A Review of YouTube for Tourism Promotion in Indonesia

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Abstract

Currently, YouTube as one os popular social media platrom is something that has potential as a medium for tourism promotion. This is because YouTube is a social media that has the second largest number of users, it can also be an effective media for promotion since YouTube displays visual and audio that are considered to be attractive. Hence, it can contribute to grow and increase the interest of tourists to visit. This has been proven by several countries that tourism sectors have become famous since the videos uploaded through the YouTube. There are several things that must be considered by Indonesia in making tourism promotional videos. Therefore, this paper presents a review on the usage of Youtube as platform for tourism promotion made by many scholars in Indonesia. This paper further presents a discussion on what should tourims business player should do on their YouTube promotion channel. Finally, we present open problems for future research recommendations.

Keywords: Youtube; Promotion; Tourism; Indonesia.

1. Introduction

Along with the development of technology, nowadays people tend to look for things including tourism or tourist destinations via the internet. Social media is now one of the mediums used by most people to communicate with others. Indonesia is included in the nomination of the 5 largest social media user countries in the world. This proves that most Indonesians already have social media. Until now, there have been various kinds of social media with a variety of interesting features. One of them is YouTube. YouTube is a social media platform that can be used as a place to share videos (video sharing) with fellow users in the world. In addition, because for Youtube it is necessary to use the internet. Hence, it can be said that YouTube provides more diverse information when compared to television.
Another advantage of YouTube is that YouTube can be accessed through a variety of internet tools or media, including cellphones, computers, laptops / PCs, tablets, even now YouTube can be accessed via television or smart television [1]. Hence, it is not surprising that nowadays people open YouTube more often than television because YouTube can be accessed anywhere, anytime, and through anything. Even some shows that are broadcast on television are generally uploaded on YouTube. This is the impact of the internet that can be felt through social media. YouTube is a social media that has the potential to be used as a media or means of promotion [2,3]. Because using YouTube doesn't have to pay a lot of money. It's just that you have to pay attention to the quality of the video or the visual appearance [4]. Not only that, YouTube can also spread information about a tourist area with video shows which can convey information through attractive visual and audio displays. Hence, that it can attract tourists to visit a new tourist destination.
Along with the development of technology, nowadays people tend to look for things including tourism or tourist destinations via the internet. Starting with selecting the object to be visited. Of the many tourist destinations that exist in an area, generally tourists tend to
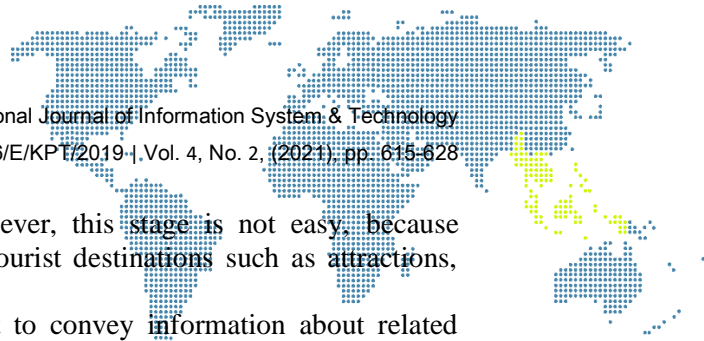
select before deciding to visit a destination. However, this stage is not easy, because detailed, clear and reliable information related to tourist destinations such as attractions, facilities and prices is needed.

In business, promotion is known as an attempt to convey information about related matters as well as persuade potential customers or target markets. Tourism promotion has been carried out in various ways, some are conventional, and some online. Conventionally, among others, such as through television, radio, exhibitions, brochures or pamphlets and so on [5,6]. Meanwhile, online promotion is a method that has recently been used, one of which is through social media.

This method of promotion through social media is indeed relatively new and it seems that it has begun to attract tourism industry players to participate in promoting through social media. This can be proven by the number of tourist destinations that already have their own social media accounts. According to data from the Indonesian Digital Report 2020, there are around 160 million active social media users recorded. This number exceeds half of Indonesia's population of 271.1 million people. From this statement, it can be seen that social media has great potential as a medium for tourism promotion. Indonesian Tourism through the Indonesian Ministry of Tourism has made a tourism marketing strategy, namely Wonderful Indonesia and Pesona Indonesia. Figure 1 as following depicts the YouTube Indonesia Travel to introduce the potential of Indonesian tourism through videos uploaded through the YouTube Indonesia Travel channel.
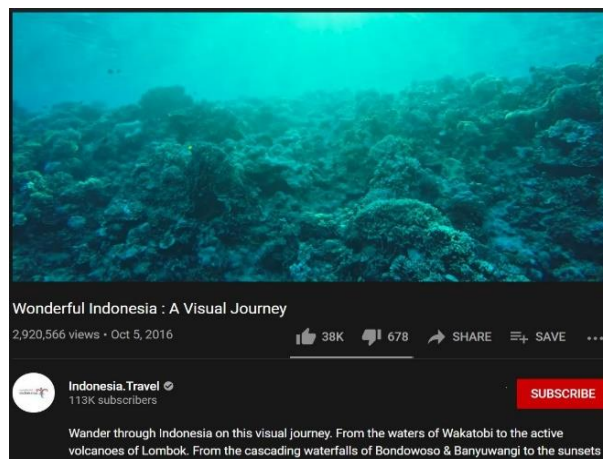
Figure 1. Indonesia Travel YouTube channel
(Source:https://www.youtube.com/watch?v=ojQbArbuN4E)

