

The Social and Environmental Risk of Commercialization Cultural Tourism Using Instagram In Indonesia

ADILITA PRAMANTI

ABSTRACT

The purpose of this research to describe social risks to the development of society in the current digital technology trap. This research is useful to develop the role of sociology research in the dynamic development of digital society in Indonesia. Culture becomes an economic asset in the digital market. The needs and tastes of social media users are now the capital of the digital market to develop the potential of cultural tourism from every culinary beauty or specialty in Indonesia. In 2019, Instagram users in Indonesia reached 22.6 percent with the business promotion category reaching almost 52 percent more than using personal accounts. Photos and locations that are tourist destinations uploaded to Instagram and attract interest and make it easier for other users to find these tourist locations. Not infrequently a place where there had never been tourists became crowded and viral because of promotions on Instagram. This study describes the forms of environmental and social risk from the use of Instagram for the commercialization of cultural tourism in Indonesia. The research method is a qualitative descriptive study of literature and content analysis of 100 Instagram accounts that actively aim at promoting cultural tourism in Indonesia.

Keywords: Social Risk, Environment, Commercialization, Tourism, Instagram

Adilita Pramanti is a lecturer in Department of Sociology, Faculty of Social and Political Sciences, Universitas Nasional, Indonesia. She is also a author sociology environment and social change and also as a founder of community and youth organizations which is engaged in environmental management and is active as a national and international researcher and speaker in the study of the political ecology of the development of waste management areas in rural and urban areas. Email: adilita.pramanti@civitas.unas.ac.id.

@2020 Departement Sociology, Faculty of Social and Political Sciences, Universitas Nasional. Website : <http://sosiologi.fisip.unas.ac.id/>

INTRODUCTION

The development of digital in Indonesia at this time has divided society into stratification of active users and smart users. Today the designation "digital society" is the social reality of life in the 21st century that provides all the necessities of our lives. The quality of people's lives is judged by the sophistication of digital tools and the types of software used daily. The value of togetherness and solidarity is measured by the presence of someone in cyberspace in the whatsapp, line and so on.

Given the importance of time and also limited space, the community is trapped in the snare of digital consumption needs, such as ordering food via online delivery. For fear of traffic jams, housewives can order groceries and household supplies online. Everything requires our personal data as a condition for creating an account for the fulfillment of these online needs. Furthermore, the foundation of modernization becomes a social agreement of the digital community with the initial process of curiosity, experiencing dependence and becoming greedy with that knowledge. Providing access to data on self and environment oriented to the production and capitalism of social networks (Pramanti, 2109). Greed in the use of technology in everyday life exposes the public to the risk of digital crime that changes in everyday form and is not easily understood by active users. Active users provide personal data for financial activities at online banks, send pictures of landscapes or photos of restaurants without social agreements and others, electronic signatures, digital wallets that directly cut bank balances even where our position can be found via Instagram.

The emergence of digital conflicts, digital divide, policies or government agencies or institutions that have not been optimal to provide security to users of social media or supporting software that is used daily on smartphones is a problem in this digital era. Users begin to create a group identity called the community to meet certain objectives and we can not detect it comes from all walks of life which, create unrest in the community and also have an impact on the community lives. The goal is one, fulfillment of social needs. For example now youtube provides a place for anyone to visually inform about individuals. Indonesia is infected with the virus, a quick search of vacation spots in a particular city or country can be directly accessed on youtube. Practical, fast and real video recording. Even educators and students are also competing to use this media as a lecture tool. Presenting material, opinion room and others. This certainly affects the physical and social environment of educational institutions.

The high level of access of the Indonesian people to Instagram eventually attracted the interest of companies to make Instagram a new marketing medium. The Instagram's society is a challenge for massive social and environmental changes especially in the village, invisible and has no applicable laws other than strict social norms. Risk makes risk commercialization a new form of capitalism, where material needs can be satisfied while risks are unlimited (Beck, 1992). Tourism communities who are trapped in the tourism industry with an online marketing model do not know the word good risk for themselves or risks that will

occur in the social environment and physical environment in the area that is the center of commercialization. Safety security in the era of digital society is needed to improve (already occur) and face (which will occur) social and physical environmental problems in rural areas.

Digital risk due to the commercialization of the tourism industry is currently faced with two things, namely disruption to the public environment, changing physical environment, waste problems, pollution and conflict as well as a crisis of distrust of local governments that are considered most responsible for this. The rapid growth of the tourism industry as much as 78% until 2019 triggered the development of hotels and other tourism facilities due to promotion through the Instagram as well as public knowledge that emerged due to Instagram photos and video.

