The Image Tourism Destinations of Bandung in Social Media Network

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Abstract

Indonesian tourism is growing very rapidly along with the development of information technology. Through information technology, people can easily get access to information about various destinations and tourist attractions via social media. One of the social media which is seen as a trendy tool in digital tourism is Instagram. Instagram is widely used by companies engaged in the field of tourism in the World and in Bandung. Instagram is used by companies in the hotel sector, accommodation, restaurant, SPA, travel agencies, and tourist attraction, to advertise their products and services in their respective fields. The issues raised in this research is how the image of tourism destinations of Bandung as a city that has the highest tourism index in 2017 in Indonesia, reaching 95.30 (jabarprov.go.id, 2018). The method used was descriptive method that describes this phenomenon descriptively by analyzing the comments obtained in one @explorebandung Instagram account which has as many as 674,000 followers, then classified in the form of positive comments, negative and unidentified comments. After the comments were analyzed through 4A approach consisting of Attraction, Amenities, Ancillary, and Accessibility. This data is also reinforced by empirical studies in which researchers distributed online questionnaires to 100 netizens who've commented in a posting photos on @explorebandung account. The data have been obtained by re-analyzed via homepage Trip Advisor to see the reviews of Hotels, Restaurants, Travel Agencies and Transport in Bandung. The results showed that, Bandung tourism image place in positive ranked on Instagram and travel sites.

Keywords: Destination Image; Destination Tourism; Social Media Network

Introduction

In the last two decades, Bandung has developed into a tourist town with a variety of interesting sites. With the spread of social networking, the more sites that have sprung up in Bandung. Liputan6.com news portal in 2017 stated that Bandung in 2017 as the number one tourist destination city in Indonesia's most sought-after by version of the Google search site (accessed on August 30, 2018). This fact can give the assurance that the Bandung highly prioritized as a tourist destination in Indonesia by domestic tourists and foreign tourists from all over the world. Based on measurements taken by Frontier Consulting Group and Tempo Media Group, index Bandung tourism became one of the highest in Indonesia, which reached 95. 30 or higher of the City Tourism Index Denpasar to Yogyakarta with 87.65 and 85.68 Tourism Index.

According to the Head Department of culture and tourism Bandung City, Dewi Kaniasari, in 2017 and Bandung has been visited by about 6.9 million tourists, both foreign and domestic tourists. Bandung City Government targets the number of tourist arrivals in 2018 about 7.5 million tourists, the figure was about 10 percent of tourist visits during 2017 (jabarprov.go.id, 2018).

Internet is a medium that is commonly used today both for sale and commercial businesses in this modern era. In this study, the Internet as a medium that is required to be able to explore the public's perception of the image of tourism, because in this era of globalization, the image is very important. Imagery is very influential in the development of tourist destinations in the future. Internet presence has an impact on the transformation of technology and a global economy where the virtual world can familiarize between the consumer and the presence of entrepreneurs in the tourism world as a provider of goods and services. The use of a variety of image-based social media tools like Instagram, Pinterest, Facebook, Youtube, Twitter, and others can be used to promote tourism destination has been seen as the current trends in the tourism industry. One of the social media is seen as a tool trendy in tourism is digital is Instagram, where photos and comments can be shared across social media channels a person in seconds and anyone can become a "tourism expert" in expressing "like" or "dislike" them to the places they visit. Therefore, this study uses Instagram, where Instagram is widely used by companies engaged in the field of tourism in the world and in Bandung. Instagram is used by companies in the tourism sector in Bandung, such as hotels, accommodation, restaurant, SPA, travel agencies, and tourist attraction, to advertise their products and services in their respective fields. People today tend to see tourist references and see the image of the destination beforehand before making a tour. Previous studies have been carried out on destination imagery as in previous research conducted by Ni Gusti Ayu et al (2014) discussing the image of Bali destinations in Facebook and Twitter social media that have their own tendency to form a destination image.

