

Perceptions of Instagram Social Media Accounts Users About *Curug Cibulao* Tourism Objects in Bogor Regency

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Abstract

Social Media is online media (online) that is used as a means of social interaction online on the internet. On social media, users can communicate with each other, interact, share, network, and various other activities. Seeing the increasing sophistication of information technology in the process of disseminating messages through mass media, encourages all groups to use information technology to facilitate everything, including what Curug Cibulao does. This study aims to analyze the perceptions of users of Instagram social media accounts about the Cibulao waterfall tourism object, Bogor Regency. This research was conducted on the followers of @curug_cibulao as many as 65 followers. The sampling technique is a probability sampling technique with a simple random sampling method. Quantitative data are presented in the form of a frequency table. Statistical tests were performed with the help of the SPSS version 22.0 program. The results showed that 1) The characteristics of the Instagram social media user account @curug_cibulao with the majority gender of Instagram social media users were 55 male respondents, while 45 female respondents with an age range of 21-30 years. The majority of users of the Instagram social media account @curug_cibulao have undergraduate education with a job as an entrepreneur, 2) The perception of users of the Instagram social media account @curug_cibulao is high. This is indicated by the average value in the interval from 3.43 to 4.23. This shows that the perception of users of the Instagram @curug_cibulao social media account is good about Curug Cibulao, 3) There is a relationship between the characteristics of users of the Instagram @curug_cibulao social media account, namely educational indicators with perceptions of users of Instagram social media accounts @curug_cibulao, but it has no relationship with gender, age and occupation.

Keywords: Perception, social media, tourism.

1. Introduction

Communication that can reach the wider community has the function of conveying information, educating, and influencing which further has the function of forming public perceptions to convey messages simultaneously to a wide heterogeneous audience so that the influence of mass communication has an impact on the audience, as in the theory of Agenda Setting. Mass communication is open, meaning that mass communication is intended for everyone and is not intended for a particular group of people.

Messages through a number of mass media (newspapers, magazines, radio broadcasts, television, films, and online/internet media), presenting various events that have light news value to high news, reflect the process of mass communication that always hits human life. Mass communication like other forms of communication (interpersonal communication, social group communication or organizational communication, has at least six elements, namely communicators (message delivery), media messages, communicants (message recipients), effects, and feedback.

One of the electronic media that is often used is social media. Social Media is an online (online) media that is used as a means of online social interaction on the internet. On social media, users can communicate with each other,

interact, share, network, and various other activities. Social media uses a website or application-based technology that

can turn communication into an interactive dialogue. Some examples of social media that are widely used are YouTube, Facebook, Blogs, Twitter, Instagram, and others. All social media encourage their users to participate and provide feedback on a message or content on social media. Messages sent can be received or read by many people. Most social media provide opportunities for users to comment, vote, share, and so on.

Instagram is currently one of the popular applications that are mushrooming among teenagers, including in Indonesia. Instagram itself at the beginning of 2019 has increased the number of users to more than 400 million users with around 80 million images uploaded every day. The number of Instagram users has increased by 100 million from the previous 300 million users. In Indonesia, there are around 12,000 users who are members of the Instagram user community called Instant meet. With the emergence of Instagram in 2012, it appears that Instagram can surpass Twitter's achievements in terms of the number of users. In the following year after the results of the survey conducted by Mashable were published to the public, the survey company in the world, Nielsen, also published the results of their research related to the applications that can be downloaded from smartphones that were most often used throughout 2013. is a research conducted for ten months, in the period January to October 2013.

Seeing the increasingly sophisticated information technology in the process dissemination of messages through mass media, encouraging all people to use information technology to facilitate everything, including what is done by Curug Cibulao. The existence of the internet makes activities more patterned as well as increasingly demanding creativity in reaching audiences or the public. In today's internet era, the company's website is the most frequently used communication tool and its influence is quite strong, not only to communicate directly with consumers but also with other publics such as business partners and other organizations. The availability of the official Instagram @curug_cibulao which is managed is expected to provide information to the wider community about the existence of Curug Cibulao so that people no longer need to worry about the difficulty of information about Curug Cibulao, and the existence of the official Instagram @curug_cibulao can increase efficiency, effectiveness, because every day @curug_cibulao upload information.

