

**THE USE OF SOCIAL MEDIA IN BATAM CITY BRANDING STRATEGIES
FOR FOREIGN VISITOR**



Final Thesis

**Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in
Communication Studies at the faculty of social and cultural sciences, Universitas
Islam Indonesia**

WRITTEN BY

DEA ATHASALWA WIDIARTA

20321199

**COMMUNICATION SCIENCE INTERNATIONAL PROGRAM FACULTY
OF SOCIAL AND CULTURAL SCIENCES UNIVERSITAS ISLAM
INDONESIA YOGYAKARTA**

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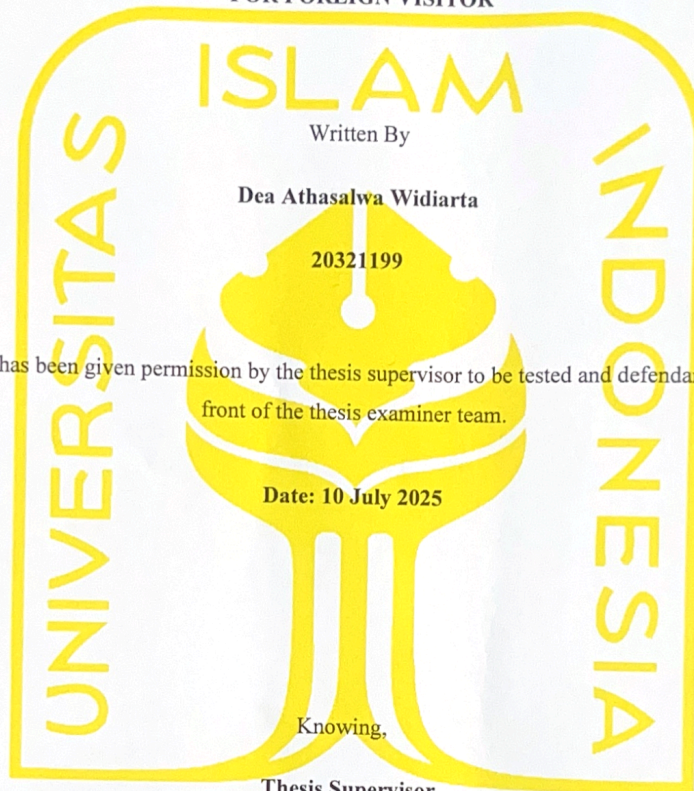
20321199

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INDONESIA YOGYAKARTA**


2025

AGREEMENT SHEET

THE USE OF SOCIAL MEDIA IN BATAM CITY BRANDING STRATEGIES
FOR FOREIGN VISITOR



It has been given permission by the thesis supervisor to be tested and defendant in front of the thesis examiner team.

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VALIDITY SHEET

THESIS

THE USE OF SOCIAL MEDIA IN BATAM CITY BRANDING STRATEGIES
FOR FOREIGN VISITOR

Written By
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Knowing,

Head of Communication Studies Program
Faculty Of Social And Cultural Sciences,
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STATEMENT OF ACADEMIC ETHICS

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Undersigned, I henceforth:

Name : Dea Athasalwa Widiarta

Student Number : 20321199

Through this letter I hereby state the following:

1. The research did not engage in academic fraud of any type throughout the completion of this thesis research, such as plagiarism, involving others' help with the thesis, or any other infraction that violates the academic ethic highly upheld by Universitas Islam Indonesia
2. Therefore, this thesis is entirely my scientific work, both as a student and researcher, not plagiarize or the work of others.
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Thus, I truly agree with this remark.

Yogyakarta, 10 July 2025

Sincerely,



A handwritten signature in black ink, appearing to be 'Dea Athasalwa Widiarta', is written over the banknote and QR code.

Dea Athasalwa Widiarta

MOTTO

“Allah does not burden a person beyond her ability.”

- Q.S Al Baqarah: 286

“Don’t let your ambition exceed the limits of your abilities..”

- Nadeo Argawinata

“The scary news is, you’re on your own now, but the cool news is, you’re on your own now.”