This study will discuss how the tourism image of the city of Bandung in Instagram with made observations on the comments of @explorebandung Instagram account that has the most followers in the category of "media / news company" Indonesian tourism amounting to 674,000 followers (accessed on 30 August 2018), where comments from the Instagram users is very important to create a separate image for the city of Bandung. Then the comment is classified into the comments are included in the category, negative, positive, and do not know (unidentify comment), comments by category unidentify comment this leads to the comments made by users of Instagram but is very difficult to identify in order to enter into the realm of the comments are positive, or negative. After that comment analyzed through 4A approach consisting of Attraction, Amenities, Ancillary, and Accessibility, this approach serves to identify indicators that influence tourists come to Bandung. The data have been obtained by re-analyzed via the homepage Trip Advisor to see the reviews of hotels, restaurants, travel agencies and transport in Bandung. The data from the rating include the data regarding the evaluation of the hotel, accommodation, restaurant, SPA, travel agencies, and tourist attraction, all the data that has been obtained is recorded to determine how the perception of tourists in real conditions and the results of the data in the virtual world. This data is also reinforced by empirical studies in which researchers distributed online questionnaires to 100 netizens who've commented in a posting photos on @explorebandung account.

Literature Review

Destinations Image

According Echtner and Ritchie (in Jorgensen, 2004: 15) defines the destination's image as the "impression of the place" or "perception area". Whatever image is defined not only as an attribute of destination but also an overall impression that is displayed by the destination. Then Kotler, Heider and

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)

Vol. 6, Special Issue 4, February 2019

Rein (in Lopes, 2011: 307) defines the image as the sum of all beliefs, ideas and impressions that a person associated with a destination. The media is a necessity in the formation of the image of tourist destinations, there are many types of media, one of which is the current trend is the Internet media. Internet media is much preferred at this time is a series of web 2.0 technologies that are familiar with the term "social media".

As with any other service industries, the tourism industry also has the properties of intangibility, inseparability, heterogeneity, and perishability. These properties cause the tourists to deal with the lack of attributes to evaluate whether or not it's purpose well. However, because decisions must be made, travelers using the image of tourist destinations to conduct an evaluation tool (Wallin Andreassen and Lindestad, 1998). Of course, the existing image in the minds of tourists are not always in tune with the real conditions of the end itself. Thus, the image of the destination has the potential to affect the most competitive destinations (LeBlanc and Nguyen, 1996).

Components of Tourism

Cooper et al (2000) which states that tourism component which consists of Attraction 4A, Amenities, Ancillary, and Accessibility. Directorate General of Tourism of the Republic of Indonesia which mentions the development of components associated travel on four components known as 4A. 1) Things to Do (Attraction), namely the potential to attract tourists. This potential can be either natural, cultural and man-made activities such as travel, dance and other performances, 2) Facilities (Amenities) that the facilities needed by tourists while in tourist areas such as accommodation, food and beverage, souvenir shops and others, 3) accessibility (Acces) which includes transportation infrastructure such as access roads, walkways, and other. 4) Tourist organizations (Ancillary services), namely in the form of tourism organizations that manage tourist destinations.

Media effectiveness

Effectiveness is a measure of success in achieving the goals that have been determined. The effectiveness of the media can be seen from the point of communication effectiveness. Communication is effective when stimuli are presented and delivered by the source (communicator) can be captured and understood by the receiver (communicant) (Tubbs, 2005: 22). Effective communication by Stewart L. Tubbs and Sylvia Moss (2005), includes the following five points: 1) Understanding, 2) Pleasure, 3) Influencing attitudes, 4) Good relationships, 5) actions.

Methodology

This research approach is generally to find out how the public perception of the image of tourism in Bandung in social networking sites. Implementation of this research is based on qualitative descriptive method, because it is a method which the right metode the to examine the social and communication especially Denzin and Lincoln (Moleong, 2007: 5). The strategy used in this study using phenomenological tradition for considering the social media phenomenon Instagram are in particular used as media promotion of tourism. Then, the paradigm used in this study is using the paradigm of social constructivism. In this case, the researchers sought to rely as much as possible the views of participants about the situation being studied (Creswell, 2013: 11).

