

**CULTURAL IDENTITY AS TOURISM BRANDING FOR EAST JAVA PROVINCE
IN INSTAGRAM CONTENT @DISBUDPARJATIMPROV**

**Sulistyo Budi Utomo¹⁾, Soni Suharmono²⁾, Garcia Krisnando Nathanael³⁾,
Tono Mahmudin⁴⁾, Tugas Tri Wahyono⁵⁾**

¹Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya

E-mail: sulistyo@stiesia.ac.id

²Universitas YPIB Majalengka

E-mail: fathan.farm.358@gmail.com

³UPN Veteran Jakarta

E-mail: garcia@upnvj

⁴Universitas Kristen Indonesia Maluku

E-mail: tonomahmudin@gmail.com

⁵BRIN

E-mail: tuga001@brin.go.id

Abstract

This research aims to (1) find out how the cultural identity displayed by the East Java culture and tourism department as East Java tourism branding in the Instagram content @disbudparjatimprov; and (2) determine the effectiveness of the East Java culture and tourism agency's tourism branding by highlighting East Java's cultural identity. This research is qualitative-descriptive research. The primary data source used in this research is East Java Disbudpar Instagram content. The data analysis technique in this research uses the Miles and Huberman perspective in the form of data presentation, data reduction, and drawing conclusions. The results of this research show that (1) Cultural identity as East Java tourism branding in Instagram @disbudparjatimprov content contains dimensions of entertainment, interaction, trends and customization; and (2) East Java Disbudpar takes advantage of tourism promotion opportunities through social media along with the advantages of the Instagram platform which is easy, global and interactive, being an effective and cheap way compared to promoting tourism through other media.

Keywords : Cultural, Identity, Tourism, Branding, disbudpar Jatim

1. INTRODUCTION

Cultural identity is a concept of ethnicity or regionalism that is born in each ethnic group which then becomes socially integrated. Cultural identity is very important for the existence of a tribal or ethnic group (Fernanda, 2020). As a region that still holds local culture tightly, East Java still exists with its unique cultural diversity, such as dances and historical heritage that can still be enjoyed by the public (Arofah, 2020).

Current technological developments have a positive influence on the ease of the communication process in conveying information to the public. The development of communication and information media can play a role in turning a unique and distinctive local culture into a product that has high value (Irmania, 2021). This can be done by efforts to preserve and develop local cultural values by using national and international media as a tool to market this culture. The use of media as a medium for promoting local culture to the world has an impact on increasing local cultural values so that it can increase the attractiveness of local culture

and can influence the attractiveness in the economic sector, namely related to investment (Hendro, 2021).

However, along with the times and the rapid flow of globalization, cultural preservation has become a challenge. Including the East Java government's concerns about the erosion of culture due to globalization. The impact of globalization has brought changes to Indonesian society, especially among young people. This influence takes the form of changes in people's lifestyles and the loss of love for Indonesian culture. Local culture in the archipelago is a legacy of ancestral history that must be protected and preserved (Amalia, 2022).

The impact of current technological advances is making changes in the fields of technology, telecommunications, transportation and the tourism sector. The problem of the loss of cultural heritage can arise in conditions like this. Globalization does not need to be rejected, because it can become an obstacle to technological and scientific progress. The action that needs to be taken is to determine strategies that can increase the resilience of local culture in facing globalization (Sulistiyadi, 2019).

One of the things that needs to be considered in developing the tourism sector is the role of stakeholders. The government is a stakeholder who has an important role in advancing the development of the tourism sector. This important role is formed because in tourism development, the government has a function as a policy maker. One of the focuses in tourism development planning is tourism branding by the government (Sentanu, 2020). The government, in this case the East Java culture and tourism service, uses media as tourism branding by highlighting East Java's cultural identity. Through cultural identity branding, it is hoped that public awareness will increase about the importance of maintaining and preserving culture.

