

ANALISIS EFEKTIVITAS INSTAGRAM DALAM MENJELASKAN POPULARITAS WISATA ALAM HUTAN KEMASYARAKATAN KALIBIRU

Oleh:

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Abstrak

Perkembangan jumlah kunjungan wisatawan di Hutan Kemasyarakatan Kalibiru tidak terlepas dari peran media sosial sebagai media promosi wisata. Di era sekarang ini, fenomena berfoto dengan latar belakang pemandangan alam yang bagus terbukti mampu menarik keinginan orang lain untuk mengunjungi lokasi tersebut. Salah satu contohnya adalah berfoto di *spot-spot* foto yang tersedia di Wisata Alam Kalibiru. Fasilitas ini sangat mendukung seiring dengan mudahnya membagikan foto melalui media sosial terutama Instagram. Penelitian ini bertujuan untuk mengetahui karakteristik responden Hutan Kemasyarakatan Kalibiru dan mengetahui efektivitas media sosial Instagram dalam menjelaskan popularitas wisata alam di Hutan Kemasyarakatan Kalibiru.

Pengambilan data dilakukan dengan metode dasar *non probability sampling* yaitu dengan teknik *purposive sampling*. Penentuan jumlah sampel dilakukan dengan pendekatan yang dikembangkan oleh Isac dan Michel (2018). Karakteristik pengunjung dianalisis dengan menggunakan metode deskriptif kuantitatif. Nilai efektivitas media sosial Instagram dalam meningkatkan kunjungan wisata dianalisis dengan model AISAS.

Hasil penelitian menunjukkan bahwa pengunjung didominasi berjenis kelamin perempuan, mayoritas pengunjung berusia remaja akhir, asal daerah tempat tinggal pengunjung sebagian besar berasal dari Propinsi Daerah Istimewa Yogyakarta khususnya Kabupaten Bantul, pengunjung didominasi berasal dari etnis/suku Jawa, pendidikan terakhir pengunjung didominasi oleh lulusan sarjana/diploma, mayoritas pengunjung bekerja sebagai pelajar/mahasiswa, dan sumber pertama mengetahui Wisata Alam Kalibiru mayoritas berasal dari media sosial Instagram. Secara keseluruhan tingkat AISAS adalah sebesar 72,80% yang termasuk dalam kategori baik atau efektif.

Kata kunci: Efektivitas, Kalibiru, Media Sosial Instagram, Model AISAS.

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THE ANALYSIS OF INSTAGRAM EFFECTIVENESS IN DESCRIBING NATURE TOURISM POPULARITY OF KALIBIRU COMMUNITY FOREST

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Abstract

The development of tourist visit numbers to Kalibiru Community Forest is inseparable from the role of social media as the media in tourism promotion. In this era, the phenomenon of taking pictures with a pleasing natural scenery background is proven to be able to attract the desire of others to visit the location. One example is taking pictures in photo spots available at Kalibiru Nature Tourism. This facility is very supportive as it is easy to share photos through social media, especially Instagram. This study aimed to determine the characteristics of Kalibiru Community Forest visitors and to find out the effectiveness of Instagram as a social media to explained popularity nature tourism in Kalibiru Community Forest.

The data was collected by applying the basic method of non-probability sampling, namely the purposive sampling technique. The samples were determination using an approach developed by Isaac and Michel (2018). The characteristics of visitors were analysed using quantitative descriptive methods. The value of the effectiveness of Instagram in increasing the number of tourist visits was analyzed with the AISAS model.

The results showed that the visitors were predominantly female and mostly were in their late teens. They were largely came from Daerah Istimewa Yogyakarta, especially Bantul Regency. In addition, they were predominantly from Javanese ethnicity and mostly were dominated by the graduate of bachelor or diploma degree. Lastly, most of them performed as students and Instagram was their first source to get to know the existence of Kalibiru Nature Tourism. The percentage of AISAS was overall 72,80% which was classified in the good or effective category.

Keywords: Effectiveness, Kalibiru, Instagram, AISAS Model

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