This study uses social media to capture the public's perception of the image of tourism in the city of Bandung in social media. The data collection technique used is purposive random sampling, the technique is done by taking a small sample of the population in the target population to represent the total

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)

Vol. 6, Special Issue 4, February 2019

population with particular consideration. In the process of collecting data through observation, observations were made at a number of comments in posting a photo on Instagram account @explorebandung. Further comments obtained will be adjusted and classified into categories such as positive comments, negative, and do not know (unidentify comment) after obtaining the results, then all the data is classified using an approach that consists of Attraction 4A, Amenities, Ancillary and Accessibility. This is done to determine what factors support the arrival of tourists to Bandung based approach 4A, after the results of the classification of approaches 4A obtained then carried out a comparative analysis on the homepage Travel Advisor, so as to show the image of tourism in Bandung on social networking sites, and the last step is data analysis virtual questionnaire data that has been distributed to 100 netizens who've commented in a posting photos on account @explorebandung active Instagram user criteria and had never traveled to the city of Bandung, data collection is done in order to make a significant impact as well as finding a match between the virtual data and field data, to obtain data regarding the suitability of Bandung tourism image. and Accessibility. This is done to determine what factors support the arrival of tourists to Bandung based approach 4A, after the results of the classification of approaches 4A obtained then carried out a comparative analysis on the homepage Travel Advisor, so as to show the image of tourism in Bandung on social networking sites, and the last step is data analysis virtual questionnaire data that has been distributed to 100 netizens who've commented in a posting photos on account @explorebandung active Instagram user criteria and had never traveled to the city of Bandung, data collection is done in order to make a significant impact as well as finding a match between the virtual data and field data, to obtain data regarding the suitability of Bandung tourism image. and Accessibility. This is done to determine what factors support the arrival of tourists to Bandung based approach 4A, after the results of the classification of approaches 4A obtained then carried out a comparative analysis on the homepage Travel Advisor, so as to show the image of tourism in Bandung on social networking sites, and the last step is data analysis virtual questionnaire data that has been distributed to 100 netizens who've commented in a posting photos on account @explorebandung active Instagram user criteria and had never traveled to the city of Bandung, data collection is done in order to make a significant impact as well as finding a match between the virtual data and field data, to obtain data regarding the suitability of Bandung tourism image.

Result

The media is very important in creating the image of a tourist destination. Today there are many types of social media. Various social media available with their respective advantages, such as Facebook to share the things that are personal or business developing, Twitter to share the latest news, Pinterest for recipes and pictures, and Instagram for the photos we take. The role of information technology is no doubt succeed in influencing the development of Indonesian tourism. The presence of social media that help spread information in various forms such as images, text, and video. One form of social media used to disseminate tourism information netizen is Instagram. Instagram role is large enough for its own tourism, many a traveler currently participating began traveled after seeing photos on Instagram. Instagram is considered to be an effective platform to disseminate tourism information.

In recent years, along with the development of various social media seems to also affect a person's behavior and satisfaction in the tour. When a few years ago, someone who traveled would actually spend the time to enjoy the attractions presented by the tourist attraction. Now, someone who traveled will spend more time to take pictures of activities, and a number are using social media, is no exception to use Instagram. Likewise with the traveler utilities, when they were photographed on the popular spot then posted on Instagram, the level of satisfaction obtained will be higher, especially if the

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)

Vol. 6, Special Issue 4, February 2019

posting received positive comments and a number like that a lot. The results of research conducted by Ara et al., (2014) state that as many as 76.1% of people do post photos to Instagram media after a tour.