One of the social media that can be used for is Youtube. Youtube can be used as a means of promotion or advertisements in the form of videos, where via YouTube videos can be uploaded, viewed, and shared or shared with other users. However, related to this, there are several things that must be considered, one of which is the attractiveness of advertising media to the target. The attraction in question is the potential for the growth of a positive reaction from the video so that the person concerned is interested in visiting a certain tourist destination [7]. The Video of Wonderful Indonesia: A Visual Journey which has been uploaded to YouTube since 2016 by channel Indonesia.Travel Even though there are not too many viewers, it can be rated as effective because it is seen from the number of likes that is more than dislike and the comments column which on average contains positive comments. Figure 2 as following depicts, there are 4 top comments that say that Indonesia is a beautiful, safe, comfortable country, and friendly local people. And comments like that (see Figure 2) come from people who have visited Indonesia. Believe it or not, these comments will affect Indonesia's image in the eyes of other countries. This is because in general, when someone wants to take a tour, that person will do research in advance about the destinations they will visit. Moreover, if the person wants to travel outside the country

where the person lives, the research will be more detailed. Apart from positive comments, the video has also received reactions from YouTubers (YouTube users).

Figure 2. Positive comments on Video Wonderful Indonesia: A visual Journey
(Source:https://www.youtube.com/watch?v=ojQbArbuN4E)

Based on the explanation above, it can be concluded that in addition to quality, comments from a promotional video will also affect the image of a country in the eyes of the public. If the image of the country is good, it will automatically raise people's curiosity and interest in visiting or traveling to an area.

Motivated from above explanation, this paper presents a review on the usage of Youtube as platform for tourism promotion made by many scholars in Indonesia. This paper further presents a discussion on what should tourims business player should do on their YouTube promotion channel. Finally, we present open problems for future research recommendations. The rest of this paper is organized as follows: Section 2 presents the theoretical background. Section 3 presents the review results related to the main topic of this work. Section 4 presents discussion and following by open problems. Finally, Section 5 concludes this work and proposes recommendations.

2. Research Methodology

Youtube is a website that functions to share videos (video sharing). This website was founded about 15 years ago, namely in February 2005. Before 2005, almost no one knew the existence of YouTube. Youtube itself was founded by 3 former PayPal employees, namely Chad Harley, Steve Chen, and Jawed Karim. In 2004, the three of them realized that there was no platform or media that could be used as a place for sharing videos. Hence, that the idea occurred in their minds to create a medium for sharing videos. When it was first created, there was the slogan "tune in, hook up" in the sense that at that time YouTube was used as a medium for uploading videos with content that was determined to be the uploader with the aim of getting dates. But it didn't work. Hence, that the provisions of video content are removed so that users can freely upload videos.

The first video uploaded to YouTube was Jawed Karim's video which was uploaded in April 2005 with the title "Me at the Zoo" in September 2005, this video has reached 1 million views, and until now in 2020, the video has been watched by about 130 million people (see Figure 3). The 19-second video is a vlog about elephants at the Zoo in San Diego.

Figure 3. First video of YouTube channel
(Source: https://www.youtube.com/watch?v=jNQXAC9IVRw)

But after a year of travel, in 2006 Youtube was bought to be taken over or acquired by Google with a value of more than 1.65 billion US dollars. At that time, Google acquired it because YouTube had great potential, and it's true that YouTube is now known to many people because it is the most popular video site among the public.

Until now, there have been around 500 hours of content uploaded on YouTube per minute. Hence, if you count there are around 720 thousand hours of content uploaded by YouTube every day. This is supported by the increase of 2 billion users per month. Youtube is the second most visited site after Google. Hence, it is not surprising that YouTube users will continue to grow with time.

Apart from being able to see the number of likes, dislikes, and comments from a video, on Youtube we can find out how many people have watched a video. This feature is of course very helpful for promotional activities. Currently, the video with the most viewers is the video clip of the hit song Fonsi and daddy Yankee with the title "Despacito" with a total viewer of more than 7 billion (see Figure 4), and will probably continue to grow over time. The location for shooting the video clip is in Puerto Rico. Indirectly the video clip "Despacito" has promoted Puerto Rico. Because the lyrics of the song explain a little about Puerti Rico. Apart from the lyrics of the song, the shooting in the video was also very interesting, highlighting the natural beauty and other attractions of Puerto Rico. This will certainly provoke the curiosity of tourists. And that is proven by the increase in the number of tourists by around 10 million people after uploading and viral video clip "Despacito".

In 2017 Luis Fonsi was crowned the Ambassador of Tourism for Puerto Rico, for making Puerto Rico popular internationally thanks to his "Despacito" video clip.