The attraction of cultural tourism is one of the superior values that can be developed by the Regional Government. Cultural tourism attractions are developed based on human work and creation, whether in the form of cultural heritage or cultural values that still live in the life of a society. Examples of cultural tourism attractions are ceremonies or rituals, customs, performing arts and so on. The cultural tourism characteristics of a region have a very determining role in absorbing the impact of a region's tourism destination. Cultural tourism that has characteristics that are different from others is a superior value that can be used as a strength in attracting more tourists (Hartaman, 2021).

Based on the explanation above, this research aims to (1) find out how the cultural identity displayed by the East Java culture and tourism office as East Java tourism branding in the @disbudparjatimprov Instagram content; and (2) determine the effectiveness of the East Java culture and tourism agency's tourism branding by highlighting East Java's cultural identity.

2. METHODS

This research is qualitative-descriptive research. Qualitative research is methods for exploring social problems in the form of descriptions or descriptions of something that allows detailed data to be obtained (Sudaryana, 2022). This research describes the cultural identity displayed by the East Java culture and tourism department as East Java tourism branding in the Instagram content @disbudparjatimprov.

The primary data source used in this research is East Java Disbudpar Instagram content and relevant research. The data analysis technique in this research uses Miles and Huberman's perspective in the form of data presentation, data reduction, and drawing conclusions (Huberman & Miles, 2002). The researcher presents tourism branding data used by the East Java Tourism and Culture Department in the form of images, reduces the data with data descriptions, then draws research conclusions.

3. RESULTS AND DISCUSSION

3.1. Cultural Identity as Tourism Branding In Instagram Content @disbudparjatimprov

The findings of this research show that tourism branding in the @disbudparjatimprov Instagram content contains dimensions of entertainment, interaction, trends and customization that focus on the cultural identity of each region in East Java province.

Table 1. Tourism Branding by East Java Disbudpar in Instagram

Tourism Branding Dimensions	Form of Tourism Branding
Entertainment	Arranging entertainment content by presenting reog as the cultural identity of Ponorogo, East Java
Interaction	Inviting the public to participate in preserving East Java culture
Trendiness	Uploading trending Independence Day content with Javanese cultural nuances
Customization	Create content exploring East Java for a week by inserting gandrung dance as a characteristic of Banyuwangi culture

East Java Disbudpar as a stakeholder who plays a role in advancing tourism, creates entertainment content via Instagram with the aim of getting people to respond positively to the content displayed. The entertainment content displayed contains the cultural identity of East Java which characterizes each particular region, as in the following image.



Figure 1. Entertainment Dimensions in @Disbudparjatimprov Content

The image above shows Instagram content @disbudparjatimprov which entertains the public through interactive photos and videos featuring 'Reyog' as a cultural identity belonging to the city of Ponorogo, East Java.

Apart from containing entertainment content, Instagram content @disbudparjatimprov contains interaction content. The East Java Disbudpar uses persuasive language to attract public attention. Interaction on social media offers users to interact with other users.



Figure 2. Dimensions of Interaction in @Disbudparjatimprov Content

The picture above shows the role of the East Java Department of Culture and Tourism in inviting the public to participate in preserving culture. East Java culture and tourism employees wear 'Udeng' every Wednesday to preserve East Javanese culture.

Instagram content @disbudparjatimprov also contains trends by displaying elements of novelty and current affairs because it is an important source of information for the public. The government, in this case the East Java Province culture and tourism office, must update information and upload updated content on an ongoing basis.



Figure 3. Dimensions of Trends in @Disbudparjatimprov Content

The image above shows @disbudparjatimprov content which includes independence day trends that include typical East Javanese cultural nuances, starting from the Banyuwangi Gandrung dance, Ponorogo reog, even the cultural customs of the Tengger tribe.

Along with adjusting user desires, it is important for tourism industry stakeholders, in this case the East Java Province Department of Culture and Tourism, to adjust aspects of content and service strategy. Customization is a relatively dynamic tourism branding strategy on social media.



Figure 4. Customization Dimensions in @Disbudparjatimprov Content

The East Java Disbudpar presents content that adapts to public interests, such as content exploring East Java for a week by inserting *gandrung* dance culture as a typical Banyuwangi dance which is synonymous with 'the sunrise of Java'. Content that contains customization dimensions is made as creative as possible to attract tourists.

