

## Strategies For The Use of Social Media In Promotions On Poyalisa Island, Central Sulawesi

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<b>keywords</b>	<b>ABSTRACT</b>
technological progress; poyalisa island social media; role; potential and product creation (content)	Advances in information and communication technology through Social Media which have been used by Poyalisa Island because with social media of course the potential for increasing tourist visits will increase in number, apart from that social media is a tool where young people who are often called millennials make it a platform that is very used in carry out promotions. The behavior and interests of tourists who visit a destination as a result of promotion via social media can be known through studies based on the Technology Acceptance Model (TAM) approach and engagement rate. These two approaches are widely used by companies or destination managers to understand tourist behavior and interests with the aim of increasing tourist visits. In this research, the researcher used a descriptive qualitative approach, namely by providing an explanation or description of the problems faced and supported by primary and secondary data. Meanwhile, the data collection used by researchers is observation, interviews, documentation. Where in the research there are three problem formulations, namely Social Media Platform Form, External Factors, and Internal Factors, Social Media Promotion, and Promotion Strategy. Poyalisa Island has its own charm in the Togean Islands, apart from that, its underwater charm and landscape are very pleasing to the eye. The use of social media will indeed have a good impact on increasing tourist visits. Efforts to plan interesting content are certainly one aspect that is very helpful in promotion and content creation efforts. The social media platforms that are influential on Poyalisa Island are Instagram and websites.

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## Introduction

Indonesia, with its diverse ethnicities, languages, religions, and thousands of islands, has great potential in the tourism sector thanks to its beautiful natural scenery and unique culture (Tsimonis & Dimitriadis, 2014). The tourism sector has become an important key to the Indonesian economy, contributing significantly in recent years (Anggarini, 2021). Promotion is a key aspect of tourism development, helping to introduce destinations in Indonesia. Integrated tourism development, based on four main pillars, namely destination, marketing, industry, and institutions, is supported by laws that underscore the importance of facilities, services, and the environment (López-López & Giusti, 2020). Central Sulawesi, especially Tojo Una-Una Regency, has natural and cultural tourism attractions that require further promotion to increase tourist visits. The visit data shows the dominance of Indonesian tourists, although there is an increase in foreign tourists in 2023. It emphasizes the importance of innovation and priority in the use of social media and marketing communications to further develop the tourism sector.

According to (Kotler & Keller, 2008) marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. The development of the tourism sector and the increase in tourist visits also require efforts to promote tourist attractions and tourism destinations owned by an area so that it is increasingly known and known by many tourists. With more recognition, it will attract more tourists who visit tourism destinations in the Central Sulawesi Province area

According to (Said, 2020) Marine tourism management planning needs to be formulated in a cooperative order that is very close to coastal communities, so that their interests can be well calculated, and they get maximum opportunities to be involved. Tourism promotion or marketing has experienced rapid development in recent years triggered by the rapid advancement of information technology with all businesses participating (Mensah & Onyancha, 2021). This has resulted in a growing tendency in managing tourism destinations, including the marketing of tourism destinations. The government's efforts, especially the Tojo Una-una Regency Tourism Office, in promoting Tojo Una-una Regency.

Tojo Una-Una Regency in Central Sulawesi uses various digital platforms to support tourism promotion, including the Tourism Office's official website (<https://tourismtojounauna.com/>) and Instagram account (@tourism\_tojounauna). This social media provides important information for prospective tourists, such as accommodation, departure schedules, and diving locations. According to the latest report, there are seven tourism marketing trends anticipated for the future focused on environmental sustainability, the adoption of virtual reality (VR) technology to provide travelers with an early experience, the increasing use of mobile devices for travel planning and booking, marketing through micro-influencers that is more trusted than traditional advertising, cross-stakeholder cooperation and partnerships, preference for video content, especially live streaming, and the increase in the economy of experiences that emphasize unique activities and lasting memories for travelers (Drummond et al., 2020).