Bogor has various kinds of tourism: natural, artificial, cultural, historical and religious. Beach nature tourism and panoramic beauty with a stretch of valleys, cliffs and hills are found and eventually serve as tourist destinations. The occurrence of a new tourist destination that coincidentally, for example Watu Amben, is due to the habit of students and students uploading selfies by taking the background of the panoramic beauty to social media-especially Instagram. This behavior of Instagram users is expected to be an effective means of information.

So far according to the manager, Instagram social media @curug_cibulao is used as a medium to upload the situation at @curug_cibulao Tourism and also as a medium for sharing information about locations that can be used as a place to take pictures for selfies. The photo uploads on Instagram @curug_cibulao are expected to influence the perception of Instagram users. Thus, the upload of Instagram social media @curug_cibulao can also shape the perception of potential visitors @curug_cibulao in making decisions to visit @curug_cibulao tourism.

Based on the background of the problems above, the problem can be formulated as follows:

1. What are the characteristics of users of the Instagram @curug_cibulao social media account?
2. What is the perception of users of the Instagram @curug_cibulao social media account?
3. How is the relationship between characteristics and perceptions of users of the Instagram @curug_cibulao social media account?

Perception is an internal process that allows selecting, organizing, and interpreting stimuli from the environment, and the process is influenced (Mulyana, 2014: 168). Perception can be called the core of communication, because if perception is not accurate, a person is unlikely to communicate effectively. It is perception that determines a person chooses a message and ignores another message. The higher the degree of similarity in perception between individuals, the easier and more frequent they are to communicate and as a consequence the more likely they are to form cultural groups or identity groups (Mulyana, 2014: 167-168).

Wiryanto (2014: 55) explains that there are 3 indicators of perception, namely as follows:

a. Cognitive is a person's belief about something that is obtained from the process of thinking about someone or something. The process carried out is to acquire knowledge and manipulate knowledge through activities of remembering, analyzing, understanding, judging, reasoning, imagining, and speaking. Cognitive capacity or ability is usually defined as intelligence or intelligence. There are various fields of science that study cognition, including psychology, philosophy, communication, neuroscience, and artificial intelligence. A person's belief/knowledge about something is believed to influence their attitude and ultimately influence their behavior/action towards something. Changing someone's knowledge of something is believed to change their behavior.

b. Affective behavior in which individuals tend to like or dislike objects. The process of assessing a stimulus or series of stimuli becomes prominent in consciousness when other stimuli are weakened. While attention is influenced

by external factors, namely perceived object attributes such as movement, novelty contrast, perceived object repetition.

c. Conative behavior that has reached the stage until the individual takes an action against the object. The process by which the receiver gives meaning to the message it receives organizes it in context and fills it with

interpretations that are consistent with the set of perceived stimuli.

Every human being has individual characteristics that differ from one another. Big Indonesian Dictionary (KBBI) (2018: 241) characteristics have distinctive characteristics according to certain characteristics. Robbins (2012:171) explains that characteristics are ways of looking at certain objects and trying to interpret what they see so that characteristics are a person's character and perspective in interpreting what he sees according to his character from the point of view of age, gender, occupation, and education.

Individual characteristics are the product of social contexts that lead to shared cultural interests, understandings, and information needs and responses to patterns of media supply, often both at the same time when a media is designed to appeal to members of a particular social category or population in a particular area. Media use also describes a broader pattern of time use, availability, lifestyle, and daily routines.

Media users are segmented into various factors, some of which are based on age, education level, and gender. Age, education level, and gender are demographic factors that influence the choice of media to be consumed. Age is the period of a person's life. Understanding a person's age is important because age differences result in different tastes in the selection of media and programs consumed (Sumarwan, 2014:198).