-Taylor Swift

“Small things make a big difference. ”

-Nadeo Argawinata

DEDICATION

I dedicate this final thesis to my beloved parents, and brothers. I would not have been able to complete this without their everlasting love, sacrifice, and encouragement.

FOREWORD

Assalamu'alaikum Wr. Wb

I would like to express my gratitude to Allah SWT for all the blessings, health, and strength that He has given me so that I can complete this thesis on time. May peace and blessings always be upon the Prophet Muhammad SAW and his family, friends, and people.

This thesis entitled "The social media strategy of Batam city for foreign visitors" discusses the social media strategy used by Batam city to attract foreign tourists to visit. This thesis is submitted to obtain a bachelor's degree from the Department of Communication Science, Faculty of Psychology and Social and Cultural Sciences, Islamic University of Indonesia.

This thesis can be completed well thanks to the love of the people I love the most. First of all, I would like to thank Prof. Dr. rer.soc. Masduki, S.Ag., M.Sc. for his guidance and assistance as my thesis supervisor. Without his continuous support and advice, this thesis would not have been completed on time and would not have been as useful as it should have been. May his good deeds be rewarded by Allah SWT.

Appreciation and gratitude will also be extended to these individuals :

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2. Mr. Dr.rer.soc Masduki S.Ag., M.Si. as the research supervisor for this thesis who provided the best guidance, direction, advice, motivation and support to the researcher in completing this thesis.

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ABSTRACT

Widiarta, Dea Athasalwa. 20321199. The Use Of Social Media In Batam City Branding Strategies For Foreign Visitor. Department of Communication Faculty Of Social And Cultural Sciences, Universitas Islam Indonesia. 2025.

This study explores the use of social media in Batam City's city branding strategies to attract foreign visitors. The Batam City Culture and Tourism Office has adopted various digital platforms—primarily Instagram, TikTok, YouTube, and the official website—as key tools in promoting tourism and enhancing the city's global image. Among these platforms, Instagram has proven to be the most effective due to its strong visual focus, interactive features such as reels and stories, and the ability to boost posts through paid advertisements. These features enable broader audience reach and increased visibility, making Instagram a powerful tool for digital promotion.

In addition to promoting tourist destinations, these platforms are also used to highlight Batam's cultural heritage, traditional cuisine, and local batik, thereby strengthening the city's identity. The city branding effort is further supported by tourism ambassadors, media partners, and influencers who contribute to audience engagement and content distribution. Notably, the roles of tourism ambassador Dinda Dwi Lestsi and influencers such as @oktosiagian, @mudamudi.batam, and @batampromotion have been instrumental in amplifying Batam's presence on digital platforms. Their contributions significantly support the government's goal of increasing international tourist arrivals through effective and consistent social media strategies.

Keywords : Social Media, Marketing Strategy, Foreign Tourists, Batam City Branding, Content Analysis

ABSTRACT

Widiarta, Dea Athasalwa. 20321199. Strategi Media Sosial Branding Kota Batam Bagi Pengunjung Asing. Prodi Ilmu Komunikasi, Fakultas Ilmu Sosial Budaya, Universitas Islam Indonesia. 2025.

Studi ini mengeksplorasi penggunaan media sosial dalam strategi pencitraan kota (city branding) Kota Batam untuk menarik wisatawan mancanegara. Dinas Kebudayaan dan Pariwisata Kota Batam telah mengadopsi berbagai platform digital—terutama Instagram, TikTok, YouTube, dan situs web resmi—sebagai alat utama dalam mempromosikan pariwisata dan meningkatkan citra global kota tersebut. Di antara platform-platform ini, Instagram terbukti paling efektif karena fokus visualnya yang kuat, fitur-fitur interaktif seperti reels dan stories, serta kemampuan untuk meningkatkan postingan melalui iklan berbayar. Fitur-fitur ini memungkinkan jangkauan audiens yang lebih luas dan peningkatan visibilitas, menjadikan Instagram alat yang ampuh untuk promosi digital.