In line with these seven tourism marketing trends, the Ministry of Tourism and Creative Economy (Kemenparekraf., 2014) has launched a digital tourism program which is a strategy to seize the global market, especially in 12 market focuses spread across 26 countries. This digital tourism program began with the launch of ITX (Indonesia Tourism Exchange) which is a digital marketplace platform in the tourism ecosystem. Operationally, ITX functions as a digital marketplace that brings together buyers and

sellers such as travel agents, accommodations, and attractions that are collected to be able to interact with each other (Rahardja, 2022).

The tourism industry in Indonesia has entered the digital era since a few years ago where currently around 70% more tourists do look, book and pay through digital-based applications. The use of social media in Indonesia is growing along with the development of internet infrastructure such as wifi access, fiber optic and satellite networks and so on. The results of research conducted by We Are Social in 2021 revealed that internet and social media users in 2021 in Indonesia increased from year to year (Farkas & Bene, 2021).

Of the total Indonesian population of 274.9 million, as many as 345.3 million (125.6%) are unique mobile users, 202.6 million (73.7%) are internet users, and 170 million (61.8%) are active social media users. Meanwhile, the use of the internet to access media varies in time, namely as much as 8 hours and 52 minutes through any device, through television (broadcast, streaming and video demand) for 2 hours and 50 minutes, through social media with the use of any device for 3 hours and 41 minutes, listening to music for 1 hour and 30 minutes, and playing games for 1 hour and 15 minutes (Leighton et al., 2021).

In terms of the number of internet users, the length of time used, and the types of devices and services used to access these various media and services, it can be concluded that overall internet users in Indonesia are familiar with and familiar with various media and services based on digital technology. The development of infrastructure and internet access that the government is intensively carrying out to remote parts of the country and the large number of social media users, in addition to being used as a communication and socialization platform, can also be used by government agencies as a promotional medium for various tourism products and tourist destinations.

The results of the study regarding the use of various digital-based devices and social media services in promoting various tourism products show high interest and customer response to enjoy tourism products and tourist destinations which leads to purchase decisions. In addition, promotion through digital-based devices and social media services can be carried out more effectively and efficiently both from the side of marketers and tourists, because the cost is relatively cheap, the information is unlimited, easy to access anytime and anywhere as long as internet access is available.

The advantages of digital-based technology with various devices and media services to communicate have prompted the Ministry of Tourism to establish the Top 3 programs since 2017, namely digital tourism, homestay and air accessibility. The digital tourism program itself is a strategy to seize global market share which is then packaged in the go digital program as an effort to increase the number of tourist visits and to invite tourists to visit various tourist destinations in various regions in Indonesia through information obtained digitally.

This social media will be studied to find out the advantages and disadvantages of this social network-based promotion. Based on the results of the study, the researcher will propose types of promotions through social media that are in line with the needs of tourists so that they can attract the attention and interest of tourists visiting Poyalisa Island, especially those in Tojo Una-Una Regency.

Central Sulawesi has many famous tourist destinations, such as Togeon Island, Wera Tourism Park, Palu Bay, Salakan Banggai, Saluopa Waterfall, and Lake Poso, which are in demand by local and foreign tourists. Tourism development requires an effective and efficient strategy, supported by the Strategic Plan (RENSTRA) from the

Tourism Office of each region. Tojo Una-Una Regency, which was originally part of Poso Regency, has great tourism potential and needs the development of facilities and infrastructure. One of the leading destinations in Tojo Una-Una Regency is Poyalisa Island, which is located in Bomba Village, Togeang Islands National Park. The island offers white sand beaches, crystal clear sea water, and stunning coral reef biota.

This study aims to understand and analyze how to promote tourism destinations through social media carried out by Poyalisa Island to attract tourists to Central Sulawesi. This study has several specific objectives, namely understanding the form of use of social media platforms in promotion on Poyalisa Island, examining internal and external factors that affect the promotion, and evaluating the promotion strategies used. The benefits of this research are expected to make an academic contribution by enriching science and becoming a reference for other researchers. In addition, this research is also expected to provide practical benefits for Poyalisa Island managers in increasing the effectiveness of their tourism promotion.