Figure 4. The video clip of Despacito
(Source:https://www.youtube.com/watch?v=kJQP7kiw5Fk)
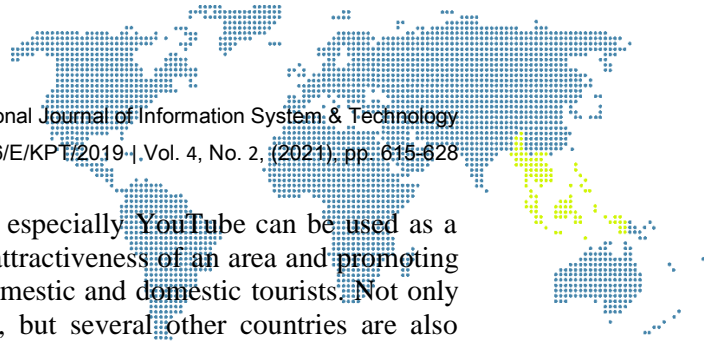
The explanation above proves that social media, especially YouTube can be used as a medium to introduce by providing information and attractiveness of an area and promoting it so that it is known and visited by tourists, both domestic and domestic tourists. Not only Puerto Rico is doing promotion through YouTube, but several other countries are also doing the same. Including Indonesia with the slogan "Pesona Indonesia" and "Wonderful Indonesia" which uses YouTube as a tourism promotion media. In addition, there are also countries that promote tourism using a strategy of making slogans. For example, South Korea with the slogan "Imagine Your Korea", Malaysia with the slogan "Malaysia Truly Asia" and so on.

If a country has taken a serious tourism promotion, it indirectly provides information that the country is willing to accept international visits. Hence, it can be interpreted that the country feels ready in various aspects of tourism, such as tourist attractions, provision of facilities for tourists, accessibility, and so on.
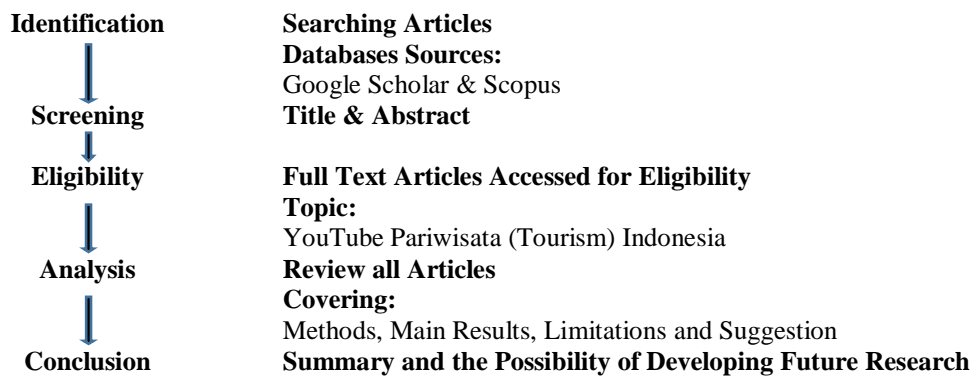
3. Results and Discussion

3.1. A Review of YouTube for Tourism Promotion in Indonesia

This section presents a review of YouTube for tourism promotion in Indonesia. The sources of literatures are mainly on scientific publication from local journals and few numbers from international journals. Meanwhile, they are collected through Google Scholar platform as well Scopus database under a specific keyword, i.e., a combination of the following keywords:

YouTube + *Promosi* (Promotion) + *Pariwisata* (Tourism) + Indonesia

As a result, there are 26 related works collected. The range of the publications is from 2015 to 2020. The procedure of the colllection method is depicted in the following Figure 5.
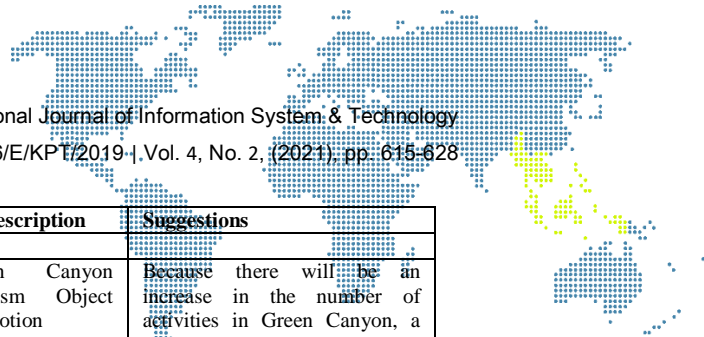
Identification	**Searching Articles**
	Databases Sources:
	Google Scholar & Scopus
Screening	**Title & Abstract**
Eligibility	**Full Text Articles Accessed for Eligibility**
	Topic:
	YouTube Pariwisata (Tourism) Indonesia
Analysis	**Review all Articles**
	Covering:
	Methods, Main Results, Limitations and Suggestion
Conclusion	**Summary and the Possibility of Developing Future Research**

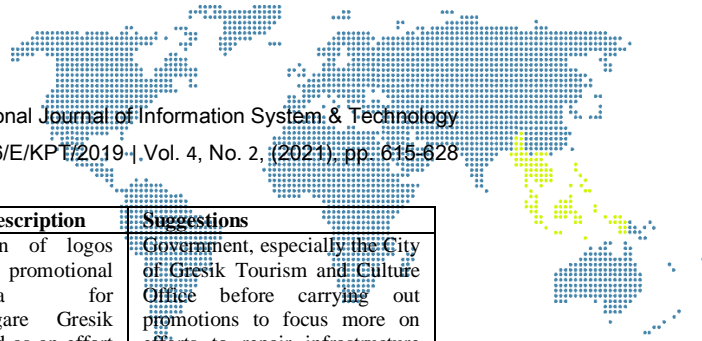**Figure 5.** The procedure of the articles colllection method

By applying procedure of the articles colllection method as depicted in Figure 5 above, Table 1 as follow described a summary of the review results.