Selain mempromosikan destinasi wisata, platform-platform ini juga digunakan untuk menonjolkan warisan budaya, kuliner tradisional, dan batik lokal Batam, sehingga memperkuat identitas kota. Upaya pencitraan kota ini selanjutnya didukung oleh duta pariwisata, mitra media, dan influencer yang berkontribusi pada keterlibatan audiens dan distribusi konten. Khususnya, peran duta pariwisata Dinda Dwi Lestsi dan para influencer seperti @oktosiagian, @mudamudi.batam, dan @batampromotion telah berperan penting dalam memperkuat kehadiran Batam di platform digital. Kontribusi mereka sangat mendukung tujuan pemerintah untuk meningkatkan kunjungan wisatawan mancanegara melalui strategi media sosial yang efektif dan konsisten.

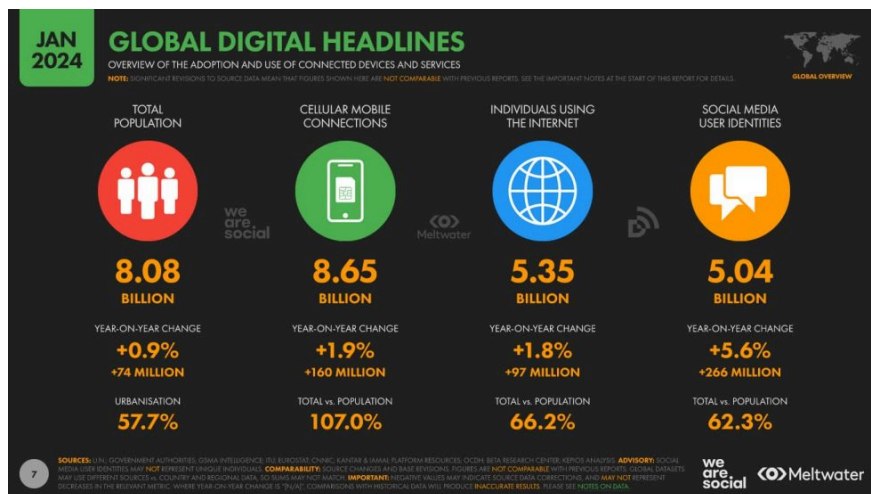
Kata Kunci : Media Sosial, Strategi Pemasaran, Wisatawan Mancanegara, Branding Kota Batam, Analisis Konten

CHAPTER I

INTRODUCTION

A. BACKGROUND

Internet use in Indonesia is experiencing a significant increase, based on research conducted by the Association of Indonesian Internet Service Providers (APJII) in collaboration with the Communication Studies Center (PusKaKom) The University of Indonesia. Survey data predict that in 2024, internet user penetration in Indonesia will reach 5.35 billion (up by 97 million or 1.8% from 2023), 5.04 billion (up by 266 million or 5.6% from 2023) are active social media users, and the number of mobile phone users will reach 8.65 billion (up by 160 million or 1.9% from 2023). This data indicates that, on average, mobile phone users in indonesia have two SIM cards.



Picture 1. 1 Number of Internet Users in Indonesia in 2024

In the increasingly digital era, the internet has become a very efficient means of communication. The role of the internet today is not only as a means of searching

for information but also has great potential as a marketing medium. Marketing that utilizes internet media is called Internet marketing (e-marketing). This presents an opportunity to leverage the internet, especially in marketing products or services globally without being limited by time and place. E-marketing is a form of technology based marketing. Therefore, social media is the right tool to be used as a forum for promoting a product or service, and other specific offerings. Several applications support e-marketing activities, making social media an essential tool. Social media marketing is an emerging trend in communication strategies.

Social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, and forums. Social media is “a group of internet-based applications that are built on the ideological and technological foundations of Web 2.0, and that enable the creation and exchange of user-generated content” (Kaplan & Haenlein, 2015). Examples of popular social media platforms include Instagram, Twitter, TikTok, and YouTube. Social media has transformed social relationships, supported by the development of information and communication technology which has changed the way individuals interact with other individuals (Astria, 2018). Social media is a prominent trend in marketing communication due to its significant influence on society and its ability to transcend boundaries of space, time, and distance, enabling communication without face-to-face interaction. Information on social media is real-time and has a significant impact on society. Several social media platforms, including Instagram, Twitter, Line, Facebook, and Youtube, support e-marketing activities. The use of social media as a means of communication and marketing is increasingly recognized, particularly as user numbers grow and expand into sectors such as the economic and tourism sector (Setiawati, 2017).