This study presents a unique approach to understanding the impact and potential of social media in promoting tourism on Poyalisa Island, Central Sulawesi. By integrating the Technology Acceptance Model (TAM) with engagement rate metrics, this research offers a novel methodology for analyzing tourist behavior and interests, which is crucial for enhancing visitor numbers. Additionally, the study's focus on the strategic use of Instagram and website platforms highlights the significance of visually-driven and easily accessible promotional content in attracting tourists. The comprehensive analysis of both internal and external factors affecting social media promotions provides a holistic view, allowing for more targeted and effective marketing strategies. This research not only contributes to academic literature by exploring the intersection of digital marketing and tourism but also offers practical insights for destination managers aiming to leverage social media to boost tourist engagement and visitation.

## **Research Methods**

This study uses qualitative methods carried out under natural conditions to understand the phenomena experienced by the subjects, such as behavior, perception, and motivation. This method relies on descriptive data obtained through observation, interviews, and documentation. The research setting is located on Poyalisa Island, Tojo Una-Una Regency, Central Sulawesi, and the research subjects include the Tourism and Culture Office and the manager of Poyalisa Island. Data collection techniques involve direct observation, interviews with related parties, and documentation. Researchers play the role of the main instrument in the data collection process to obtain in-depth information. Data analysis was carried out through data reduction, presentation of data in narrative form, and drawing conclusions. The validity of the data is guaranteed through triangulation and the involvement of researchers in the entire research process.

## **Results and Discussions**

### **The Utilization of Social Media Platforms in the Promotion of Poyalisa Island**

The use of social media in promoting tourist destinations is a popular and effective strategy because it is easy to use and cost-effective. Platforms such as Instagram, TikTok, YouTube, Facebook, Twitter, Snapchat, and WhatsApp allow users to share photos, videos, and stories, as well as interact directly with a global audience. Social media not only facilitates engaging visual promotion, but it also allows users to share their experiences, increase engagement with destination managers, and strengthen personal

relationships. According to Central Sulawesi Provincial Regulation Number 5 of 2019, the tourism promotion development strategy includes the provision of competitive product packages, joint promotion, and optimization of communication media. With social media, tourism managers such as on Poyalisa Island can more easily find out the preferences of visitors and develop destinations that suit their wishes, thereby expanding the reach and increasing the marketing of these tourist destinations. Based on the results of interviews with Ismail and Sakina from Belgium regarding the role of social media, namely:

*"Yes, the role of social media is very important to promote Poyalisa Island, because the existence of social media will really help us in finding what information we want that can be a provision for tourists to get to tourist destinations. (Interview with Ismail and Sakina on September 20, 2023).*

The results of the interview concluded that the role of social media is very important. Because social media is a place where people get information. With the existence of social media, it can help businesses to promote their products. In this case, Ismail also assisted researchers in promoting Poyalisa Island, one of which was through Instagram by posting his activities on *instastory* and also helps in the shooting of promotional videos using *Drones*.

In addition, there is also an opinion from Martin and Amelie from Austria who said:

*"Without social media, tourists will find it difficult to get information such as room prices, transportation, what activities can be done, and other important information"*

From the results of the interview, social media is a tool to make it easier for prospective tourists to get the information they need. With the existence of social media, Poyalisa Island can attract tourists by promoting its attractions and activities that can have a positive impact on the community and the development of Poyalisa Island itself.

### **Social Media Platform Used**

Social media, which can also be called a social network, is a web-based service that allows each individual to build social relationships through cyberspace such as building a profile about himself, such as Facebook, Instagram, YouTube, and others. Based on the results of an interview with Valentino from France, he got information about Poyalisa Island from *website* on the internet.

*"Initially, I first looked for recommendations for places in the Togeian Islands, then the Poyalisa Island website appeared. And I get information from the website such as information, room prices, and so on. As for the number that can be contacted so that I can directly rent a room on Poyalisa Island".*

Based on the results of the interview, tourists can access information about Poyalisa Island through the website. The Poyalisa Island website is one of the communicator media which contains information that can be accessed by the public. Through the Poyalisa Island website, various tourism potentials can be seen, so that it has an impact on the level of tourist visits and economic growth on Poyalisa Island.