Based on the theory of effectiveness used and elaborated on the feasibility of the social networking media to measure the tourism image of Bandung. So it needs to be supported by the accuracy of the data, so as to demonstrate the effectiveness itself. The effectiveness of the media can be seen from the point of communication effectiveness. Communication is effective when stimuli are presented and delivered by the source (communicator) can be captured and understood by the receiver (communicant) (Tubbs, 2005: 22). Based on this theory needed some facts to support the evidence as a result of research to gauge whether this works or not study, Then chosen by Instagram to be able to include tourism images on social networking sites. Below is a traffic rank from Instagram according to Alexa that displays social networking media that represent effectiveness in creating the image of tourism.
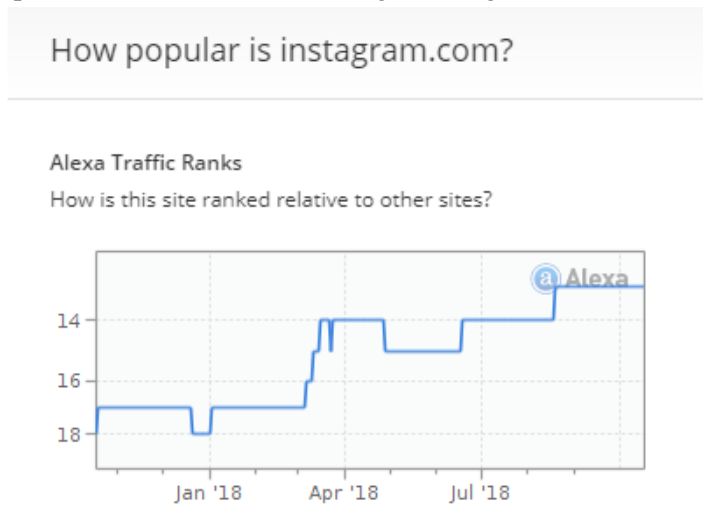
Figure 1:Trafific popularity of Instagram in 2018

From the chart above we can conclude that, the popularity of Instagram continue to rise until today. From the start at the beginning of 2018 and the numbers continue to rise in August 2018. This may indicate that Instagram can be used as a platform to promote tourism business in Indonesia.

Top Keywords from Search Engines
Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. instagram	3.39%
2. youtube	0.56%
3. pornhub	0.34%
4. instagram login	0.21%
5. ariana grande	0.19%

Figure 2: Top keyword search

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)

Vol. 6, Special Issue 4, February 2019

From the picture above shows Instagram become the top keywords in the Google search engine with a percentage of 3.39% beat youtube which only has a percentage of 0.56%.

To ensure more effectiveness on Instagram to identify Bandung tourism image in social networking media, the following are the names of some companies engaged in the tourism sector in Bandung and has been officially registered on Instagram account.

List of Five Star hotels on Instagram

Sheraton Bandung Hotel and Towers, The Trans Luxury Hotel Bandung, Padma Hotel Bandung, The Papandayan Hotel, Hilton Bandung Hotel, Prama Grand Preanger Bandung, G.H Universal Hotel, Aryaduta Bandung, Crowne Plaza Bandung, InterContinental Bandung Dago Pakar, Grand Mercure Bandung Setiabudi.

List of 4-star hotel on Instagram

Aston Braga Hotel & Residence Bandung, Harris Hotel & Conventions Festival CityLink, Golden Flower Hotel, Horison Ultima Bandung Hotel, Grand Setiabudi Business and Family Hotel, The Luxton Hotel, de Java Hotel, The Jayakarta Bandung Suite Hotel & Spa, Gino Feruci Braga Hotel, Sensa Hotel Bandung, Bidakara Grand Savoy Homann Hotel, Summer Hill Private Villas & Family Hotel, Arion Swiss-Belhotel Bandung, Grand Pasundan Convention Hotel, Aston Tropicana Hotel Bandung, The Amaroossa Hotel, Novotel Bandung, Holiday Inn Bandung Pasteur, Courtyard by Marriott Bandung Dago, Best Western Premier La Grande Bandung, Grand Tjokro Bandung, El Royale Hotel Bandung, De Pavijoen Bandung by HIM, Art Deco Luxury Hotel & Residence, Mercure Bandung City Center.

List of 3-star hotel on Instagram

Ibis Style Bandung Braga, Ibis Bandug Trans Studio, Lingga Hotel, Mitra Bandung Hotel, BTC Hotel Bandung, D'Batoe Boutique Hotel, Grand Pasific Hotel, Guntur Hotel, Mutiara Bandung Hotel, Favehotel Braga, Metro Indah Bandung Hotel (Associated Fox Harris).

List of Villa & Homestay on Instagram

Kuldesak Villas Bandung, Dialy Home Villa Dago, Holiday Villa Dago, Roemah Asri Villa, Villa Cemara Asri Villa Dago Pakar, Villa Bayu Lembang, Villa Rumah Ibu, Villa Istana Bunga, Hawadesa Vill & Cottage, Butternut Tree Townhomes, Happy House, Mountain View Villa, Kulem Homestay Bandung, Villa Babeh, La Bonita Casa, Rumah Bukit Dago Guest House, Rumah Dyandra, Casa De Lilian.