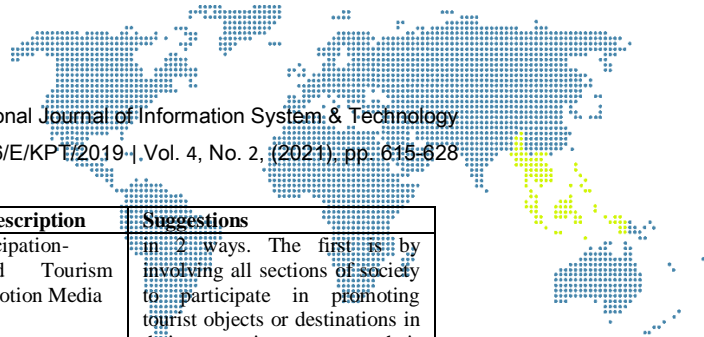**Table 1.** A summary of review results

Authors & Year	Location	Method	Description	Suggestions
So, *et al*., (2015), Ref [8]	Ambon City	Qualitative methods have been used in this study. Where direct survey and interview are used as the two main components of the study.	Designing a Culinary Tourism Promotion Video. Then the Ambon City tourism promotion video can be watched through social media such as YouTube and Instagram.	We recommend that you plan the data for the shooting process in advance so that the video shooting process will be effective. In addition, more videos are taken so that there is a backup so that the results are maximized. And in using fonts, it's a good idea to choose a more attractive font so you don't bore the audience.

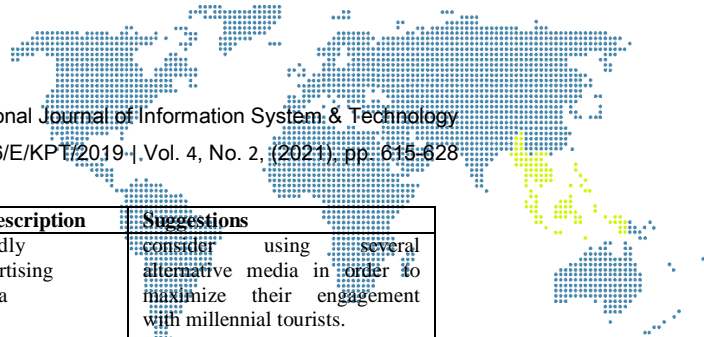| Authors & Year	Location	Method	Description	Suggestions
Soedarso, *et al*., (2015), Ref [9]	Pangandaran, West Java	In this study, a qualitative method approach was used by collecting interview data, literature studies and direct observation data using a SWOT analysis of the tourist area.	Green Canyon Tourism Object Promotion Design.	Because there will be an increase in the number of activities in Green Canyon, a more extra and effective promotion is needed. And to be more effective, it is better if you take pictures using a model as an object to make it more interesting. Besides, using a model can also simultaneously describe activities or activities that are in Green Canyon. Hence, that it can increase tourist interest.
Tahyudin, *et al*, (2015), Ref [10]	Banyumas Regency, Central Java		Tourism Object Promotion Innovations Using Augmented Reality (Ar) Technology Through an Android-Based Screen.	The Government of Banyumas Regency is improving infrastructure and facilities for road access to tourist attractions to facilitate tourists as one of the actions in developing tourism in Banyumas Regency. In addition, AR technology can also be used as a promotional medium. Hence, it is hoped that it will attract tourists to visit tourist destinations in Banyumas.
Priyatmanto, *et al*. (2015), Ref [11]	Madakaripura Waterfall, Probolinggo, East Java	Using qualitative data analysis methods which are then produced in the form of narrative text so that it is easily understood by readers	Designing Media for Promoting Madakaripura Waterfall Tourism Objects to Increase Brand Awareness.	It is better if the idea of planning the Madakaripura Waterfall Tourism Object is carried out optimally. Hence, that the Madakaripura Waterfall Tour can be known and visited by tourists.
Ashari and Suprayogi, (2015), Ref [12]	Kota Baru Regency, South Kalimantan	In processing data, this study uses literature study and data analysis methods.	Web-Based Tourism Geographic Information System Application in Pemalang Regency.	To find out and predict the problems that occur in making webgis, it is better if you do a maximum and in-depth literature study.
Putra and Yudani, (2015), Ref [13]	Semarang City, Central Java	In this study, data and information collection was carried out by several methods, namely observation and interviews.	Designing a Semarang Street Food Promotion Video to Support Tourism in the City of Semarang.	For final project students, you should choose a promotional video for Street Food Semarang as the theme of the final project, because this theme is an interesting theme to discuss.
Nugraha, (2015), Ref [14]	Subang Regency, West Java	In his research, to obtain information, the author uses the website of the Subang Regency government by using descriptive analysis methods.	Utilization of the Internet as a Development Communication Media in Subang Regency.	It is better if the Subang Regency Government seriously uses the internet or social media as a medium of communication and tourism promotion in Subang Regency.
Ismail, *et al*., (2016), Ref [15]	Kotabaru Regency, South Kalimantan	This research uses data analysis method and literature study	Videography-Based Coastal Tourism Promotion Design as Efforts to Introduce Tourism in Kotabaru Regency, South Kalimantan	Managers should take advantage of the internet and social media for maximum promotional activities so that tourist objects can be recognized by the wider community.
Putri, *et al*., (2016),	Mengare	The author uses	Education-based	There is a good idea for the