The tourism sector plays a crucial role globally. This is evidenced by the efforts of various countries in developing their tourism sectors to attract international visitors. since the establishment of the ASEAN economic community in 2015, the tourism sector has shown significant potential to become a leading sector for countries in ASEAN, especially Indonesia. Tourism is one of the largest sources of income for many regions. Indonesia's natural and cultural wealth presents significant potential to be developed to improve the country's economy. Tourism is one type of industry that can boost economic growth by opening new business opportunities, increasing income, improving living standards and supporting other productive sectors. Regions with strong tourism activities benefit economically from attracting visitors to their tourist attractions. According to Law Number 10 of 2009, tourism is an activity that receives support through various public facilities provided by entrepreneurs, the government, and the community (Marlena, 2020). A new strategy in tourism to enhance the image of a city or tourist destination is known as city branding. The implementation of regional autonomy has encouraged the government to further develop and market the advantages of the tourism sector through city branding initiatives. City branding can attract the attention of tourists by creating a unique market position and differentiation, enabling cities to build clear identities, and strong associations, and embed attributes positive to be able to win competition with other cities. City branding means excellence in making sales through tourist attractions that take advantage of the uniqueness of a city or region (Prakoso, 2020). Following the example of other regions, the City of Batam has adopted city branding to promote tourist attractions in Batam.

Batam City, the largest in Indonesia's Riau Islands Province, is comprised of Batam Island, Rempang Island, Galang Island, and several smaller islands in the

Singapore and Malacca Straits. The islands of Batam, Rempang, and Galang are connected by the iconic Barelang Bridge, a popular tourist attraction. Built to support the expansion of the Batam Authority's industrial zone, the bridge is frequently visited by international tourists. The Barelang Bridge was built in 1992 and completed in 1998. The construction of this bridge was built by hundreds of engineers from Indonesia led by the third president of Indonesia, Bacharuddin Jusuf Habibie. (Mozes, 2015). According to the Batam City Population and Civil Registry Service as of 2018, the population of Batam reached 1,329,773 people, or an increase of 234,193 people compared to three years ago. Batam is part of the Batam–Bintan–Karimun (BBK) special free trade area. Batam's strategic location plays a critical role in its economic development. Located along international shipping lanes, Batam is also in close proximity to both Singapore and Malaysia. As a planned city, Batam is one of the cities with the fastest-growing urban centers in Indonesia. When it was built in the 1970s by the Batam Authority (currently called BP Batam), this city only had around 6,000 residents and within 40 years Batam's population grew 158 times. As a result, Batam now experiences significant traffic congestion.

The enactment of Law Number 32 of 2004 and Law Number 33 of 2004 which gives greater authority to regional governments in managing their territories, has implications for the growth of responsibility and demand to explore and develop all potential resources owned by the region to support local development. The government and tourism stakeholders who are aware of the potential tourism major in Batam City are looking to explore, develop, and build tourist goods and attractions, which serve as foundational capital for the growth of tourism activities. this decision must be followed by strategic planning and efforts to enhance the potential of tourist attractions (Suarto, 2015). Tourism development is designed to attract foreign tourists

to Batam City and indirectly increase the country's exchange rate. Tourism should actively engage the community in achieving welfare objectives through the enhancement of the tourism sector. According to Batam City BPS, the number of foreign tourists who visited Batam City in August 2019 was 184,077 visits, an increase of 24.20 percent compared to the number of foreign tourists in the previous month, which was 148,205 visits. Compared with August 2018, the number of foreign tourist visits in August 2019 rose by 15.61 percent. Tourists who visited Batam City from January to August 2019 were dominated by Singaporean tourists comprised 52.57 percent of all foreign visitors to Batam City (Batam Central Statistics Agency, n.d.).

