Production of Instagramable Content to Create a Tourist Market at the Toba Caldera Pilot Tourism Site: Parsingguran II Village, Pollung District, Humbang Hasundutan Regency National Tourism Strategic Area

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Abstract. Creating Instagramable content is a highly supported part of the strategic plan of the Ministry of Tourism of the Republic of Indonesia for the development of the tourism sector, especially the super-priority area of the Toba Caldera KSPN. One of the areas that received the highest attention was Parsingguran II Village, Pollung District, Humbang Hasundutan Regency. Examining the advantages of this village are 1) The village with the fastest development of tourism facilities in Humbang Hasundutan District; 2) Selected as one of the villages that received a visit from the President of the Republic of Indonesia, Ir. H. Joko Widodo and were awarded 3 Belgian Blue cows imported from Belgium; 3) Becoming one of the beneficiary villages for the food estate megaproject. These three things illustrate indicators that this village must be supported by various parties in developing the agricultural and tourism sectors in the future as a World Class Destination. This development process certainly does not escape from the main problems, one of which is the very weak index of resources in the field of tourism marketing. With the massive development in Parsingguran II village, this village should have stepped into the next stage, namely opening the door for tourist visits to its area. The location of urgency of this service is so that the government budget that has been given can be balanced with an increase in the human resource index that will be carried out in this community service program. The HR development index offered is the Production of Instagramable Content to Create a Tourist Market at the Toba Caldera Pilot Tourism Site with the ultimate goal of creating an economic cycle that benefits the community. The objectives of this activity are 1) To create technical visual content to attract tourist visits, because tourism development without the presence of tourists is a fatal mistake in organizing tourism; 2) to improve the quality of village human resources so that they have the ability in the field of promotion using visual tools and managing social media so that they can attract tourist arrivals. The outputs in this community service are sinta-accredited national journals, articles in the mass media, activity videos, and HKI as additional outputs.

Keywords: Content Creation; Instagramable; Tourism Market; Rural Tourism.

1. Introduction

Content with Instagramable characteristics in the scope of tourism has a very strategic positioning in leading the tourism market segment (1). With the target of recovering and restoring tourism after COVID-19, strategies for using and utilizing social media in the form of content, be it videos, films, or photos as tourism promotion media, are a priority choice for the Ministry of Tourism and Creative Economy (2). Various supports were then mobilized in the form of: A. Supporting the making of the film Trinity: The Nekad Traveler, B. Supporting the holding of national scale tourism film competitions, such as the

competition: Tourism Video & Photo Competition with the theme: Human, Nature & Culture Portrait of East Java (total prize of 42 Million Rupiah), C. Photo and video competition with the theme: West Sumatra Tourism Destinations & Infrastructure (total prize of 60 Million Rupiah), D. Tourism vlog competition and others. From the events above, it can be illustrated that the level of urgency between content and tourism is a priority issue for tourism restoration after/post-COVID-19.

Tourism restoration after COVID-19 is borne by all tourism destinations in the Republic of Indonesia to achieve the Ministry of Tourism and Creative Economy's target of 7.4 million foreign tourists each year and the target of 1.4 billion domestic tourist movements (3). This directive was conveyed directly by President Ir. H. Joko Widodo in a limited meeting regarding economic and tourism activities after the repeal of PPKM at the State Palace in Jakarta (4). Facilitating the directives of the President of the Republic of Indonesia, the preparation and readiness of national tourism strategic areas, especially areas with super priority schemes such as the Toba Caldera Area, really need to be followed up. Areas in the Toba Caldera Region that have absorbed the Central Government budget through the development of tourism destinations from several ministries such as the Ministry of Agriculture, Ministry of Environment and Forestry, Ministry of Research and Technology through the University of North Sumatra, one of these areas is Parsingguran II Village, Pollung District, Humbang Hasundutan Regency. Parsingguran II Village has an excellent track record in physical development which is still being carried out today. With the visit of President Ir. H. Joko Widodo visited this region on several occasions (5) proving that this region has a strategic future in supporting the creation of a World Class Destination. Parsingguran II Village was only prepared in 2021,

Examining the village portfolio in tourism as an existing condition of the development process from 2021 to the present, namely: A. Acquisition of community agricultural land to become tourism land to avoid land conflicts (done and completed), B. Acquisition of 1,900 hectares of forest land owned by the ministry of forestry in the area of Parsingguran II Village (done and completed/Residents can finally issue ownership certificates (SHM)), C. Construction of cliff guardrails (done and completed), Development of tourism infrastructure (toilets, electricity, pavilion, snack stalls) (has been done and completed), D. Formed a Tourism Awareness Group under the auspices of BUMDES (done and completed) and so on. This provides an indicator that Parsingguran II Village is ready to move to the next stage, namely to become a tourist-visiting location.