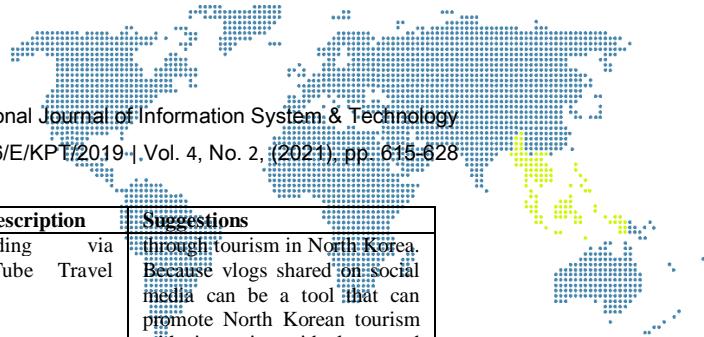| Authors & Year	Location	Method	Description	Suggestions
Ref [16]	Gresik Island, East Java	several methods including literature study methods, observation and interviews in his research.	design of logos and promotional media for Mengare Gresik Island as an effort to introduce historical tourism.	Government, especially the City of Gresik Tourism and Culture Office before carrying out promotions to focus more on efforts to repair infrastructure and facilities in tourist objects first.
Maulani, *et al.*, (2016), Ref [17]	Tangerang City, Banten	This research was conducted by analyzing existing problems, collecting data, and analyzing production concepts and designs.	Development of Tangerang City Tourism Promotion Media in the Form of Digital Videos at the Porparekraf Office.	It is better if the promotion using video making is carried out continuously and consistently in order to provide information as well as introduce the diversity of tourism destinations in Tangerang City.
Santosa, *et al.*, (2016), Ref [18]	Sidoarjo, East Java	In this study, qualitative methods were used, such as processing the results of observations and interview data	Designing Destination Branding for Bags and Luggage Industrial Centers for Shopping in Tanggulangin	It is better if in addition to making interesting programs, the government also builds various supporting facilities. Hence, that it will indirectly increase the interest of tourists to visit.
Fauzi, (2016), Ref [19]	Sei Mempura Village	because it uses several stages, including making documentary films, interviewing local agencies and producing research results, this research uses descriptive methods.	Strengthening Ecotourism Information Through Documentary Films in Sei Mempura Village.	In order to provide certified benefits to the community, it is better if research in each region can be exposed through various media including social media.
Mawardi and Pangestuti, (2017), Ref [7]	South Korea	In this study, data collection methods were used by distributing questionnaires to each person or group, either the treatment group or the untreated group.	Influencing Interest in Visiting Korea Based on Perceptions of Imaging Your Korean Video Ads on Youtube Accounts	Videos such as Imagine Your Korea advertisements can be used as a source of inspiration to attract tourists to tourist destinations in Indonesia.
Prasida, (2017), Ref [20]	Semarang City, Central Java	This data uses a mixture of qualitative and quantitative methods. Because in obtaining information for his research the writer conducted direct interviews with sources and distributed questionnaires to the people of Semarang City.	Designing a Promotional Video for Low Poly 3D Animation of Religious and Cultural Tourism "Come on a Tour to Semarang".	Religious and cultural tourism in Semarang City must always be promoted to the community through social media such as YouTube, Instagram and Facebook. Because besides being easy, it can also encourage the interest of the people of Semarang City and outside the city to visit cultural and religious tourism in the city of Semarang.
Bermana, *et al.* (2017), Ref [21]	Bukit Tinggi, West Sumatra	In this study the authors used a method by making anamasi video that raised Bukit Tinggi Tourism.	Visual Communication Design as a Tourism Promotion Media.	In an effort to increase the volume of tourists in the City of Bukit Tinggi, it is best to build facilities and infrastructure for infrastructure, information, and promotion.
Romadhan and Rusmana, (2017), Ref [4]		This study uses a descriptive research method with a qualitative	The Potential of Social Media as a Means of Community	In carrying out regional promotion through social media, community contribution is also needed. This can be done