As a Free Trade Area and Free Port, Batam can become a tourist destination for both domestic and foreign tourists. By taking advantage of the various conveniences and facilities available in Batam, tourists can easily access a range of attractions. As an island surrounded by sea, Batam features several resorts that are popular tourist destinations. There are various resorts showcasing stunning natural marine beauty that tourists can enjoy. In addition to resorts, Batam Island offers breathtaking beach views, particularly at sunrise and sunset. Like many Indonesian islands, Batam features beautiful natural landscapes, while its shopping tourism also presents a compelling attraction. Even though Batam does not have very diverse tourist attractions, its strategic location ensures that visitors remain engaged. Its location along international trade routes and is a tax-free area enhance its appeal. Located in the western region of Indonesia and directly bordering Singapore and Malaysia, Batam offers strategic advantage for the Riau Islands Province. The significant potential for foreign tourist visits also makes tourism one of the leading

sectors of the Riau Islands. However, further investigation is needed into the efforts to promote the city brand, particularly through social media.

Among various social media platforms, Instagram stands out as one of the most widely used. Instagram is a micro blogging application primarily designed for photo and video gallery. Instagram was developed by Systrom and Mike Krieger, who were members of the company they founded, Burnbn Inc., until it was finally acquired by Facebook in 2012. In addition to uploading photos, Instagram allows users to edit images using various effects. Instagram enables users to share photos and videos across other social media platforms, such as Facebook or Twitter. Similar to other official Instagram accounts, @semuatentangbatam (204k followers), @batampromotion (60.8k followers), and @mudamudi.batam (130k followers) provide insights and information about tourist destinations in Batam City. The captions accompanying uploaded photos and short videos are persuasive and educational, often incorporating easily understood Malay or Indonesian language. The Instagram accounts @semuatentangbatam, @batampromotion, and @mudamudi.batam share images showcasing tourist destinations in Batam City. This information includes aspects such as the beauty and excitement of the destinations, aesthetic appeal, affordability of prices and services, as well as practical details like location, operating hours, and entry fees.

Based on the background that has been explained and the initial observations made by the researcher, this research aims to investigate the social media strategies employed by Batam City in its city branding efforts. Given this background, social media plays a crucial role in Batam City's branding strategy, serving as a platform promote the city to foreign tourists. "The government's initiative to develop Batam City by providing comprehensive facilities highlights its potential as a destination for

tourism, leisure, and business. Therefore, this research aims to find out how city branding strategies through social media attract foreign tourists to promote Batam City tourism.

B. PROBLEM FORMULATION

Based on the background and problems identification, this research aims to investigate the social media strategies carried out in Batam City to advance city branding. Thus, the primary research question is:

1. What social media strategies are employed in building city branding to attract foreign visitors to Batam City?

C. RESEARCH OBJECTIVE

This research aims to identify the social media strategies employed in Batam City to implement city branding to attract both foreign and local tourists to come and visit tourist attractions in Batam City through social media content.

D. RESEARCH BENEFITS

a. Academic Benefits

This research is expected to be useful for communication reviewers and practitioners, serving as a source for further studies. Additionally, this research can serve as a reference for communication practices on social media.

b. Practical Benefits

This research is also expected to provide valuable reference material and evaluate the social media strategies employed by communication actors in promoting Batam City's branding.

E. LITERATURE REVIEW

1. Previous Research

First, the research by Rony Dwi Putra, titled "City Branding Batam City Tourism", was published in 2013 by the Telkom Management Institute. This logo, as well as in the application of brochure media, magazine advertisements, newspaper research primarily discusses strategies to invite visitors to Batam City by designing a city branding initiative that incorporates popular Malay culture. This initiative includes elements such as local culinary specialties and handicrafts, as well as decorations and cultural elements that serve as references in media visualization. These elements comprise the Batam City Identity logo and various media applications, including brochures, magazine advertisements, newspaper ads, websites, x-banners, and other supporting materials. The goal is to assist the Batam City Tourism and Culture Office in creating a compelling identity that can enhance tourist visits to Batam City. logo as well as in the application of brochure media, magazine advertisements, websites, x-banners, banners, and other supporting media and are expected to assist the Batam City Tourism and Culture Office in designing a better identity that can increase Batam City tourist visits.

The similarities between this research and the current study is their focus on designing city branding to enhance awareness of Batam City's identity and increase tourist

visits. However, while this research emphasizes a marketing strategy that focuses more on popular Malay culture, the current study highlights a social media marketing strategy that focuses more on creating photo or video content by media partners on social media, particularly Instagram (Putra, 2013).