Characteristics are the most frequently used bases for segmenting audience profiles which refer to the most important and measurable and most vital population statistics. These characteristics are:

1. Gender

Wade and Tavis (2014: 258) explain that the terms gender and gender have different meanings, namely "gender" is the physiological and anatomical attributes that distinguish men and women, while "gender" is used to indicate gender differences. between the studied men and women. Gender is part of the social system, such as social status, age, and ethnicity, it is an important factor in determining the roles, rights, responsibilities, and relationships between men and women. Appearance, attitude, personality, responsibility are behaviors that will shape gender. Demographic characteristics such as gender can influence a person in interpreting the perception of the object or stimulus he sees, so it can be concluded that the male gender in perceiving an object will be different from the female. Gender differences tend to form different thoughts between men and women in assessing performance.

2. Age

The term age is defined by the length of a person's existence measured in units of time in terms of chronology, normal individuals who show the same degree of anatomical and physiological development (Nuswantari, 2008: 82). Age is the length of time living or existing (since born or held) (Hoetomo, 2009: 112). Age is the span of life measured in years. Age is an individual's age from birth to birth. Age is one of the important variables in the field of community research.

3. Education

Education comes from the word "didik" then this word gets the prefix "me" so that it becomes "educate" which means to maintain and provide training, in maintaining and providing training requires teachings, guidance, and leaders, regarding morals and intelligence of the mind. Education can be explained as a process with certain methods so that a person gains knowledge, understanding, and ways of behaving according to needs" (Syah, 2010:10).

4. Work

Work comes from the root word "work". Work is a noun that means activity to do something or something that is done to earn a living and can also mean livelihood. The meaning of work itself means something done; busyness; livelihood; duties and obligations; about the working (functioning) of something (Alwi, 2015: 234). Work in English is "work" while worker, employee, or laborer means "worker". The terms that are almost the same as work are living, livelihood (Echols and Shadily, 2018: 185)

Uses and Effects Theory

Uses and Effects Theory was first thought of by Sven Windahl in 1979. The existence of this theory is a synthesis of the previous theory, namely the Uses and Gratifications Theory and the traditional theory of effects. Uses and Gratifications theory itself has an understanding that humans can actively choose media that are more specific and contain to get the results (Gratifications) they want. This approach contrasts the effects of the media and not, what the media do on their viewers (which emphasizes audience homogeneity in mass communication and sees media as hypodermic needles). The audience is actively using (Uses) media to fulfill their needs (Gratification). The audience is

active and selective in receiving the exposure/messages from the mass media that reach them and they don't want to just accept all the exposure. The audience is active in selective exposure. Selective exposure means that the audience chooses the mass media and message content that they believe best fits their views, opinions, and experiences.

In other words, the audience will use the mass media that are useful to themselves and will tend to avoid media that are less useful for them. Audiences are said to be active because they have the choice to evaluate various types of media to achieve a good communication goal. The concept of "use" is a very important or central part of this thinking.

Because knowledge about the use of media and its causes, will provide a way for understanding and predicting the outcome of a mass communication process (Sendjaja, 2004:41). The use of mass media can have many meanings. This can mean exposure which simply refers to the act of perceiving. In other contexts, this understanding can be a more complex process, where the content related to certain expectations can be fulfilled, the focus of this theory is more on the second understanding (Bungin, 2013: 291).

In connection with this research, namely regarding the perception of Instagram media users towards Instagram @curug_cibulao, the Uses and Effects theory becomes the basis of reference in this study. Where the Uses and Effects theory emphasizes the benefits and uses of media to the audience, namely the use of Instagram @curug_cibulao. The Uses and Effects theory, when linked to this research, is related to the selection of Instagram @curug_cibulao to meet the need for information uploaded to the @curug-cibulao Instagram account.

