051	144	392
5 DSP	16	4,514	123	354
Total	**161**	**38,492**	**1,397**	**4,150**

Table 3 : Facebook Social Media data
Sources: Data Processing Result (July 23, 2022)

The data that was collected in a 2 year period (1 January 2020 to 31 December 2021) got a total of 161 videos for content with the theme 5 Super Priority Destinations. Of the 161 videos, the total accumulated was 38,492 Likes, 1,397 Comments and 4,150 Shares.

Not much different from activities on YouTube and Instagram Social Media, the Facebook platform also provides information about unique destination facts, especially the 5 Super Priority Destinations. Unique Selling Proposition (USP) is a creative strategy that is very important to do in marketing strategy, and becomes a strategic step in formulating brand differentiation as an effort to communicate the brand which will ultimately improve brand image [61].

This first content discusses the selling point of the uniqueness of the destination, in this content the public can find out information about unique facts such as the Mandalika circuit, the longest gravel circuit in the world (187 meters).

Furthermore, the unique fact of Lake Toba is that when Lake Toba erupted, it created total darkness on Earth because it blocked the sun's rays. This eruption phenomenon caused massive destruction of living things at that time, as well as congestion of the modern human population or known as population bottlenecks.

With the existence of a unique selling point, people can easily remember a destination through the unique facts displayed. This is an effective marketing communication strategy to use, because it has a USP selling point in the content and by posting it on Social Media, this information can be easily accepted by the public.

Meanwhile, during a working visit to Lombok, Menparekraf Sandiaga Salahuddin Uno reviewed the readiness of amenities in the form of homestays in Gerupuk Tourism Village, Central Lombok Regency, West Nusa Tenggara (NTB).

This is done in order to prepare all aspects of Tourism and Creative Economy ahead of the

Mandalika MotoGP event. One of the requirements of the Unique Selling Proposition approach is the existence of a product marketing plan. In making a product marketing plan, marketers must create a unique side of the product offering [39].

Destination positioning is designed for targeted consumers and refers to the Unique Selling Proposition (USP). So one of the marketing communication strategies carried out in Kemenparekraf's digital media is to provide information in the form of the 5th DSP Minister's visit, with information like this it can still instill awareness in the minds of the public because it returns to the original goal of the Ministry of Tourism and Creative Economy to increase awareness during the Pandemic.

Further information provided to the public through the Facebook Fan Page account is about the efforts of the Ministry of Tourism and Creative Economy in developing amenities in tourist destinations, one of which is toilet facilities. at Kuta Beach, Badung, Bali.

Besides Bali, this event was also held simultaneously in 5 other DSPs, namely in Mandalika, Labuan Bajo, Likupang, Lake Toba, and Borobudur. Communication messages have a specific purpose. In collaboration with Kompas.com, Goodnews from Indonesia and Atourin, the Ministry of Tourism and Creative Economy created an event to re-start exploring Indonesia Virtually.

Through Live Virtual Travel, Indonesia will invite the public to participate in exploring the beautiful Toba Caldera UNESCO Global Geopark from home, and this event is free of charge, only by registering at the link that has been informed. Still discussing the Virtual Tour, for the next event the Ministry of Tourism is collaborating with Young Moms! and Birth Club Indonesia held a Creative Safari event.

This event is the first virtual creative educational tour in Indonesia, where children are invited to take virtual walks to 3 Super Priority Destinations, namely Borobudur Temple, Lake Toba and Labuan Bajo.

In addition, there are also workshops inspired by various tourist destinations in Indonesia such as Wayang Kreasi, Kreasi Uloas and also 3D Puzzles. The event will be held for three days from 6, 8 and 10 July 2020 on Zoom and YouTube platforms. The ticket price for these 3 sessions is Rp. 100,000-rupiah but for early bird only Rp. 75,000 rupiah.

To buy tickets, you can directly visit the loket.com website. Virtual tours can be a solution to the sluggish tourism industry in Indonesia and the world. Virtual tour offers the ability to enjoy tourist objects virtually from home or anywhere without the need to visit the place in person.

The next event, the Ministry of Tourism and Creative Economy provided information on its Facebook Fan Page, namely the 2020 Toba Duathlon Series. The Duathlon at Lake Toba does not require the public to come directly to the location.

It is held with a virtual concept. People can take part in races wherever they are, the way people run and cycle on their chosen route, starting from September 25-27 2020. After that, it is recorded through the Strava application and then sent to the ITS website. To visit Lake Toba on the triathlon series website, you can enter the virtual race village menu, which is fully supported by the Ministry of Tourism and Creative Economy.

Here, people can go for walks, submit duathlon results, and can even shop for souvenirs at booths that have become partners. This experience is given like traveling and participating in the event directly even though this is done by the community through a gadget.

The next information shared was the Webinar Series 1 event Borobudur Temple, Indonesia is world famous for its rich cultural heritage. The Ministry of Tourism and Creative Economy invites the public to know more about Borobudur Temple and the history attached to it, through the Borobudur Temple Webinar Series 1.

At the Webinar, the public also learns storytelling techniques on social media so that they can tell the uniqueness of the archipelago's culture in an interesting way. This webinar will be held on May 14, 2020 via the Zoom platform for how to register is provided on the link in the caption.

With the holding of the Webinar event using this social media platform, it proves that the presence of social media has actually had an impact on changing the way of communicating from conventional to modern and all-digital, as well as causing ongoing communication to be more effective.