The media used by Poyalisa Island such as Instagram, Facebook, website, and WhatsApp are a means of promotion and information that can be accessed by tourists. Without the media, it will be difficult for a business or destination to promote its attractiveness.

**External Factors and Internal Factors in the promotion of Poyalisa Island  
SWOT Analysis of Poyalisa Island**

The analysis carried out using SWOT analysis on Poyalisa Island, namely:  
**SWOT Analysis Table**

<b>Strength</b>	<b>Weakness</b>	<b>Opportunity</b>	<b>Threads (Threats)</b>
1. Use of Social Media	1. Information that is not well managed	1. Increased Global Reach	1. Online Reputation Crisis
2. Powerful Visualization	2. Limited Control over User Reviews	2. Partnerships with Influencers	2. Lack of Understanding of the Audience
3. Direct Interaction with Users	3. Intensity of Competition	3. Utilization of Direct Purchase Feature	3. Over-Tourism and Environmental Impact
4. User Reviews and Recommendations	4. Limitations of the Demographic Target	4. Use of Augmented Reality (AR) and Virtual Reality (VR) Technology	4. Intensive Competition
5. Collaborate with Influencers	5. Risk of Image Damage	5. Promotion Through Interactive Stories	5. Negative Trends or Controversy

**IFAS (Internal Factor Analysis Summary)**

**a. Strength**

1. The use of social media as a promotional medium.
2. Powerful Visualization: Social media allows users to share images and videos of poyalisa island to visually grab the attention of potential tourists and provide a better picture of the tourist experience.
3. Direct Interaction with Users: Social media platforms facilitate direct interaction between consumers and users, allowing for direct inquiries, feedback, and engagement that can enhance the traveler experience.
4. User Reviews and Recommendations: Social media provides a platform for tourists to provide direct reviews and recommendations, which can be a credible reference for prospective tourists or the management of Poyalisa Island.
5. Collaboration with Influencers: Partnering with influencers on social media can provide a significant boost when it comes to promotion, as influencers have a loyal following that can be influenced by their recommendations.

**b. Weakness**

1. Information Not Well Managed: Too much information spread on social media can create confusion and make it difficult to manage the image of Poyalisa Island properly.

2. Limitations of Control over User Reviews: While user reviews can be an asset, they can also be a weakness if a tourist attraction loses control of negative reviews that can affect the perception of potential travelers.
3. Intensity of Competition: The strong presence of other tourist attractions on social media can create competition intensity, making it difficult to stand out and attract attention.
4. Limitations of Demographic Targeting: While there is an ability to target audiences, social media may not cover all demographic segments, which can reduce the effectiveness of promotion.
5. Risk of Image Damage: Information or content that is not carefully managed can cause image damage if interpreted in a way that is undesirable to the user.

#### **EFAS (External Factor Analysis Summary)**

##### **Opportunity**

1. Increased Global Reach: Social media allows the island to reach a global audience instantly, opening up new opportunities to attract tourists from different countries.
2. Partnerships with Influencers: The opportunity to forge partnerships with leading influencers in the travel industry can provide significant exposure and expand the reach of promotions.
3. Utilization of Direct Purchase Features: The integration of direct purchase features on social media platforms can stimulate conversions by making it easy for users to plan and book trips directly from the platform.
4. Use of Augmented Reality (AR) and Virtual Reality (VR) Technology: Social media can leverage AR and VR technology to provide an engaging virtual tourism experience, providing a better picture of the island of Poyalisa.
5. Promotion Through Interactive Stories: Using stories or interactive content on social media can provide a more immersive and engaging experience for potential travelers.

##### **Threads (Threats)**

1. Online Reputation Crisis: Negative responses from users or emergency situations on the island of Poyalisa can quickly spread through social media, damaging the image and leading to a decline in tourist interest.
2. Understanding the audience: Mistakes in understanding the target audience can result in ineffective or even detrimental promotional campaigns.
3. Over-Tourism and Environmental Impact: Highly effective promotions can lead to an increase in the number of tourists, which in turn can lead to environmental impacts and over-tourism problems in the destination.
4. Intensive Competition: The increasingly fierce competition on social media can make it difficult for Poyalisa Island to stand out among the abundance of promotional content.
5. Negative Trends or Controversies: Negative trends or controversies that develop on social media can quickly affect users' perception of the island of poyalisa, even if it is not completely relevant to the tourist attraction.

