



CHAPTER 1

INTRODUCTION

1.1 Background of choosing the topic

Regional economic development is an effort to increase regional income to improve the income of the community in the region. Tourism is a sector that can play an essential role in regional economic development, especially if the region has good tourism potentials. One of the districts that have tourism potential is Wonogiri Regency, and the potential is in the form of natural beauty and cultural diversity.

From the several potentials that exist, one of the tourist destinations in Wonogiri is Kepuhsari *Wayang* village. Kepuhsari *Wayang* village is located in the Manyaran sub-district, Kepuhsari *Wayang* village is used as a place to learn more about *wayang* (shadow puppet) art. So the main potential in Kepuhsari *Wayang* village is in the cultural sector, namely puppet art. Puppet art is an inheritance from ancestor, it must be preserved by the next generation. Kepuhsari *Wayang* village, they direct help the puppet art to survive until now. Both since the beginning Kepuhsari has not become a tourist destination, until it was introduced in public as a tourist destination in 2014. During that time until now, various changes in the world also require Kepuhsari *Wayang* village to adapt to the environment, one of which is the existence of the Internet.

In internet era, a change of strategy is needed to promote a tourist destination. Internet-based promotion needs to be used to promote their business to the public. One of the ways is using social media. For business, social media is one of the instruments in promotion activity. Social media is a fast and cheap way to promote a product or service for a business. In business, social media has the potential to be integrated for observing the newest, current trends and measure consumers' interactions with the content. It can facilitate business to optimize their performance in promoting their products or services.

There are several social media that are commonly used for promotion, such as Facebook. Facebook is a social networking website that allows registered users to share information, upload photos or video, and send messages or comments. Facebook has a useful potential as a promotion media for business as users can send promotion message and upload photos of the product or service to their profile. Also, there is Twitter, which is



a micro-blogging service platform. Twitter can also have a function as a promotional media by sending short promotion messages to the timeline. Another example includes Youtube, which is a video sharing website where registered users can upload and share videos with anyone that access the site. For this site, a businessperson can promote their product or service by making a promotional video and upload it to their business channels.

Every social media has different features and characteristics to be used as a media for promoting a business. However, every social media can be used for the same purpose even though it has different features and characteristics. A businessperson can use social media for promotional activities following the features and characteristics of each social media. In addition to the social media mentioned, there is also one popular social media that commonly used for promotion, namely Instagram. Instagram is a social media for sharing photos and videos that allow users to take pictures, take videos, apply digital filters, and other networking activities. There are several benefits of Instagram profile for business. Instagram can be a promotional media for a product, services, or anything sold by a company. These businessmen can provide details on the goods or services they offer to attract buyers, according to The Verge (2018) that in September 2017, Instagram had 800 million users worldwide. And only in one year, Instagram had announced the number of users is 1 billion users in June 2018. That means that the increase in the number of Instagram users this year is 200 million.

Instagram is becoming popular because the Instagram account is easy to access, easy to use, and easy to manage. Because of the amount of Instagram users, Kepuhsari Wayang village also uses Instagram. They tried to exploit social media like Instagram to promote their tourist destination. The writer is interested to research and write a paper about the benefit of using Instagram as a promotional media of Kepuhsari Wayang village. It helps Kepuhsari Wayang village to know the benefit of using Instagram as their promotional media because they have never done this research. It also can help Kepuhsari Wayang village to evaluate their promotion plan, especially using Instagram, and since the writer had a internship in the Department of Youth and Sports and Tourism of Wonogiri which have a responsible to helps to promote a tourist destinations, so this paper can also used for a promotion material of Kepuhsari Wayang village to the reader.



There are two objectives in this paper. The first is to describe the profile of Kepuhsari *Wayang* village. The second is to explain the benefit of using Instagram as the promotional media of Kepuhsari *Wayang* village.

1.3 Scope of the study

In this graduation paper, the writer describes the profile of Kepuhsari *Wayang* village as the object of research. The profile consists of descriptions of history, location, condition, and attractions in Kepuhsari *Wayang* village. As the additional information, the writer also discusses the brief profile of the Department of Youth, Tourism, and Sports of Wonogiri, it is the writer's internship place. Furthermore, the writer focus on the benefits of Instagram as a promotional media of Kepuhsari *Wayang* Village, as the topic of graduation paper.