Second, the research by Ulani Yunus, titled "Branding Kota Batam Melalui Dimensi Multikultural", published on 2017 by Ikatan Sarjana Ilmu Komunikasi. This journal primarily discusses multicultural communication that occurs in workplaces and daily life, where individuals interact harmoniously. Batam City's branding is characterized by the strength of social bonds among its residents, exemplified by ethnic associations and cultural activities, such as those at Ceng Ho Mosque and Maitreya Buddha Temple. Thus, the city branding emphasizes multicultural dimension.

The similarity between this research and the current study lies in the use of data collection techniques, namely interviews with sources that have been determined with certain criteria. The difference between the two studies is that this research uses multicultural communication through cultural activities, represented by the mosque and monastery as multicultural icons, while the current study focuses on the role of social media which is essential for Batam City's branding strategy, serving as a platform to promote the city to foreign tourists. (Yunus, 2017).

Third, the research by Sephia Ramadilla, titled "The Influence of Social Media on Company Marketing in Batam City" which was published in 2022 by Universitas Terbuka. This research examines the impact of social media marketing and identifies the differences between offline and online product marketing.

Marketing goods and services through social media is more accessible in this digital era.

The similarities between this research and the current studies lies in the use social media as a marketing medium for Batam City's branding and the use of qualitative methods, such as interviews and observations, to assess marketing influence and social media usage. The difference between the two studies is that this research focuses more on optimizing social media for products and services in the Batam City market to market existing goods, while the current study examines how social media is used to promote Batam City to foreign tourists (Ramadilla, 2022).

Fourth, the research by Edy Yulianto Putra, titled "Batam City Social Media Strategy for Foreign Visitors" which was published in 2022 by Sekolah Tinggi Ilmu Ekonomi Indragiri. This research discusses social media marketing variables that have a significant positive effect on purchase intention, brand awareness, brand image, and brand image and analyzes the influence of social media marketing on purchase intention, its relationship with brand awareness, and brand image, in the Batam City hotel industry.

The similarity between this research and the current study is that both examine the influence of social media on foreign visitors in Batam City. The difference between the two studies is that this research focuses on advancing hospitality for foreign tourists by using advertisements on social media, while the current study aims to find out how the city branding strategy through social media attract foreign tourists to promote Batam City tourism. (Putra, 2022).

2. Theoretical Framework

A. Social Media Strategy Concepts

A social media strategy is a step-by-step preparation and summary of the strategy that will be carried out on social media and the intended outcomes (Priansa, 2017). Social media marketing strategy refers to integrated activities and organizations that transform social media communications and interactions into useful strategic tools for achieving desired marketing outcomes (Li et al., 2021). Social media marketing is a promotional activity utilizing online advertising to drive sales through various existing platforms. Businesses recognize that social media is a critical component of marketing. With careful planning, marketing and promotions can be executed more effectively. Utilizing social media to promote a product or service is an effective strategy. This approach requires minimal capital and labor. Nonetheless, social media strategies must be carefully planned to reach a wider audience. This strategy also facilitates sales, helping businesses to effectively reach their target market (Priansa, 2017).

Once a target market is established, a social media strategy can effectively gather insights about the audience, including their preferences and desires. This necessitates studying customer behavior and their purchasing journeys. After gaining a comprehensive understanding of the audience's preferences, an effective content plan can be created. This content may take the form of written materials, videos or short messages, ensuring that it accurately represents the branding objectives (Sulianta, 2015). Choosing the right platform is a very important thing to do because each platform has different characteristics. It is essential to analyze which platforms are

widely used by the audience. Correct market targeting can increase reach and maintain intense interactions, ultimately attracting a larger audience.

Social media strategy can then be carried out by analyzing the competition, identifying the strategies employed by competitors, and assessing our brand's advantages compared to other brands, including target audience alignment (Pawito, 2016). This enables effective marketing by optimizing and improving the brand's profile, ensuring that the audience perceives the brand as credible. It is important to thoroughly complete all fields in the social media profiles intended to use, such as Instagram and others. If necessary, a dedicated business account should be used. The key principle is that personal branding strengthens and reinforces brand identity. (Abidin, 2015).