2. Research Methods

This study uses a quantitative approach that aims to process data in the form of numbers or quantitative data that is raised. According to Sugiyono (2013:14), a quantitative approach is a search for data or information from the reality of existing problems with reference to the proof of concept or theory used. The method used in this method is a descriptive correlational method. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then conclusions are drawn (Sugiyono, 2016:80; Sirait et al., 2020a; Sirait et al., 2020b). The population in this study were 187 followers @curug_cibulao with a sampling method that was non-probability sampling with accidental sampling technique so that the sample of this study was 65 followers @curugcibulao. Data collection techniques with questionnaires, literature study. The data were analyzed by several steps, namely the average score, rank spearman test, and chi-square test.

3. Result and Discussion

The results of data collection obtained through questionnaires given to respondents and after conducting research. This quantitative research was conducted based on a questionnaire test which was distributed to 100 respondents. The respondents in this study were users of the Instagram social media account @curug_cibulao .

1. The Relationship of Gender with Perception of Instagram Users @curug_cibulao

The results of the chi-square test in Table 1 above show that there is no relationship between the gender indicator and the perception of Instagram users @curug_cibulao the cognitive indicator (Y1.1) shows a significance value of 0.642. This shows that gender differences do not make a person left behind information on Curug Cibulao on Instagram. Both men and women can view the Instagram of Curug Cibulao.

The results of the chi-square test in Table 1 show that the relationship between sex indicators and affective indicators (Y1.2) shows a significance value of 0.466, which means that there is no relationship between the two. This shows that gender differences do not make someone doubt the information on Instagram @curug_cibulao.

The results of the chi-square test in Table 1 show that the relationship between gender indicators and conative indicators (Y1.3) shows a significance value of 0.303, which means there is no relationship between the two. This shows that gender differences do not make someone lazy to read and seek information about Curug Cibulao.

Tabel 1. Number and Percentage of Respondents Answers Gender Indicator

Gender	F (Person)	Percentage (%)
Male	35	54%
Female	30	46%
Amount	65	100

Source: Primary Data, 2021

2. Age Relationship with Perception of Instagram Users @curug_cibulao

The results of the chi-square test in table 2 above show that there is no relationship between age indicators and cognitive indicators (Y1.1) with a significance value of 0.543 which means there is no relationship between the two. This shows that the age difference does not prevent someone from knowing information about Curug Cibulao.

The results of the chi-square test in Table 1 above show that there is no relationship between age indicators and affective indicators (Y1.2) with a significance value of 0.162. This shows that the age difference does not make a person able to understand information about Curug Cibulao.

The results of the chi-square test in table 1 above show that there is no relationship between the age indicator and the conative indicator (Y1.3) with a significance value of 0.953, which means that there is no relationship between the two. This shows that the age difference does not make someone lazy to find information about Curug Cibulao.

Table 2. Number and Percentage of Respondents Answers Age Indicator

Age	F (Person)	Percentage (%)
< 20	5	8%
21-30	17	26%
31-40	24	37%
41-50	11	17%
> 51	8	12%
	65	100%

Source : Primary Data, 2021

3. The Relationship between Education and Perceptions of Instagram Users @curug_cibulao.

Table 3 shows that the relationship between the characteristics of the education indicator (X1.1) and the perception of Instagram users on cognitive indicators (Y1.1) shows that there is a real relationship between the two with a correlation value (0.253*). This is because it is known that the significance value is 0.023. Based on this, it can be concluded that the higher one's education level, the more mature one's thinking is to find out the right and fast information.

Spearman's Rank test shows that there is a relationship between education indicators and Instagram users' perceptions of affective indicator indicators (Y1.2) with a correlation value of 0.343* and a significance value of 0.029, which

means that there is a real relationship between the two. This shows that the higher a person's education level, the better a person's understanding of information about the Covid-19 virus will be.

The Spearman Rank test results in table 3 below show that there is a relationship between education indicators and Instagram users' perceptions of conative indicators (Y1.3) with a correlation value of 0.320* and a significance value of 0.044, which means that there is a real relationship between the two. This shows that the higher a person's education level, the more enthusiastic they are to find out about Curug Cibulao.