List of Restaurant on Instagram

Hummingbird Eatery, Miss Bee Providore, Purnawarman Food Truck Park, Atmosphere Resort Cafe, Iga Bakar Si Jangkung, Paviliun Sunda, Kampung Daun, Raja Rasa, The Stone Cafe, Braga Permain Restaurant, The 18th Restaurant and Lounge, Tizi's, Saka Bistro and Bar, Cafe D'Pakar Bandung, Congo Gallery & Cafe, Restoran Raja Sunda Bandung, Paskal Food Market, Maja House Bandung, Rumah Sosis, Pino Pizza, Cie Rasa Loom Buah Batu, Nasi Kalong, Lawang Wangi Café and Art Space, Rumah Stroberi, Sierra Café And Lounge, Charada Korean BBQ, The Peak Resort Dining, Al Jazerah Signature, Shabu Kojo, Imperial Chinese Restaurant, Marka Café, Vesper Sky Bar & Lounge, Street Grill & Friends, HDL Seafood Bandung.

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)

Vol. 6, Special Issue 4, February 2019

List of SPA on Instagram

Zen Family Spa & Reflexology, Ola Family Spa & Reflexology, Delta Spa & Lounge Bandung, Qenari Spa, Pinisi Relaxation, Mariaty's Spa & Gallery, TriBeCa Urban Retreat, Mon Reve Day Spa & Family Reflexology, Lemongrass Spa, Roger's Salon, Clinic & Spa, The Lammar's, I-Family Reflexology, Thai Odyssey Bandung, Pandora Executive Health Spa.

List of Attractions on Instagram

FarmHouse Susu Lembang, Dususn Bambu, The Lodge Maribaya, Floating Market, De' Ranch Lembang, Museum Gedung Sate, Saung Angklung Udjo, Puncak Bintang Bandung (Bukit Moko), Kampung Batu Malakasari, Jendela Alam Bandung, Bandung Treetop Adventure Park, Ranca Upas, Lereng Anteng, Kampung Gajah Wonderland, Amazing Art World, Upside Down World Bandung, Terminal Grafika Wisata Cikole, Trans Studio Bandung, Trans Studio Mall, Paris Van Java, 23 Paskal Bandung, Ciwalk Bandung, Braga City Walk, Taman Lalu Lintas Bandung, Museum Geologi, Museum Konferensi Asia Afrika, Rumah Batik Komar, Bandung Science Center, Teras Cikapundung, Ciwidey Valley Resort, Cimanggu Hotspring, Sari Ater, Kampung Tulip, Kampung Daun, Punclut Experience Masigit – Kareumbi, Cileunca Lakeside, Ecoethno Leadcampsite, Gravity Adventure.

List of Travel Agencies on Instagram

Jack Tour Bandung, Enoss Travellers Tours, 7 Summits Travel, Elhaqi Adventure, BDL Tour & Travel, Raja Tour Bandung, Qitarabu Trans, Travel Bandung, Diati Tour, Jari Rent Car, Red Falcon Holiday, Aviqa Tour, Dago Holiday, IndoAsia Tour & Travel, Easy Tour Bandung, Iq Holiday Tour and Travel, Rajawali Tour.Based on the data list above, mostly company engaged in tourism in Bandung promoting their goods and services through Instagram. It was concluded that Instagram is effectively in the treating and creating the image of Bandung tourism in the future image of Bandung tourism. Surely, companies do promotions through Instagarm should has the accurate data which can be used as a source of research data in creating the image of Bandung tourism in social networking media.