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Authors & Year	Location	Method	Description	Suggestions
		approach	Participation-Based Tourism Promotion Media	in 2 ways. The first is by involving all sections of society to participate in promoting tourist objects or destinations in their respective areas on their respective social media. However, if there are people who are still unfamiliar with social media, it is advisable to attend counseling or socialization. Try to convey information and material as interestingly as possible and in accordance with the conditions in the place, so that the material presented can be received optimally by the community.
Azzahrani, (2018), Ref [22]	Indonesia	This research used a qualitative descriptive method.	The Marketing Communication Strategy of the Indonesian Ministry of Tourism in Pesona Indonesia through YouTube	One of the reasons the Indonesian Ministry of Tourism considers YouTube as the most effective promotional media is due to the breadth of video messaging, low cost, and convenience. In addition, nowadays many young people are using YouTube. Hence, this really supports the promotional activities carried out by the Indonesian Ministry of Tourism through social media YouTube.
Utomo and Hutahaean, (2018), Ref [23]	Tangerang City, Banten	In this study, the authors used several methods, including data collection methods, including field research, library research and laboratory research	The Effectiveness of Popularizing Tourist Attractions in Tangerang through Youtube Social Media	It would be better if more people are aware of the importance of promotion, so that there will be more people, especially Tangerang people who make promotional videos both containing news and videos containing information about Tangerang.
Widiastuti and Nurtanzila, (2018), Ref [24]	Indonesia	The author uses content analysis as a method in his research by making valid conclusions.	Read Indonesian imagery in the Ministry of Tourism's audio-visual archive.	The formulation of Indonesia's image that has been promoted at the international level is the slogan Wonderful Indonesia that has been set by the Indonesian Ministry of Tourism since 2011. With the slogan Wonderful Indonesia, it is hoped that it can strengthen Indonesia's nation brand so that it can strengthen public trust globally.
Fakhriyan Noor, (2018), Ref [1]	New Banjar City, South Kalimantan	This research is an experimental study using a qualitative approach method.	Use of Tourism Promotion Videos Via YouTube to Increase Tourist Visits to Kota Banjar Baru	It is better if the government, especially the South Kalimantan Provincial Tourism Office, should further promote tourist areas that are not well known to many people. Video videos made for promotion should also be considered for their quality, both content, resolution and duration. In addition, the government is also expected to increase cooperation with outsiders who are well-known in social media along with the promotion of social media which is used as a medium for promotion among the wider community.
Hakim, (2019), Ref	Indonesia	In this study, the	Millennial Tourist	It is better if DMOs can

Authors & Year	Location	Method	Description	Suggestions
[25]		authors used a descriptive qualitative approach, namely by connecting the preferences of millennial tourists with the right promotional media.	Friendly Advertising Media	consider using several alternative media in order to maximize their engagement with millennial tourists.
Alam, (2019), Ref [26]	Bulukumba Regency, South Sulawesi	In compiling this research, the identification of the utilization process was carried out using the method of observation and also interviews through social media by the Bulukumba Regency government.	Bulukumba Regency Tourism Promotion Strategy Through Social Media Bulukumba Tourism Promotion Strategy Through Social Media	From the results of this study, it can be concluded that Bulukumba Regency, both the tourism and communication and information offices, does not have a tourism promotion strategy through social media.
Prastiyanti and Yulianto, (2019), Ref [27]	Yogyakarta	Qualitative descriptive analysis by conducting observations, interviews, documentation, and literature study is the method used in this research.	Media Promotion at the Yogyakarta Special Region Tourism Office in Increasing Tourist Visits	There are various media used by the province of Yogyakarta in promotional activities, including advertising through print, electronic and social media as well as public relations with the holding of various events in Yogyakarta.
Prawibowo and Purnamasari, (2019), Ref [28]	Indonesia	This research was conducted using a qualitative descriptive approach.	The Strategy of Indonesian Ministry of Tourism in Wonderful Indonesia's Branding Through Social Media	It is proven that the number of domestic and foreign tourists who come can increase because of the Wonderful Indonesia branding through social media carried out by the Ministry of Tourism.
Andhika, (2020), Ref [29]	South Kalimantan	To provide an overview of the events that occur during the actual research and to understand the behavior, actions, perceptions, actions, etc. experienced by the research subjects, qualitative methods are used in this research.	Use of Tourism Promotion Videos via YouTube to Increase Tourist Attraction to South Kalimantan Province	It is better if the South Kalimantan tourism office uploads more promotional videos for tourist destinations that are not widely known by others. And in making videos to upload on YouTube, try to make them separate, focusing on the attractiveness of each tourist destination with a longer duration.
Fahrudin, et al., (2020), Ref [30]	Indonesia	In this study the authors identified the activity of netizens who interacted in the YouTube comments column.	Effectiveness of Youtube Video "Wonderful Indonesia: A Visual Journey" as a means of promoting Indonesian tourism	Based on this research, it can prove how effective the video "Wonderful Indonesia: A Visual Journey" is as a means of promoting Indonesian tourism
Herawati and Padmi, (2020), Ref	North Korea	In this study the authors conducted	North Korean Tourism: Nation	Social media can become a medium for branding the nation

Authors & Year	Location	Method	Description	Suggestions
[31]		an analysis of video blogs or vlogs about North Korea uploaded on the Youtube site.	Branding via YouTube Travel Vlog	through tourism in North Korea. Because vlogs shared on social media can be a tool that can promote North Korean tourism with its unique ideology and outlook on life.