Table 1. Number and Percentage of Respondents Answers Gender Indicator

Education	F (Person)	Percentage (%)
Primary School	2	3%
Secondary School	11	17%
Senior High School	17	26%
S.1	30	46%
S.2	5	8%
Amount	100	100

Source : Primary Data, 2021

4. Employment Relationship with Perception of Instagram Users @curug_cibulao

The Spearman Rank test results in picture 1 below shows that there is no relationship between job indicators and Instagram users' perceptions of cognitive indicators (Y1.1) with a correlation value of -0.027 and a significance value of 0.069. This shows that any job does not prevent someone from knowing information about Curug Cibulao.

The Spearman Rank test results in table 1 above show that there is no relationship between job indicators and Instagram users' perceptions of affective indicators (Y1.2) with a correlation value of 0.092 and a significance value of 0.234. This shows that work does not make someone unhappy looking for information on tourist attractions, especially Curug Cibulao.

The Spearman Rank test results in Figure 1 below show that there is no relationship between job indicators and Instagram users' perceptions of affective indicators (Y1.3) with a correlation value of 0.065 and a significance value of 0.354. This shows that work does not distinguish someone from reading and looking for tourist information, especially Curug Cibulao.

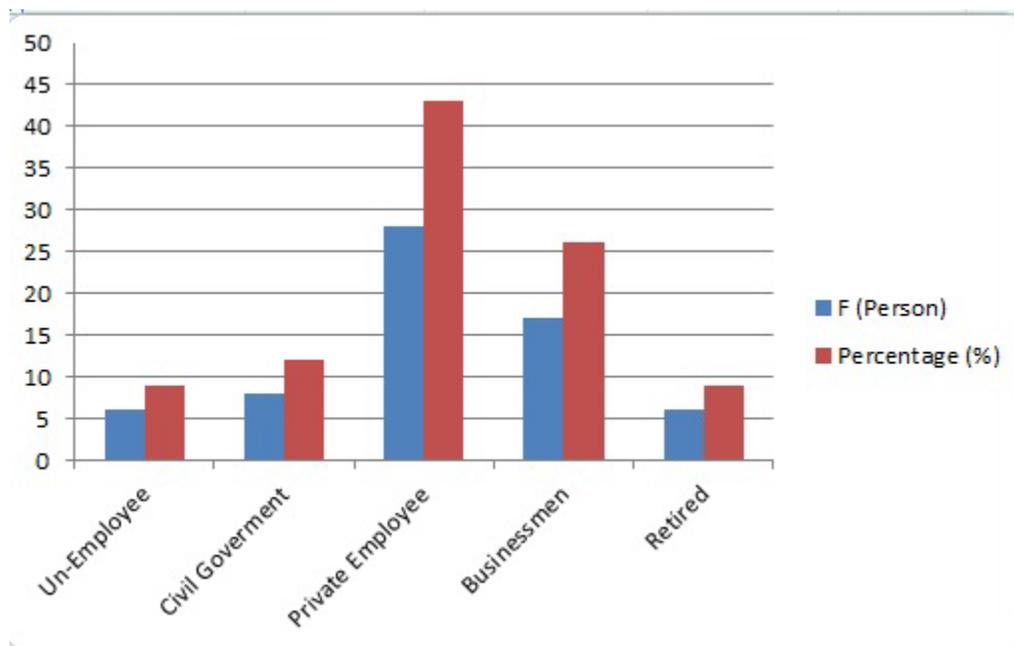


Figure 1. The relationship between job indicators and perceptions of Instagram users

Relationship between Media Exposure Theory and Research Results

Is a theory that relates between users, media, audience, and effects (results). The theory was first put forward by Sven Windahl in Rohim (2009). Exposure theory is a synthesis between the traditional theory of effects and the theory of Uses and Gratification. If Uses and Gratification explain more about the use of media which is determined by the basic needs of individuals, then Uses and Effects explains that the need is only one of the factors in the occurrence of media

use. The most important point in this thinking is the concept of use or use itself.