In the process of tourism communications in Bandung, @Expolrebandung Instagram account manager is a communicator gives the message or information to the public. @Expolrebandung Instagram account through the various tourism potentials in the district and the city of Bandung can be explore, so the impact on the level of tourist arrivals in Bandung. @Expolrebandung Instagram account manager also open up opportunities for Instagram users and followers to comment on what they're sharing on Instagram, so that the process becomes reciprocal communication, not just one direction. The process of this interaction is very important in the use of Instagram. Here is the statistical data @explorebandung account views of Popstars social media analysis.
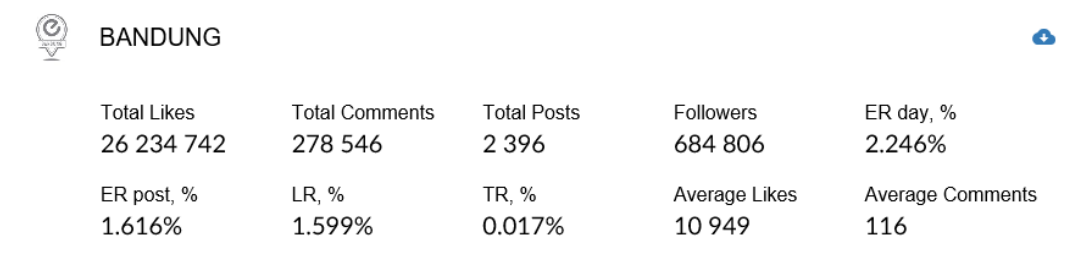
BANDUNG

Total Likes	Total Comments	Total Posts	Followers	ER day, %
26 234 742	278 546	2 396	684 806	2.246%

ER post, %	LR, %	TR, %	Average Likes	Average Comments
1.616%	1.599%	0.017%	10 949	116

Figure 3: Calculations Instagram post

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)

Vol. 6, Special Issue 4, February 2019

From the picture above we can conclude that in @explorebandung Instagram account with total followers around 600 thousands are getting a total of 26 million likes and comments per post on average 116 comments per post showed that the number of Instagram users who also gave a positive feedback for Bandung tourism. Then the researchers tried the analysis of comments on posts photo to get mostly like, include the posting photos uploaded on May 25, 2017 is seen in the picture below.
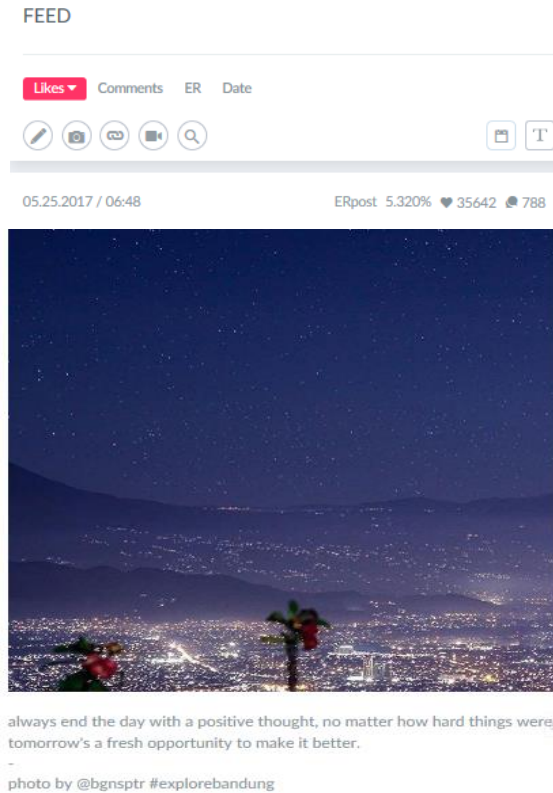
Figure 4: Instagram Feed (Source: Popstars)

The following data showin Instagram which represented effecttivity in creating the image of Bandung tourism, this is has represented on a comparison of classification data such as total like, positive comments, negative comments, and unidentify comment at the data on Popstasr Analytis.

Total like: 35.642
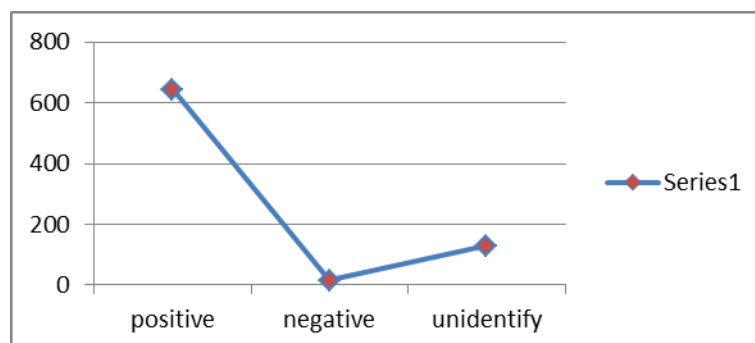Total Comment: 788
Total Hashtag: 3.100.000