From Table 1 above, promotion is the activity of communicating a product to potential customers and persuading potential customers to buy or use a product or service. Hence, that tourism promotion is an effort in communicating tourist destinations that include attractions, facilities and so on to the public with the aim of fostering interest in visiting the area. Thus, promotion has an effect on the increase or decrease in the number of tourists who come to a certain destination. Based on the Table 1 above, it can be concluded that social media has considerable potential as a promotional medium. This is because social media is generally more practical to use and it is noted that many Indonesians have become *netizen* (internet citizens) or people who are active on social media. In addition, social media has long been used as a means of disseminating information via the internet. There are lots of social media that can be used as promotional media through the internet, such as Facebook, YouTube, Instagram, Twitter, websites, and many more.

Promotion through social media is supported by Marketing 4.0, which is moving from traditional to digital. And the character of social media itself is always to form a network with its users. Hence, social media itself is present in society as a medium for users to be able to connect online using technology. In the scope of tourism, the Indonesian Ministry of Tourism has used social media as a promotional medium, one of which is YouTube. Youtube is a social media that was created in 2005 with the main concept of video sharing using the internet. Youtube has the potential to be used as an effective medium for tourism promotion. Because the messages conveyed can be spread and received faster, easier, and also cheaper because of the minimal cost when using the internet. This is also supported by the number of young people who access YouTube as a medium of information. In addition, YouTube content is also in the form of visual and audio and can also be added with subtitles or descriptive text as a complement so that the resulting content becomes more complete and the delivery of messages becomes effective.

Since 2014, the Indonesian Ministry of Tourism has made a marketing or promotion strategy in the scope of tourism, namely with the slogan "Pesona Indonesia" for the reach of the archipelago with the aim of attracting local tourists to travel in their own country as well as marketing the tourism potential that Indonesia has. Hence, that the Indonesian people become more aware that Indonesia has a charm that is not inferior when compared to other countries. The purpose of making Pesona Indonesia branding is to market tourism owned by Indonesia with 10 potential domestic tourism destinations prioritizing domestic tourists, and with the aim of increasing domestic tourist visits to travel in their own country, as well as making Indonesians aware that Indonesia has a charm that is not inferior if compared to other countries. Meanwhile, Wonderful Indonesia Branding is made with the main objective of introducing Indonesia's tourism potential, natural beauty, culture and so on to various countries or into the international sphere with the hope that it will increase foreign tourists in the future.

Based on the review results in the Section 3 above, several subsequent research recommendations for potential of future directions are confirmed as follows:

a. Video Duration

Duration is an important part of a video. The duration will affect how long people can capture the message conveyed via a video. However, videos often fail to convey messages simply because the duration is too long or too short. For a one-minute tourism and travel promotional video it's too little to convey information. By default, the ideal time or duration suggested is around 3-5 minutes. We must also pay attention not to let the video be too long, because a promotional video that is too long will cause boredom when watching.
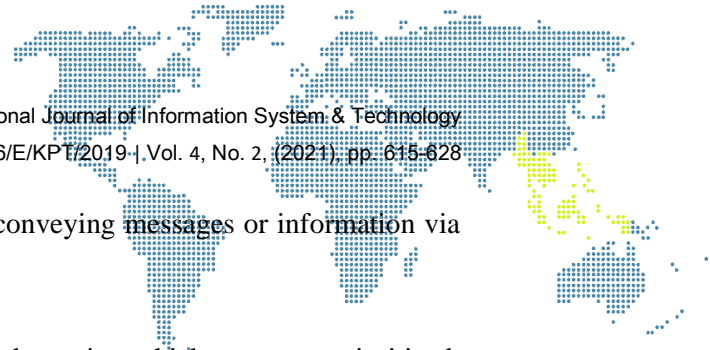
Meanwhile, videos that are too short tend to fail in conveying messages or information via video.

b. Video Quality

It is better if making a video should be able to determine which parts are prioritized, which means that it must be in the video. Try to put the priority part in the first 10-30 seconds. Because generally the audience will decide whether to continue watching the video or not, it depends on the first 30 seconds of the video. Besides that, you can also add a model as a complementary object to the video so that it can simultaneously describe the activities and activities that can be done in a tourist destination. Hence, that it will grow the interest of tourists to visit. Apart from content content, resolution can also affect the quality of a video. It is better if you take video that you pay attention to the resolution by maximizing the use of professional tools such as cameras, and so on.

c. Tourist Location Infrastructure

We recommend that before doing tourism promotions through videos which will later be uploaded to social media such as Youtube, we must first fix the existing infrastructure and facilities in a tourist destination. In order to increase the interest of tourists to visit. Apart from creating a good image, later on, good infrastructure will also make it easier for tourists to visit these tourist destinations.

d. Increase the Production of Tourist Location Videos

Indonesia is rich in tourism potential, but only a few are well known and known by the public. Hence, to overcome this, it is better to do an effective promotion by paying attention to the important elements in making videos as mentioned in the previous points. Hence, there is a big chance for the place to be known to the wider community. Hence, that it will foster the interest of tourists to visit new tourist destinations.

e. Consistency of Video Upload Time

Consistency in uploading videos is also needed to ensure the existence of a tourist destination in the minds or minds of the public. If uploading a video is only done once a year, it can be said to be less effective. Given that Indonesia has a lot of new tourism potential, and generally within a year there will be the latest updates regarding events held in a tourist destination. Hence, to upload videos at least once every two months and try to make a documentation every time there is a certain event in a tourist destination so that it can be used as a promotional event so that a destination is not forgotten among the wider community.