The strategy for attracting tourist interest has a variety of techniques that can be carried out, one of which is the visual creation of tourism content at the targeted tourism destination, namely Parsingguran II Village. Examining again, the track-record index of human resources (HR) in the field of tourism marketing, especially in the field of promotion, if drawn is within the ability range between 1 (very bad) to 5 (very good). So based on the results of the interviews we conducted at the location with informants, namely: Village Government, Customary Institutions, and Youth Organizations (about 13 informants; qualitatively; using in-depth interviews), the Human Resources index in Parsingguran II Village in the field of promotion through content creation received a score 2 is bad. The indicators presented from the results of the in-depth interviews were measured by: the availability of tools, ability to write scripts, good language skills for conveying information on content, courage to appear in videos, ability to shoot content, and ability to manage social media. Of the 6 skill indicators needed to create video/film/photo content, the overall score was poor. With a development target that is already in the stage of being ready to be visited by tourists but the index of human capabilities is very weak in the field of visual promotion, of course, this is a very concerning dilemma. Of the 6 skill indicators needed to create video/film/photo content, the overall score was poor. With a development target that is already in the stage of being ready to be visited by tourists but the index of human capabilities is very weak in the field of visual promotion, of course, this is a very concerning dilemma. Of the 6 skill indicators needed to create video/film/photo content, the overall score was poor. With a development target that is already in the stage of being ready to be visited by tourists but the index of human capabilities is very weak in the field of visual promotion, of course, this is a very concerning dilemma.

2. Method

Community service is carried out for 6 (six) months, starting from determining the location, preparing proposals, coordinating with partners, preparing training materials, and preparing training materials.

Community service activities take place from May to December 2023. Community service activities are carried out in Parsingguran II Village, Pollung District, Humbang Hasundutan Regency. The service location is approximate ± 216 Km or about 5 hours 57 minutes drive from the city of Medan by car. The results of the implementation of community service activities carried out for 6 (six) months by providing promotional media facilities for making tourist films and holding tourism promotion workshops. The target audience is:

a) The participation of the Head of Parsingguran II Village who supports all the activities of this community service program by providing a meeting place and other facilities needed.

b) The participation of Tourism Awareness Groups (POKDARWIS), Karang Taruna, and youth, as well as tourism service providers in participating as workshop participants and content creator participants. Details of Community Service activities in Parsingguran II Village, Pollung District, Humbang Hasundutan Regency include:

1. Determining the location of community service and coordination with related parties, both the Village Government, Karang Taruna, and Tourism Awareness Groups.
2. Identify the problems that are felt by the community at the community service location.

Activity 1: Identifying Tourist Attractions in Parsingguran II Village with Youth Organizations and Tourism Awareness Groups. Achievement: the community can identify tourist sites that will be content. Method: Survey and Exploration

Activity 2: Conducting workshops on understanding visual content in tourism marketing and promotion. The elements of this understanding are Pre-Production, Production, and Post-Production. Achievements: The community understands the flow of content creation. Methods: preparing Power point, preparing test materials, and test scores before and after.

Activity 3: Form concepts and storylines with the Tourism Awareness Group regarding content design as a medium for tourism promotion in Parsingguran II Village. Achievement: the community was able to design a story structure for tourism content. Methods: preparing Powerpoint, preparing concept and flow templates, preparing test materials, and test scores before and after.

Activity 4: Applying concepts, film storylines, and work support tools, together with Tourism Awareness Groups on Tourist Attractions that have been identified, designed, and mutually agreed upon. Achievements: The community can apply the story structure of tourism content at the location. Here people follow and adapt to the world of content creation because often, the content design experiences changes and dynamics in the field. Method: Field mentoring module.

Activity 5: Conducting workshops and simulations on how to edit (package) content effectively and efficiently without burdening laptop performance. Outcome: the community understands the capabilities of their content editing tool. Increasing the skills of the community in resizing the raw video produced by the camera, so that the film editing process does not take a long time. Method: Field mentoring module.

Activity 6: Conducting lectures and simulations using 5 important elements in Instagram to support Instagramable works, namely Hashtags, Locations, Mentions, Tag People, and Captions. Achievements: The community can practice good and correct promotional methods as a support for Instagramable tourism content. Method: PowerPoint, Field mentoring module.