1.4 Methods of study

The research method used by the writer is a qualitative method. According to Sugiyono (2005), qualitative research is a research method used to examine the object's conditions naturally. In this paper, the writer described the benefits of Instagram as a promotional media of Kepuhsari *Wayang* village. To support the data, the writer divided the research method into three, namely the method of collecting data, the method of analyzing the data, and the method of presenting the data.

1.4.1 Method of Collecting the Data

1.4.1.1 Field Study

Field research includes some research methods to solve existing problems such as observation, questionnaire, and interview.

a. Observation

Arikunto (2006:124) explained that observation is collecting data or information that must be done with direct observation efforts to the place to be investigated. The observation was made to support data collection on the graduation paper. The writer has made the observation several times by visiting Kepuhsari *Wayang* village to get an overview of profiles and general



information. This observation is also intended to obtain more accurate data through direct sources.

b. Questionnaire

The writer conducts a simple questionnaire to get information related to The benefit of Instagram as the promotional media of Kepuhsari *Wayang* village from the visitor's side. The questionnaire distributed on March 29, 2019, until March 31, 2019. According to Gay and Diehl (1992) in a descriptive research study, the minimum number of samples is 10% of the population. The population itself is the visitors of Kepuhsari *Wayang* village in March 2019, the number of the visitor is 201, so the sample of the questionnaire is 20 visitors.

c. Interview

The writer conducts interviews to get information directly to the sources who have knowledge that needed about the information sought by the writer. In this data collection process, the writer has conducted interviews with the *pokdarwis* (*kelompok sadar wisata* - Tourism Awareness Group) coordinators of the Kepuhsari *Wayang* village, the craftsmen in the Kepuhsari *Wayang* village, and the Head of Tourism and Creative Economy division.

Table 1

List of Informants

Number	Name	Position
1.	Retno Lawiyani	- Coordinator of <i>pokdarwis</i> of Kepuhsari <i>Wayang</i> Village (<i>pokdarwis</i> Tetuka) - Managing Kepuhsari <i>Wayang</i> village's Instagram
2.	Agus Sriyanto, S.Pd., M.M.	Head of Tourism and Creative Economy Division in the Department of Youth and Sports and Tourism of Wonogiri
3.	Sutarno	Puppet craftsmen in Kepuhsari <i>Wayang</i> Village



1.4.1.2 Library Study

Library study is a technique of collecting data from various sources and references that are relevant to the discussed topic. The author has read, learned, and obtained this information through theories in books, brochures, e-books, leaflets that related to the topic. The reference sources obtained from the university library, the archive of the place of internship, and also through searching on the internet.

1.4.2 Method of Analyzing the Data

The writer analyzed the data by using a qualitative technique. The writer organized and grouped all of the data based on the objectives. The data about the profile of Kepuhsari *Wayang* Village arranged in one chapter. The data about the benefit of using Instagram as the promotional media of Kepuhsari *Wayang* village that obtained from library study and field study also organized and interpreted so the writer can answer the objectives of the study and give recommendations in the last chapter.

1.4.3 Method of Presenting the Data

This paper would be presented descriptively by the writer. Some pictures, tables, and chart are shown to supporting the qualitative data.

1.5 Presentation

This graduation paper consists of four chapters. The first chapter is the introduction, which consists of a background of choosing the topic, objectives of the study, scope of the study, methods of study, and presentation. The Second chapter explains about the profile of Department of Youth and Sports and Tourism of Wonogiri as the writer's internship place and official in charge in Wonogiri's tourism sector and Kepuhsari *Wayang* village as the research object. In chapter three, the writer will explain Instagram as a promotional media and how Kepuhsari *Wayang* village uses Instagram for promoting purpose. Furthermore, it also explains the benefit of Instagram as the promotional media of Kepuhsari *Wayang* village. The last is chapter four, in chapter four, it concludes the answer to the objectives of the study and recommendation of the whole research in this paper.