METHOD

The research data collection techniques used are: (a) Open, structured and unstructured interviews with instagram users and experiencing data saturation from 520 users to 100 users only in authors's account, where the account has been selected from the number of followers and variants of commercialization of tourist sites that are rarely or have never been uploaded by a government or local tourism department account. Researchers will determine the informants with snowball techniques. (b) Observation, the type of observation made by the researcher is the type of nonparticipant observation, ie the researcher in the implementation of the observation does not participate directly in the activities being carried out by the object being observed. Instagram user account observations carried out for 6 weeks by grouping regularly with predetermined informant criteria. (c) Literature, researchers also take secondary data from some of the literature available in the mass media data bank. Research instruments in this type of research are the researchers themselves as the main instrument, form or list of questions for interviews, and forms for observation guidelines and record the results.

The analysis used in this study is the analysis of Miles and Huberman's model data. According to Miles and Huberman, "qualitative analysis is carried out interactively and continues continuously until it is complete so that the data is saturated". The qualitative data analysis procedures according to Miles and Huberman include data reduction, data display, conclusion: drawing / verifying (Upe Ambo: 2010). The quality of the data is tested through the consistency of information from user account with only the confirmed ones analyzed. Data analysis was conducted using an inductive and illustrative method in four stages. The first is to determine consistency between informants, while the second classifies them according to various inconsistencies. The third discovers the pattern of uniqueness, and the specificity of the research and the last discusses the research findings with the concept of digital society.

FINDINGS AND DISCUSSION

Digital Society in The Cyber Cultural Era

Digital communities create opportunities for brands to connect with their audiences in a way that is natural and personal. They make it easy to gauge customer feedback and satisfaction levels. Rapidly changing technology is quickly making the old ways of brand management redundant. It's also bringing to the forefront new ways of engaging with customers. A thriving digital community is one such way of creating customer engagement (McKinsey, 2016). By going digital, Indonesia can unleash the next level of economic growth—to the tune of USD 150 billion in annual economic impact by 2025. To win in a digital age, Indonesian businesses should pursue five strategic imperatives that will spearhead growth and efficiency:

1. Define customer-centric experiences to differentiate on design and agility.
2. Develop omnichannel engagement to link the online and offline worlds.
3. Leverage big data to drive real-time decisions across the value chain.
4. Double down on cybersecurity to protect information capital in a connected world.
5. Build digital capabilities to develop the organization of the digital age.

In 2012 a study found that customers spend 19% more after they join a company's online community (Utama, 2018). The main point of the study was that businesses actually profit more from personally created social communities than from using third-party social networks like Facebook. The point was not that companies should stay away from third-party channels, but rather to show the benefits of a custom network. Third-party platforms can still be good for a company's bottom line, and they don't require an initial cost to start. Different third-party platforms are good for different types of customers and customer interactions. Another advantage of third-party platforms is that they already have millions of users that can be reached out to.

Instagram is a major social media channels that individuals and businesses use besides facebook and youtube. Two of the top social media channels in 2019 based on Monthly Active Users (MAUs) are Instagram and YouTube. Instagram has 2.23 billion MAUs and Youtube has 1.9 billion MAUs. Instagram has had some difficult times in the last few years, but it is still the largest social media platform. You can write posts, post images and videos, react to and comment on content, and create groups and pages for businesses and social figures. A downside, however, is that if you want your promotional posts to get more reach, you have to pay with Facebook Ads.

We Think of Instagram as a social media channel, but it is. It allows users to create accounts and post videos, on which others can comment and like or dislike. Users can create playlists and subscribe to others' channels. You can also monetize videos for extra revenue, or advertise your videos and website to appear on other videos.

Social and Environmental Risk of Cultural Tourism Commercialization

Given their growing volume and importance, intellectual property and business data must be treated as assets in the digital age. More data, interconnected processes, and digitally enabled decisions coupled with a build up in malevolent elements of increasing sophistication means that institutions must invest in cybersecurity. A focus on cybersecurity requires three elements:

1. *Strategy*. Stakeholders must differentiate protection for the most important assets and integrate security into the technology environment across the value chain.
2. *System*. Stakeholders must deploy active defenses to be proactive and uncover attacks early, as well as conduct realistic testing and war games to improve incident response.
3. *People*. Stakeholders must enlist frontline employees in cybersecurity efforts, helping them to understand the value of information assets, and integrate cyber resilience into enterprise-wide governance processes. to protect their information capital and ensure resilience. Indonesian hackers are quickly gaining in skill and reach: the country is subject to one medium to major cyberattack a day—most of which originate from within Indonesia's borders. Common targets include commodity industries, strategic installations, and residents. However, local Indonesian citizens, corporations, and government organizations are not yet aware or resilient enough.