If it is related to research, this theory emphasizes the use of Instagram social media, namely @curugcibulao itself whether the use is effective and produces effects for its users. Knowledge of the causes of social media use will provide a pathway for understanding and predicting the outcome of a process of government communication with the public or vice versa.

The characteristics of the content of social media also determine most of the effects that will occur. Therefore two processes are working simultaneously, which together cause an outcome which we call 'cons effects (a combination of consequences and effects). The educational process usually causes results in the form of 'cons effects. Where part of the results are caused by content that encourages learning (effect) and partly is the result of a process of using media that automatically accumulates and stores knowledge. These results can be found at the individual level as well as the community level. The results of the analysis can be seen in Figure 2:

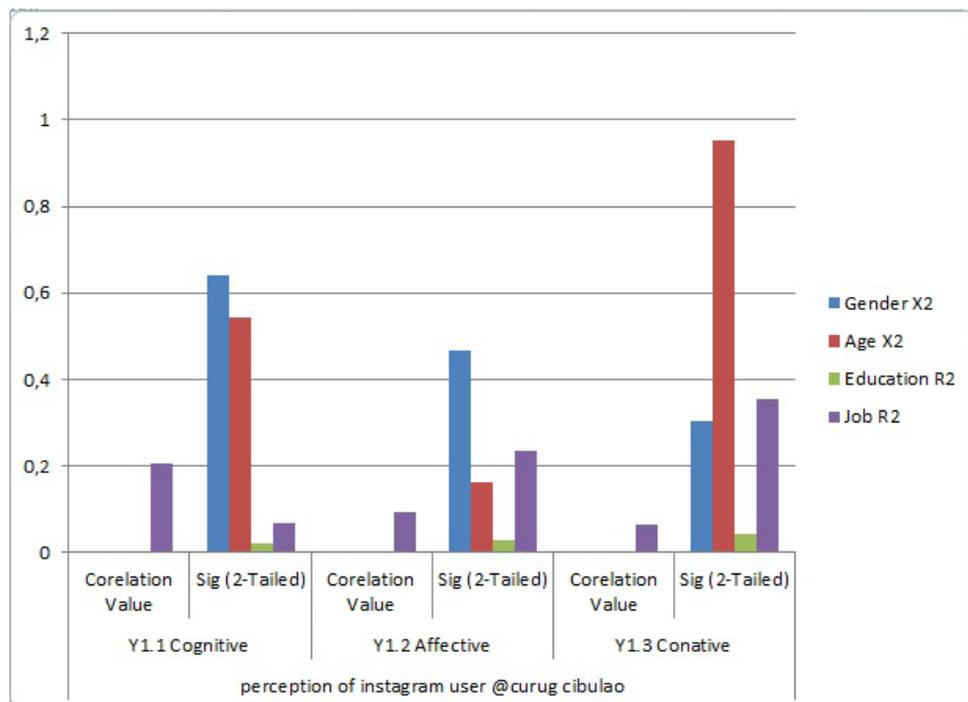


Figure 1. The relationship between job indicators and perceptions of Instagram users

4. Conclusion

The conclusion of the research that has been done to answer the problem formulation and research objectives, the results obtained are as follows:

1. Characteristics of users of the Instagram social media account @curug_cibulao with the majority gender of Instagram social media users being 55 respondents, while 45 female respondents with an age range of 21-30 years. The majority of users of the Instagram social media account @curug_cibulao have undergraduate education levels with jobs as entrepreneurs.
2. The perception of users of the Instagram @curug_cibulao social media account is high. This is indicated by the average value in the interval 3.43 – 4.23. This shows that the perception of users of the Instagram social media account @curug_cibulao is good about *Curug Cibulao*.
3. There is a relationship between the characteristics of users of the Instagram social media account @curug_cibulao, namely education indicators with the perception of users of the Instagram social media account @curug_cibulao, but it has no relationship with gender, age, and occupation.

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