Social media marketing is a marketing strategy that utilizes social media platforms. Marketing via social media is considered as more effective than traditional methods. This is because business professionals and customers can directly interact to complete customer requests. Some social media platforms offer paid advertising options to promote business products. For example, Instagram and TikTok are now social media that have experienced quite a lot of changes because these two platforms support business marketing activities by providing advertising and business account features. Every business wants to succeed in marketing to meet its Key Performance Indicator (KPI) targets. The same applies to social media marketing. Several social media marketing strategies can effectively attract customers. One key strategy is to understand target market, as this knowledge of their preferences, habits, and needs serves as a benchmark for tailoring business products. Next, determine the platform to be used for marketing. Choose a platform that aligns with the objectives of the social

media marketing strategy. For example, if targeting millennials, the suitable platform to use is Instagram. It is essential to create content that can increase engagement and shares. Develop content that fosters a sense of necessity for the products we offer (Dian, 2023).

B. The city branding concept for foreign visitor in Batam city

The Batam city government has positioned Batam as a key entry point for international tourists. One of the considerations is because of Batam's proximity to Singapore and Malaysia. Its strategic geographical location along international trade routes and cruise lines enhances Batam's visibility among foreign tourists. In its development, Batam has not only leveraged its geographical advantages adjacent to Singapore and Malaysia but has also cultivated significant economic and tourism benefits with various advantages economically and tourism. Notably, Batam is one of the few regions in Indonesia that have never experienced an economic crisis. During the 2000s, despite a decline in foreign investment across Indonesia, Batam continued to attract investors, distinguishing itself from other regions. In fact, the concept of developing special areas in Batam has been considered very good and supports the development of tourism in Batam (Sugiyono, 2014).

The local government continues to enhance tourism as a reflection of its inherent strengths. Various events and activities on a regional, national, and international scale are organized by the Batam City Government. The specific goals and objectives of organizing these activities are to establish Batam City as a tourism hub in the Riau Islands and trigger the interest of foreign visitors to come to Batam (Jeckhi, 2018).

According to the United Nations World Tourism Organization (UNWTO), international visitors are individuals who travel to a country that is not their residence, motivated by personal desire and without any intention of obtaining something in the visited country. Tourists are individuals visiting other places for a duration of up to twenty-four hours, or for periods not exceeding twelve months, for purposes such as vacation, sports, business, visiting acquaintances, missions, and others. (Herman, 2020).

City branding is also related to city planning and serves as a strategic approach for cities to establish strong positioning in target marketing, such as the positioning of a product or service. Just as marketing is inseparable from competition, so too is city branding. A city's ability to gain recognition as the best in a particular aspect relies on effective city branding, which conveys its competitive strengths and relevance. This is especially true for larger cities, which play pivotal roles in geographical relations at both regional and global levels. Has been made and conveyed as a competitive strength and relevance of the city so that the city can be widely known both regionally and globally, especially big cities have become the main actors in geographical relations both regional and global levels within a country. Every city is a different system and each of its components penetrates and intersects with each other, which is reflected in the overall impression of the urban space Creating a city identity through city branding is a challenging endeavor. The primary challenge lies in developing a coherent city image that can be protected across diverse cross-area activities with various target users, but at the same time establish communication sector-specific city image. This process is unique, as no two cities can adopt the same approach to establish their identities. At present there are still many city branding concepts in

Indonesian cities rely predominantly on the use of logos or slogans. Therefore, there is a pressing need to enhance the application of more comprehensive branding strategies (Harris 2016).

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments. Tourism is a series of activities carried out by humans both individually and in groups within the territory of other countries. Foreign tourists are visitors who visit a country outside their place of residence, driven by one or several needs without intending to earn income at the place visited and the duration of their visit does not exceed (twelve) months. This definition includes two categories of foreign tourists, namely: tourists and travelers (BPS, 2023).

- Tourists are visitors who stay for at least 24 hours but not more than 12 months at the places they visit, for purposes including vacations/recreation, sports, business, attending meetings, studies, and visits for health reasons;
- A traveler (excursionist) is any visitor who stays less than 24 hours at the place visited, including cruise passengers. - Cruise Passengers are visitors who arrive in a country by ship or train without utilizing local accommodations.