Figure 5: List of Comment on Instagram

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)

Vol. 6, Special Issue 4, February 2019

From graph above we can see that this graphs provide an overview of social networking capability of showing that there is a high level of "like" has display on the graph that followed by the level of positive comments on the second list and the rest is negative comment and unidentified comment at the bottom. The large number of comments on an Instagram post can show that there is feedback from users so that information submitted through photos and captions posted can be well received by other Instagram users.

Postings of attractions in Instagram can also have an effect on the increase in the number of tourist related tourist visits. This can be seen from the increase in the number of visitors to Bandung in recent years. The increase in the number of visitors was positively related to the increase in the number of #explorebandung hastags which until now reached 3,100,000 posts. This case illustrates there are many Instagram users who support the effectiveness of social media in exploring the image of Bandung tourism.

Discussion

Bandung Tourism Image in the Social Media Network

Bandung is one of the destinations that are still much in demand by tourists, both domestic and foreign. This can be seen in figure 1.1. where the number of visitors to Bandung tourism during the last four years and in 2017 increased rapidly to about 6.9 million visited by tourists, both foreign and domestic tourists (jabarprov.go.id). Such growth indicates that the tourism sector in Bandung is being stretched.
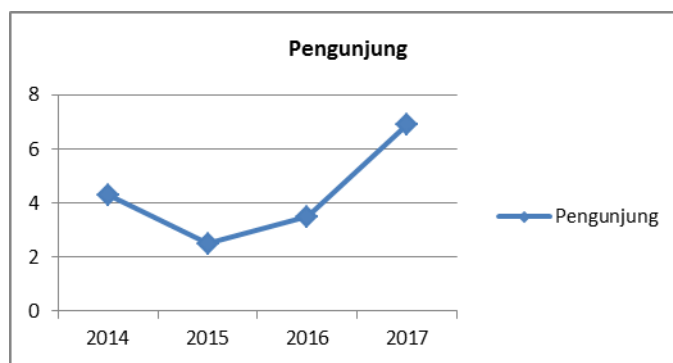

Figure 6: Data in Bandung Tourism Visits Year 2014-2017

Bandung tourism destination image has been summarized into the data obtained from the data sources that have been classified into Instagram, homepage, and field research data. One by one to be discussed here are based on summary data have been obtained.

International Journal of Multicultural and Multireligious Understanding (IJMMU)
Jakarta International Conference on Social Sciences and Humanities (JICoSSH)
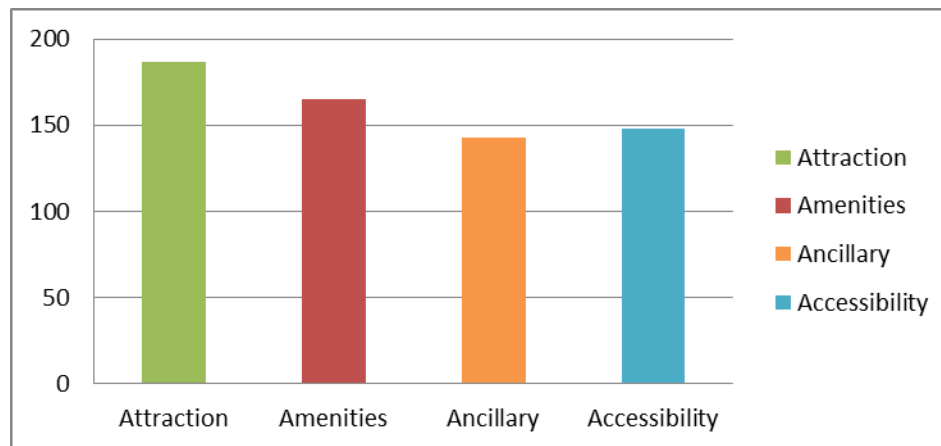
Vol. 6, Special Issue 4, February 2019

Figure 7. Data on Instagram represents 4A approach

From the figure above we can conclude that from the analysis 4A approach can be obtained data on social networking media Instagram on tourism accommodation including hotels, villas, SPA, Restaurant, Tourist Attractions, Airlines, and travel agents. The attraction data is placed on the highest rank, followed by Amentities in second position, then accesible in the third position, and the latter is ancillary.