#### **Strategies in Promoting Poyalisa Island through Social Media**

According to (Suryadana, 2015), promotion in tourism is a one-way flow of information that is created to direct prospective tourists or tourism business institutions to actions that are able to create exchanges (buying and selling) in the marketing of tourism products. Poyalisa Island is still lacking in marketing its potential.

From the results of the survey conducted by the researcher, it was concluded that the promotion on Poyalisa Island has not been managed optimally

From the analysis and interviews conducted on tourists who visit Poyalisa Island, there are shortcomings obtained. According to Sofia from Germany said:

*"I have never seen information about Poyalisa Island on various social media platforms, be it Facebook, Instagram, and others. I got information about Poyalisa Island from one of the people who took me and my sister to Ampana, he recommended Poyalisa Island is one of the recommended places in the Togean Islands. It is good that Poyalisa Island must create a social media account, one of which is Instagram so that tourists can easily get information about Poyalisa and can also be useful so that Poyalisa can be known in the community at large.*

Based on the results of the interview, it can be seen that tourists do not get information about the existence of Poyalisa Island from social media but from the *tour guide* who takes them to Ampana, so it is difficult for tourists to get information about Poyalisa Island. The tourist also gave recommendations to create social media to promote Poyalisa Island. The results of interviews with other tourists who did not stay on Poyalisa Island.

*"I didn't get information about Poyalisa Island on social media so I didn't know the existence of Poyalisa Island. I searched on Instagram for recommended cottages in the Togean Islands but I didn't get the Poyalisa Island Instagram account. (Timo interview from England October 18, 2023).*

In an effort to promote Poyalisa Island, researchers have developed a marketing strategy through social media with various steps. The first step is to create an Instagram social media account @poyalisa\_togian, which provides detailed information about amenities such as room types and allows travelers to book directly via direct message. Interesting content such as photos and videos uploaded to the account are equipped with captions that invite and explain the attraction of Poyalisa Island, while the website and Instagram account are linked to facilitate access to information for visitors. Collaborations with local and international tourists, such as the use of drones by @ismailakhlal and @halodrone, are also carried out to produce more interesting and informative promotional content. Directly involving tourists to contribute to promotions through personal content uploads is also part of the strategy to increase Poyalisa Island's wide exposure on social media.

The marketing strategy through social media for Poyalisa Island has positive and negative impacts that are important to evaluate. The positive impact includes a wide reach that allows information about Poyalisa Island to quickly spread globally, direct engagement with travelers that helps build strong relationships, and the ability to share engaging visual content that provides a clear picture for potential travelers. In addition, viral content can provide significant exposure at no additional cost, and direct feedback from travelers helps improve service. The use of social media is also cost-effective and facilitates word-of-mouth promotion.

However, there are also negative impacts that need to be considered, such as information oversaturation that makes tourist attractions lose their attractiveness and the potential for overtourism that can cause crowds and a decrease in environmental quality. Miscommunication and negative reviews on social media can damage the image of Poyalisa Island, while privacy and security issues can interfere with the comfort of visitors. Abuse of the environment by tourists for good visual content and difficulty maintaining an authentic image due to pressure from social media users is also a challenge. Recognizing these impacts can help in evaluating the success of the strategy and creating new, more effective approaches.