Addressing Rural As as a new cultural tourism destination

Three main social aspects that related to this digital condition which are social Welfare, social Bonding, and Social culture. In terms of social welfare, the local governments in Indonesia have designed a Long-Term Development Plan of the Region (Rencana Pembangunan Jangka Panjang Daerah, RPJPD). RPJPD is a government's strategic planning for about 20 years span, with the main aim is to address natural and human resources to develop the area, from spatial usage to economic growth. Traffic modeling is used to map a telecommunication infrastructure network in the future, so it also depends on the mapping of people, or spatial planning. RPJPD has been the main reference for further strategic actions, one of them is Regional Spatial Plans (Rencana Tata Ruang Wilayah/RTRW). Based on this RTRW, we could know whether the area is meant to develop as industrial areas, habitation, plantation, etc. Such spatial utilization will highly affect the traffic forecasting model.

Technology Indicators in Rural, there is wide social and technological gap between urban and rural. Among 34 provinces in Indonesia, Bali is one of the most the area most frequently visited by local and foreign tourists. We study two samples of Jimbaran regency as a buffer area Kuta and many area for tourism in Bali. The main reason is the lowest population density compared to other regencies (235 and 371 people/km² respectively). Adil Foundation survey research shows that only 76% of the rural population using an internet. in 2017 a

total of 123 online tourism businesses that flourished Jimbaran which is a buffer area are competing to get tourism consumers and by the end of 2018 tourism in Bali is growing rapidly from the tourism industry sector for business visits (23%), family vacations (41%) and couples who register on vacation packages to explore the developing tourism region to the mountains, rivers, sea and forests as an ecotourism packages. Consumers, producers and people are social actors who live in rural areas have their own risks. Customary institutions, youth unions in the village changed their functions and knowledge relations for the development of tourism. They make their own controls and map which areas can be produced for profit. Local conflicts often occur when there are disagreements and wrong agreements that violate the norm. The increase in garbage collection until 2017 reached 45% from the previous year. no safety net in cyber and free online access. All communities have their own risks

CONCLUSION

The above analysis shows how the most environmental and social risks occur in rural areas. Because until 2019 many tourism villages have sprung up which are then known to visitors through Instagram. Social and environmental security is a risk of a community in rural Indonesia in facing the digital cultural tourism market in this era of digital society. The relationship between actors in optimizing and promoting new destinations all over Indonesia then becomes the main thing that can synergize the necessities of life (welfare), bond with the community and use environmental quality. The relationship of knowledge and risk in this case is the main key in knowing more about social and environmental risks due to cultural commercialization of the rural environment to protect natural and social assets not only because of prosperity and economic growth in the Indonesian tourism sector.

ACKNOWLEDGEMENTS

Our gratitude goes to the Indonesian Journal of Digital Society editors and reviewers team for the selection our article and publication in Volume 1 Number 1 of 2020. We hope there will be periodical publications in the Indonesian Journal of Digital and select our other writings.

REFERENCES

- Beck, Ulrich. 1992. *Risk Society. Towards a New Modernity*. London: Sage Publications.
- Benita.2018. Proceeding 2018 International Conference on ICT for Rural Development (IC-ICTRuDEv). IEEE. Danvers, MA

- Das, Khausik. 2016. *Unlocking Indonesia's digital opportunity*. McKinsey Indonesia Office. Jakarta.
- Labas, YN. 2017. *Komodifikasi di Era Masyarakat Jejaring: Studi Kasus YouTube Indonesia*. Jurnal Pemikiran Sosiologi Volume 4 No.2 , Agustus 2017. FISIP UI
- Pramanti, Chotim. 2019. *Critical review of Growth Population, Plastic Waste and the Digital Society in Indonesia*. Volume <http://ejournal.umm.ac.id/index.php/jurnalpartisipatoris/article/view/8569>
- Ritzer George. 2014. *Teori Sosiologi Modern*. Yogyakarta: Pustaka Pelajar
- Utama, 2018. *Perception of European Tourist Toward Bali As Tourism Destination*. JMK, VOL. 20, NO. 1, MARCH 2018, 1–6 Hospitality Management Department Udayana University.