f. Promotion on a community basis

Social media has great potential as a medium for tourism promotion. But the problem that often occurs is how the social media used for promotion can be recognized by many people and have many followers or subscribers so that more people receive published content. This is one of the reasons tourism promotion is often integrated with other electronic or conventional media such as radio, television and newspapers. However, there is another solution to overcome this problem, which is to involve the community in promotional activities. To involve the community in promotional activities, several efforts can be made, including involving the community to promote tourist attractions through their respective social media. Plus, Youtube provides freedom in creating content so that personal vlogging can also be used as a promotion that is uploaded via YouTube social media. For example, a social media user comes to visit a tourist destination, then that person creates content to be uploaded to the YouTube social media account. Then the followers or subscribers will automatically see the video. Then if the followers or subscribers are interested, they will visit the same tourist destination, and also do the same thing with the first person. You can imagine if this happens repeatedly, then the promotion

does not need to cost a lot. For example, a social media user comes to visit a tourist destination, then that person creates content to be uploaded to the YouTube social media account. Then the followers or subscribers will automatically see the video. Then if the followers or subscribers are interested, they will visit the same tourist destination, and also do the same thing with the first person. You can imagine if this happens repeatedly, then the promotion does not need to cost a lot. For example, a social media user comes to visit a tourist destination, then that person creates content to be uploaded to the YouTube social media account. Then the followers or subscribers will automatically see the video. Then if the followers or subscribers are interested, they will visit the same tourist destination, and also do the same thing with the first person. You can imagine if this happens repeatedly, then the promotion does not need to cost a lot. he will visit the same tourist destination, and also do the same thing in the first person. You can imagine if this happens repeatedly, then the promotion does not need to cost a lot. he will visit the same tourist destination, and also do the same thing in the first person. You can imagine if this happens repeatedly, then the promotion does not need to cost a lot.

g. Increase Collaboration with High Profile on YouTube

Apart from working with the community, cooperation with outsiders who are already well known on social media, especially YouTube, is also needed. This makes it possible to increase the number of viewers, because generally people who are already famous on social media already have many followers or subscribers. Hence, that it will facilitate the dissemination of information related to promotions.

4. Conclusion

This paper has discussed the use of YouTube for the promotion of Indonesian tourism. The video "Wonderful Indonesia: A Visual Journey" which was uploaded on YouTube in 2016 has been rated as effective even though the number of viewers and it is not too many. Still however, the number of likes is more than dislike and the average comment column contains positive comments from people from various countries who have been visited Indonesia and showed admiration for Indonesia. However, there are some suggestions related to making videos for tourism promotion in various regions in Indonesia. Making videos about tourism that are less well known is still not optimal. Hence, that unknown tours will increasingly be forgotten.

Some recommendations are: (1) Tourist destination infrastructure is the first thing that must be considered before making a promotional video. Because if you don't pay attention to infrastructure first, promotional activities will feel like a waste; (2) The next video duration, video quality and content content are the main elements in video shooting. To deal with this, careful preparation of tools and planning can be done in the act of video; (3) In addition, cooperation with outsiders who are well-known on social media is also being improved. Because the followers or subscribers of these parties will provide opportunities to maximize promotional activities. Hence, that tourism promotion can be effective and efficient.
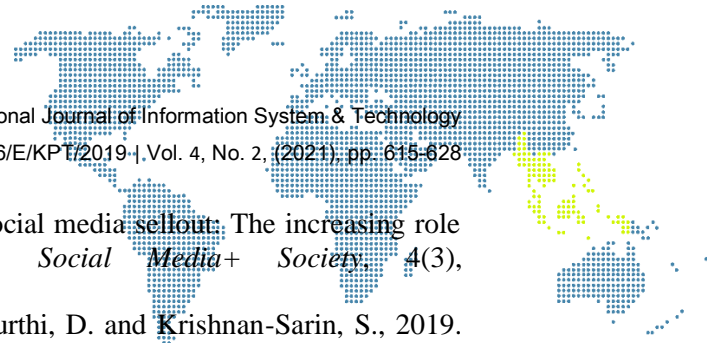
Acknowledgement

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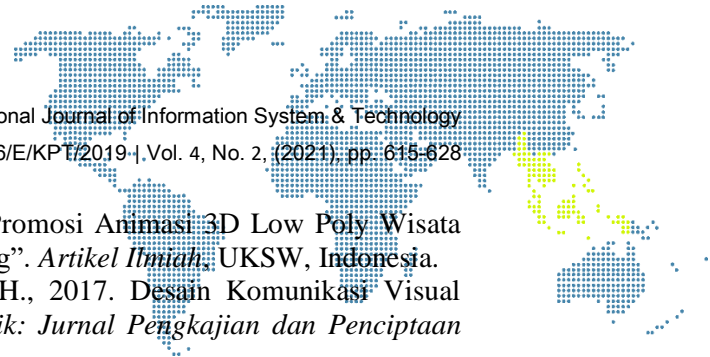
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