Activity 7: Collaborating with social media accounts with large followers or followers so that promotions on Instagram social media can have a positive impact on the number of tourist visits in the future. Achievement: improving public relations in the world of social media. Here, the community collaborates with Instagram accounts that have large followers, so that tourism films are distributed massively to potential market share. Method: inviting celebgrams engaged in tourism content and becoming the main communication driver between the community and tourism content workers.

Activity 8: Evaluate the response and level of visits after promoting on Instagram media. Achievements: the public knows the advantages and disadvantages of the tourism content they have created based on the responses of celebrities and viewers on social media.

3. Findings

In this activity, the service team together with tour guides and companions conducted socialization and training on creating instagramable tourism content in the Parsingguran area as the location for the assisted village service. The training is carried out with resource persons who are reliable in their fields so that it is hoped that the training participants will be able to apply what is the main target of this training, namely the production of tourism content as a marketing medium for the Parsingguran II tourist area. This training also presents photography and digital content creators in verbal collaboration with the owner of a highly influential tourist account on Instagram, namely Sumut Camp. The two social media are willing to cooperate with the following conditions: 1) the film created becomes temporary property for the owner of the social media account, 2) the social media owner who holds the temporary ownership rights has the right to prohibit broadcasting on other social media accounts that do not have cooperation with USU and the tour manager in Parsingguran Pollung. The following is a photo of proof of the broadcast that has been carried out by a social media account as a nature tourism partner.

Fig. 1. Instagramable content in Parsingguran II Village, Pollung District, Humbang Hasundutan Regency.

Fig. 2. Tourism Village Promotional Content in Parsingguran II Village, Pollung District, Humbang Hasundutan Regency.

Creating a tourist market at the Toba Caldera pilot tourism site, especially in Parsingguran II Village, Pollung District, Humbang Hasundutan Regency, National Tourism Strategic Area (KSPN), can involve marketing strategies that utilize Instagramable content. Here are some ideas for producing interesting and

instagramable content:

Documenting Natural Beauty: The location is known for its natural beauty, such as views of the caldera and lake. Create photo and video content featuring stunning views of nature, including sunrises or sunsets, rolling clouds, or the colors of fall. Be sure to capture interesting moments with good composition.

Highlighting Local Culture: Parsingguran II Village has a unique cultural wealth. Use Instagramable content to promote cultural events, traditions, dance, or traditional music. Take photos or videos showing traditional clothing, local handicrafts, or interesting traditional processions.

Culinary Tourism: Promote the region's specialties with mouth-watering content. Make delicious and beautiful food photos, both in terms of appearance and presentation. You can also try recording a video of the food-making process or sharing local culinary recipes.

Tourist Activities: Many tourist activities can be offered to visitors at the site, such as mountain climbing, cycling, or enjoying the lake views by boat. Create content that shows interesting experiences while doing these activities. For example, photos or videos of people cycling amidst beautiful scenery, or taking pictures of people playing in the water in a lake.

Tourism Village: Focus on daily life in Parsingguran II Village. Take pictures or videos of the activities of local farmers, artisans, or traders. This can provide a real picture of local life and appeal to visitors looking for an authentic experience.

Collaborate with Influencers: Engaging with local or regional influencers can help expand the reach of your content. Look for influencers who have an interest in tourism or culture, and ask them to share Instagramable content about the location.

Use Relevant Hashtags: Use popular and relevant hashtags in every content you upload. This will help increase the visibility of your content and reach a wider audience.

By keeping abreast of the latest trends and preferences of Instagram users, you can create interesting content, promote these tourist locations, and entice tourists to visit and explore the area. By combining attractive visual elements, cultural authenticity, and focusing on local tourist attractions, the production of Instagramable content can play an important role in creating a tourist market at the Toba Caldera pilot tourism sites, such as Parsingguran II Village, and increasing tourist interest and visits to the area.

4. Conclusion

In an effort to create a tourist market at the Toba Caldera pilot tourism sites, such as Parsingguran II Village, Pollung District, Humbang Hasundutan Regency, and National Tourism Strategic Area (KSPN), the production of Instagramable content can be an effective strategy. By producing interesting content and sharing it through social media platforms such as Instagram, you can introduce the beauty of nature, local culture, culinary tours, tourist activities, the daily life of local people, and accommodation available in the area. Some steps that can be taken to create Instagramable content include documenting the beauty of nature with stunning panoramic photos and videos, highlighting local culture through traditional events, dances, and music, promoting local culinary delights with tantalizing content, showing interesting tourist activities, describing daily life in the village, and. In addition, working with local/regional influencers and using relevant hashtags can also help increase the visibility AND REACH OF THE CONTENT.

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