## Data Analysis

### The Utilization of Social Media Platforms in the Promotion of Poyalisa Island

The use of social media in promoting tourist destinations is a popular and effective strategy. The use of social media is increasingly popular as a means of communication and promotion because it is considered easy to use and cost-effective. (Steinfeld et al., 2008) Where now it has provided various platforms that can be used such as Instagram, Tiktok, Youtube which allow it to achieve global popularity. It can start by creating inspirational videos with attractive visuals to interact directly with users and provide recommendations. From the results of the data presentation and data analysis of the Utilization of Social Media Platforms in Poyalisa Island, the researcher focused *on the* Social Media Platform, namely Instagram, because from the results of interviews, every tourist used Instagram which dominated the Social Media Platform. Instagram is *a platform* that focuses on sharing photos, videos, with sharing filters that allow users to use them in addition to that users allow revealing visual content.

Media users *Instagram* There are more and more from various social circles, for example, such as artists or entertainers, business people, high-ranking officials, students, and even the general public. Social media such as Instagram is widely used by users to upload photos, videos, interact with fellow users *Instagram* looking for information, business, promoting a product, looking for a favorite product, finding friends or partners, building community and even just for entertainment (Mafulla et al., 2021)

### External Factors and Internal Factors in the promotion of Poyalisa Island

Alternative Strategies in promoting Poyalisa Island through social media. Strengths, Weaknesses, Opportunities and Threats generated based on SWOT analysis using external matrix (EFAS) and internal matrix (IFAS) resulted in several alternative strategies in promoting island poyalisa. Alternative promotional strategies that can be applied by Poyalisa Island include the strength and opportunity (SO) strategy, the strength and threat (ST) strategy, the weakness and opportunity (WO) strategy and the weakness and threat (WT) strategy

#### SWOT Matrix

According to (Rangkuti, 2005), the analysis tool used to compile the company's strategic factors is the SWOT matrix. This matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to its strengths and weaknesses, this matrix can produce four sets of strategic alternative possibilities.

**SWOT Matrix Table**

	Strengths (Strength)	Weakness
	ST	WT
Threats	Harnessing the potential to Facing threats	Minimizing weaknesses To face threats
	SO	WO
Opportunities	Harness the potential to seize opportunities	Overcoming weaknesses to seize opportunities

#### SO Strategy

This strategy seeks to take advantage of the company's strengths to obtain maximum opportunities. Strategies that can be applied to Poyalisa Island in this quadrant include:

- a. Create interesting Poyalisa Island promotional video content and promote it through social media.
- b. Making reviews and suggestions of tourists to improve services and develop and innovate in promoting Poyalisa Island.
- c. Collaborate with influencers in the travel industry that can provide significant exposure and expand the reach of Poyalisa Island promotion.
- d. The use of the direct purchase feature on social media platforms can stimulate conversions by making it easy for users to plan and book trips or Poyalisa Island room rates directly from the platform.

### **ST Strategy**

This strategy seeks to leverage the company's strengths to mitigate the maximum threats that exist. Strategies that can be applied to Poyalisa Island in this quadrant include:

- a. The existence of strong visualization on social media allows users to share images and videos of Poyalisa Island to visually attract the attention of potential tourists
- b. Direct Interaction with Users. Social media platforms facilitate direct interaction between consumers and users, allowing for direct inquiries, feedback, and engagement that can enhance the traveler experience.
- c. Avoiding an online reputation crisis, negative reactions from users or emergency situations on Poyalisa Island can quickly spread through social media, damaging the image and causing a decrease in tourist interest to visit Poyalisa Island.
- d. Negative trends or controversies that develop on social media can quickly affect users' perception of the island of Poyalisa, even if it is not entirely relevant to the tourist attraction.

### **WO Strategy**

This strategy seeks to reduce the weaknesses that the company has to obtain maximum opportunities that exist. Strategies that can be applied to Poyalisa Island in this quadrant include:

- a. Information that is not well managed, too much information spread on social media can create confusion and make it difficult to manage the image of Poyalisa Island properly.
- b. The strong presence of other tourist attractions on social media can create an intensity of competition, making it difficult for Poyalisa Island to stand out and attract tourists' attention.
- c. The increased global reach of social media allows the island of Poyalisa to reach a global audience instantly, opening up new opportunities to attract tourists from different countries.
- d. Promotion through interactive stories using the story feature or interactive content on social media can provide a more immersive and interesting experience for potential tourists.