To continue to introduce Super Priority Destinations, this time the program created by the Ministry of Tourism and Creative Economy is the Lake Toba Creative Buy program. Through this program, the Ministry of Tourism and Creative Economy will provide assistance to local artisans to Go Digital and hold various festivals to introduce destinations and creative products to Lake Toba and the North Sumatra Region. Other forms of marketing communication are public relations,

personal selling, sales promotion, and direct marketing [47].

Furthermore, people who cannot attend the festival can buy Creative Lake Toba on Tokopedia e-commerce. In the future, the Lake Toba Creative Buy Fair will be held in the district and cover other cities in North Sumatra. Likewise, other Super Priority Destinations such as Borobudur, Mandalika, Labuan Bajo and also Likupang.

4.2 Pro's and Con's Digital Marketing Communication Strategy

Virtual Reality has been considered as a viable tool to promote the sustainability of tourist destinations not only from the environmental and cultural perspective but also the economic aspects of the community through the development of alternative forms of income. Promoting the use of Virtual Reality can reduce the possibility of spreading the virus [20]. The same thing is also related to the findings in this study, where with the existence of social media and a new activity, namely Virtual Tourism, you can continue to promote tourism sustainability which can be enjoyed at home with gadgets and internet as well as helping the government to keep the virus from spreading.

In other cases, for example, visitors to National Parks have used Facebook and Instagram for social purposes, while Twitter and Flickr have used the largest use for searching and sharing information, while Youtube is used for entertainment [17]. This shows that visitors who follow National Parks on social media may have different and more specific motivations for following National Park social media than using platforms in general. As for the findings in this study, there are no specifications for the use of social media that are of interest to the Indonesian people in meeting the need for travel during the COVID-19 pandemic.

Virtually tourism has a strong influence on people's choice of destinations and can be used as an effective marketing tool to promote destinations and platforms for selling souvenirs and products [32]. Virtual tourism can be an entertainment activity to bring experiences to people without having to be at the destination. Even after the pandemic is over, people are still showing a willingness to use virtual tourism. Qualitative data also shows virtual tourism can help promote sustainable tourism by reducing greenhouse gas emissions & increasing 'virtual accessibility' especially for the elderly and disabled with limited

mobility. Meanwhile, Virtual Tourism in Indonesia during the pandemic focused more on maintaining awareness, and making social media function to increase existing information and appeals to be better known to the public, for example, for the Indonesian people to inform about health protocols such as don't go for walks now, later after the pandemic subsides. In addition, the digital marketing communication strategy for 5 Super Priority Destinations and Virtual Tourism itself has hashtags in the form of #5SuperPriority Destinations and the location of each destination such as #DanauToba #CandiBorobudur #Likupang #LabuanBajo #Mandalika. For Key Message Virtual Tourism, use the hashtags #VirtualTourism or #VirtualEvents depending on the topic or theme posted at that time.

5. CONCLUSION

Over time, Virtual Tourism itself was chosen as an alternative tool for traveling in the midst of a Pandemic with several virtual products such as virtual tours, virtual webinars, virtual events, and virtual offices. This provides an alternative option for the public to travel at home and at any time using their respective gadgets. .

One of the strategies is to collaborate with several co-partners such as with tourism businesses such as with several dance studios or art performances to provide a new experience of watching an art performance through social media or additional applications in the form of Zoom, and volunteering to do virtual activities.

In addition to collaborating with co-partners, the Ministry of Tourism and Creative Economy also conducts co-branding through collaboration with several artists and influencers. The collaboration system here is to invite these artists or influencers to some Kemenparekraf content such as live on social media together discussing one of the 5 DSP and their experiences while there, presenting interactive content such as collaborating with Group Bands to hold virtual concerts live on social media, and invite influencers to travel to 5 DSP where influencers will create their own creative content and upload them to their own social media.

By taking advantage of the fame of these artists and influencers, they will spread information about virtual tourism as well as 5 DSPs that are wider in scope. Do not stop just collaborating, every content or information provided also contains certain elements such as Unique Selling Proposition (USP) which is based on 5 Wonders ((Nature, Culinary & Wellness, Culture, Recreation,

Adventure) by providing interesting facts and tourist activities. What can be done in 5 DSPs on Kemenparekraf's digital media is another marketing communication strategy that is carried out.

To complete the next marketing communication, use hashtags in the Ministry of Tourism's Digital Media. For 5 Super Priority Destinations and Virtual Tourism, it has hashtags in the form of #5SuperPriority Destinations and the location of each destination such as #DanauToba #CandiBorobudur #Likupang #LabuanBajo #Mandalika. For Key Message Virtual Tourism use the hashtags #VirtualTourism or #VirtualEvents depending on the topic or theme posted at that time.

6. RECOMMENDATION

The results of this study are expected to provide benefits in contributing to the development of communication science, especially in New Media studies, and provide knowledge that can influence people's attitudes and behavior in supporting Virtual Tourism innovation. For further research, others researcher can compare Virtual Tourism in Indonesia with other countries.

The method of mirroring content on all social media platforms is a weakness in the Ministry of Tourism and Creative Economy. Each social media platform has different characteristics, these different characteristics can be considered in creating content on each social media platform. Adjustment of marketing content to each audience on YouTube, Facebook, Instagram is the right strategy to get high reach and engagement on each social media. Beside that, MTCE also can provide more content and information related to 5 Super Priority Destinations considering that this is a destination that still needs to be prepared carefully, there should be content uploaded every week that has the topic of 5 Super Priority Destinations.

For best practice, MTCE can develop forums and media for communication and coordination between the government (central and regional), tourism business associations, and the community, in the development of virtual tourism. The results of this study can be used as input for implementing virtual products (virtual events, virtual webinars, virtual tours, virtual meetings) that can be useful and make it easier for the community.

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