The Instagram data acquisition 4a on approach has shown Bandung tourism image is strongly influenced by the attraction. This can be affected because of the many kinds of interesting tourist attractions in Bandung, including natural tourism, culinary tourism, educational tourism, cultural tourism and others. In addition, many unique and interesting new tourist objects have sprung up along with technological developments, especially the development of social media that can be used to explore places where there are not many people visiting. In the second position Bandung tourism image is strongly influenced by Amentities (facilities) that support the performance of the tourism product itself, and it is becoming one of the fundamental things that can affect how the tourism product rating. It shows how a traveler satisfaction can be reflected when they enjoy all forms of facilities that they get when visiting Bandung, the relationship will be crucial in supporting the advancement of tourism in the future Bandung. Accesible (transport) as third position must be maintained as it is becoming very important in order to support the path of tourism in Bandung, because customer satisfaction is the main thing in the tourism sector Bandung. The accessibility to visit the city of Bandung is very easy, we can use various types of transportation such as trains, air planes, buses, private cars or motor cycle, but when we want to visit natural attractions to the top, most of which are in Bandung District are more difficult to reach than heading towards the city. Access to tourist attractions to the top is usually constrained by problems of public transportation that rarely pass through the area and if you use online transportation, an internet connection is needed which is difficult to get signals in certain places. In the end position can be seen that there are ancillary (institutional) where it represents an institutional enterprise in which the tourism product is very important because there will be a sale, and all forms of things that support the sustainability of the tourism product in the future. The ancillary service here ranks lowest because of the lack of an information center for visitors in every tourist attraction in Bandung such as the availability of email address information boards and the name of the tourism object's own social media account, tourist brochures, and at least information on local travel agent Bandung.

Based on data from the questionnaire there are a few things to consider about the results of the companies working in the tourism sector. The result obtained from the serratus visitors who come to Bandung.

The result:

1. In tourist attraction sector the result is excellent

2. In restaurant sector the result is excellent

3. In hospitality sector the result is excellent

4. In SPA sector the result is very good

5. In accommodation sector the result is good

6. In the travel agent sector the result is good

7. In money changer sector the result is good

8. In media the result is good

Conclusion

Social media was effectively used in this reserach. Social networking media was an instrumental in explored the data associated with a number of companies engaged in tourism sector in Bandung. Many companies in the field of tourism in Bandung used the services of Instagram. From the analysis of existing has been mentioned that positive comments was higher than negative comments or unidentify comment. The high number of positive comments represented the data on Instagram were effective used in measuring the image of Bandung tourism in social networking media, and Bandung tourism is continously placed on positive rank. Postings of tourist attractions in Instagram can also illustrate the image of Bandung tourism seen from the number of hastags that show the location is located in Bandung. No doubt that the posting of tourist attractions on Instagram was able to attract tourists to visit it. On the other hand, many attractions that were not known to the public at large, became popular because they were posted on Instagram. This means that posts on Instagram accounts give effect to the development of the number of visitors to a tourist attraction. Tourism postings carried out by visitors are one of the effective promotional media.

In accordance with the existed studies on the image of Bandung tourism on the social networking site has explaine that, with the 4A approach studies has provided an evidences that tourism in Bandung much influenced by the attraction (consists of scenery and its atmosphiere) that is able to attractmany visitor to come to Bandung. Besides it has followed by amentities (facility and services) that is shows how a traveler satisfaction can be reflected when they enjoy all forms of facilities that they get when visiting Bandung. There are several things needs to be improved in tourism sector in Bandung, namely accessible (access to transport) it is becoming very important in order to support the path of tourism in Bandung and ancillary (institutional service) where it represents an institutional enterprise in which the tourism product is very important because there will be a sale, and all forms of things that support the sustainability of the tourism product in the future.

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