### **WT Strategy**

This strategy seeks to analyze the weaknesses that companies have to mitigate existing threats. Strategies that can be applied to Poyalisa Island in this quadrant include:

- a. Addressing the limitations of the target demographic while there is the ability to target audiences, social media may not cover all demographic segments, which can reduce the effectiveness of promotion.
- b. Avoid the risk of image damage Information or content that is not carefully managed can cause image damage if it is interpreted in a way that is not intended by the user.

- c. Mistakes in understanding the target audience can result in ineffective or even detrimental promotional campaigns.
- d. Over-Tourism and Environmental Impact, highly effective promotions can lead to an increase in the number of tourists, which in turn can lead to environmental impacts and over-tourism problems in the destination.

### **Strategies in Promoting Poyalisa Island through Social Media**

In the current era of digitalization, more promotions are carried out on social media, although print media and electronic media are still used because of cost considerations that are quite cheap and can be read/seen by potential consumers for a long time. With many users, social media is a great opportunity for business actors to carry out promotions, one of which is Instagram. With the great potential that Poyalisa Island has, it is good to promote tourism through social media so that prospective tourists know information about Poyalisa Island.

This promotional strategy is very useful for Poyalisa Island because it can increase the level of visits. According to (Suryadana, 2015), promotion in tourism is a one-way flow of information that is created to direct prospective tourists or tourism business institutions to actions that are able to create exchanges (buying and selling) in the marketing of tourism products. Poyalisa Island is still lacking in marketing its potential.

From the results of the interview and the embarrassing in-depth analysis of the social media promotion strategy on Poyalisa Island, of course, there must be a strategy that will be carried out to increase tourist visits. The strategy we developed is as follows:

- a. Creating interesting content uploaded on Poyalisa Island social media accounts

In this case, researchers have created several content uploaded through Instagram @poyalisa\_togian. And every video or photo upload is given a caption describing the photo or video and also contains an invitation to visit Poyalisa Island.

- b. Associate website accounts and Instagram accounts

Synchronizing between the website and Instagram accounts that have been created to make it easier for tourists to see the uploads and information that tourists need about Poyalisa Island.

- c. Collaborate between foreign tourists in creating promotional content

The collaboration carried out by the researcher with tourists is taking a video using a *drone*, in this case under the name Instagram account @ismailakhlal.

- d. Collaborating with creator Tojo Una-una under the name Instagram account name @halodrone

Collaborate in making promotional videos that are uploaded together through @poyalisa\_togian and @halodrone Instagram accounts.

- e. Engage travellers to promote

By informing tourists about the Poyalisa Instagram account and being able to upload content, photos, videos of the travel experience on Poyalisa Island to be more widely known.

With the existence of a Promotion Strategy through Social media, of course, the stages of increasing tourist visits, in addition to that with the strategy, of course, other aspects must be considered, such as services and qualified human resources in carrying out services. In addition, Poyalisa Island already has its own Website, this is a good step forward for Poyalisa Island, in addition to Instagram and other Social Media Platforms, the Website can also be accessed by foreign tourists and local tourists. Good Social Media Promotion Strategy Good service, of course, Poyalisa Island will be one of the tourist attractions owned by Tojo Una-Una Regency which is more advanced and become an

example of other attractions and destinations in Tojo Una-Una Regency. At this stage, the researcher is able to maximize the social media promotion strategy by creating Instagram content for Poyalisa Island and then it will be managed properly by the owner of Poyalisa Island.

## **Conclusion**

Advances in information and communication technology have encouraged the use of social media as an effective promotional tool by companies who organized Poyalisa resort and government agencies, including the Ampana Tourism Office, to increase tourist visits to Poyalisa Island Central Sulawesi as well. Promotion through social media can provide information about Poyalisa Island more convincing to tourists and support the sustainability of its management Poyalisa resort. A comprehensive promotion strategy by the Ampana Tourism Office is expected to advance the tourism sector in the region. It is recommended that the use of social media continue to be developed by maximizing the use of social media accounts by managers and the Ampana head Tourism Office as well as creating interesting quality content to support promotional strategies in Ampana Regency.

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