3.2. The Effectiveness of East Java's Cultural Identity as Tourism Branding for the East Java Disbudpar

The emergence of the Covid-19 pandemic has put extraordinary pressure on the world economy, including Indonesia. The tourism sector is one of the most affected sectors, where tourism economic activity has dropped drastically and has an impact on regions that rely on tourism in their economy. The government has implemented various policies to support the tourism sector in dealing with the Covid-19 pandemic and increase tourist visits in the future.

Strategies that can be developed include improving tourism infrastructure, aggressive tourism promotion, introducing unique tourism products, improving service quality, establishing cooperation with other countries, and providing tourist-friendly facilities and services.

The East Java Disbudpar has promoted East Java tourism optimally through Instagram by inserting East Javanese cultural identity to convey the impression that East Javanese culture needs to be preserved. Furthermore, this promotion aims to attract tourists who are interested in certain regional cultures, considering that East Java's diverse culture has its own uniqueness and characteristics.

The findings of this research show that the East Java Disbudpar takes advantage of tourism promotion opportunities through social media along with the advantages of the Instagram platform which is easy, global and interactive, being an effective and cheap way compared to promoting tourism through other media. Society, which has become increasingly dynamic lately, is interested in exploring certain areas by considering reviews from other users or tourism promotions via social media.

Table 2. Distribution of Foreign Tourist Visits to East Java Province Via Juanda Airport by Month, 2021-2022

Bulan	2021		2022		Perubahan Jumlah Kunjungan
	Kunjungan	Persentase	Kunjungan	Persentase	
(1)	(2)	(3)	(4)	(5)	(6)
Januari	20	2,90	-	0,00	-100,00
Februari	69	10,01	-	0,00	-100,00
Maret	52	7,55	57	0,08	9,62
April	106	15,38	1 468	2,17	1 284,91
Mei	160	23,22	4 598	6,78	2 773,75
Juni	181	26,27	4 722	6,97	2 508,84
Juli	52	7,55	6 087	8,98	11 605,77
Agustus	10	1,45	8 386	12,37	83 760,00
September	2	0,29	9 152	13,50	457 500,00
Oktober	37	5,37	9 415	13,89	25 345,95
November	-	0,00	9 644	14,23	0,00
Desember	-	0,00	14 264	21,04	0,00
Total	689	100,00	67 793	100,00	9 739,33

Source: BPS Jawa Timur Province

The table above shows a significant increase in foreign tourist visits to East Java in line with the decline in Covid-19 cases. The number of foreign tourist visits to East Java Province in 2022 amounted to 67,793 visits, a drastic increase compared to the previous year which reached only 689 visits. This figure is taken from the number of foreign tourist arrivals through Juanda International Airport, Surabaya.

With the aggressive promotion of tourism by the government, in this case the East Java provincial culture and tourism office, it is hoped that the increase in tourists will continue to increase significantly so that it can bring East Java to the international stage. The local government, in collaboration with tourism business actors, must consistently use social media as a promotional tool to produce an integrated East Java tourism information system.

4. CONCLUSION

Cultural identity as East Java tourism branding in Instagram @disbudparjatimprov content contains dimensions of entertainment, interaction, trends and customization. The entertainment dimension is related to the role of the East Java disbudpar in compiling entertainment content by displaying reog as Ponorogo's cultural identity, interaction related to the role of the East Java disbudpar in inviting the public to participate in preserving East Java culture, the trend dimension is related to the role of the East Java disbudpar in uploading trending independence day content with East Java cultural nuances, and the customization dimension related to the role of the East Java Department of Culture and Tourism in creating content for a week of East Java exploration by inserting gandrung dance as a characteristic of Banyuwangi culture.

The East Java Disbudpar takes advantage of tourism promotion opportunities through social media along with the advantages of the Instagram platform which is easy, global and interactive, being an effective and cheap way compared to promoting tourism through other media. The East Java Disbudpar has promoted East Java tourism optimally through Instagram by

inserting East Javanese cultural identity to convey the impression that East Javanese culture needs to be preserved.

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