F. RESEARCH METHOD

1. Type of Research

This research will use qualitative methods to analyze and obtain information regarding the activities of social media actors in Batam City. Qualitative research attempts to explain phenomena through descriptive language rather than numerical data measurements (Salladien, 2016). Qualitative research can use a variety of methods, including ethnography, ethnomethodology, phenomenology, construction, symbolic interaction, naturalistic studies, case studies, field studies, technical work, and direct observation. The use of a variety of methods is a characteristic of qualitative research.

According to Salladin (2016), the characteristics of qualitative research can be distinguished from those of quantitative research in two main aspects: : (1) the research design used, namely general, flexible and continuous. developed, (2) the research typology used, including phenomenology, construction, grounded theory, ethnography, ethnomethodology, and case studies.

2. Research Time and Location

This research was carried out from October 2023 to January 2024. The research process started from preliminary observations of the discussed topics, followed by interviews with :

1. Drs Ardiwinata as the Head of the Batam City Tourism Office,
2. Mr Jefridin Hamid as Batam City Regional Secretary,
3. Dinda Dwi Lestari as Batam City Tourism Ambassador
4. Okto siagian as media partners and influencers in Batam City.
5. @mudamudi.batam & @batampromotion as media partners and influencers in Batam City.

This was followed by data processing, analysis, and preparation of the final research report

This study was conducted directly at the Batam City Tourism Office, located at *Jl. Raja Isa No. 21, Batam Center, Batam Kota District, Batam City, Riau Islands 29432* with a specific focus on tourist attractions frequently visited by tourists.

3. Data Collection

Data collection is an important component of the research process. Data collection is carried out to collect the data needed to achieve research objectives. According to Ridwan (2016), the data collection process involves observation, interviews, questionnaires, documentation, and literature study. Data collection is the systematic collection and measurement of data regarding important factors to answer specific research questions to assess results. To achieve the research objectives, the

researcher will use two information-gathering techniques : observation and in-depth interviews. The use of observation and in-depth interviews helps the researcher conducting qualitative research to get as close as possible to the phenomena being studied, fostering a comprehensive understanding of the individuals involved (Komariah, 2018).

A. Observation

According to Basrowi and Suwandi in “Understanding Qualitative Research”, observation is defined as a way of systematically recording behavior by observing the behavior of the individual or group being studied directly. The observation data collection technique is carried out through direct observations by the researcher on the objects being studied at the location where the events occur. This may include human behavior, phenomena, or processes of change. An observation activity can be categorized as a research data collection if it meets the following criteria:

- 1) Observations are purposefully planned for the research.
- 2) Observations must align with the determined research objectives.
- 3) Observations are recorded systematically and relate to general proportions and characteristics, rather than being presented as mere points of interest.
- 4) Observations can be verified, and their validity can be

In this research, the researcher made observations by monitoring social media strategies and city branding promotions carried out by social media actors, influencers, and tourism ambassadors, as well as the local government in collaboration with the Batam City Culture and Tourism Office. The researcher also

observed several social media channels of the Department of Culture and Tourism and media partners to find out more information about the progress of city branding in the city of Batam.

B. In-depth Interview

In an interview, a participant usually responds verbally to various questions asked by the interviewer. According to Nasution (2016), interviews serve as a data collection technique when conducting preliminary studies to identify research problems and when researchers aim to gain deeper insights from a small number of respondents. According to Nazir (2018), in-depth interviews are the process of obtaining information for research purposes using face-to-face questions and answers between the questioners or interviews using a tool called an interview guide.

In-depth interviews are primarily conducted with individual respondents, allowing for the collection of detailed data from each participant. Detailed interviews were audio recorded and transcribed so that participant comments could later be coded. This method is widely employed for gathering information and includes a framework and structure. Like other interview methods, in-depth interviews differ in terms of the roles of the interview, the role of the informant, and the method of conducting the interview are different from interviews in general. A notable aspect of in-depth interviews is that they are conducted multiple times and require considerable time investment with informants at the research location. In this research, the researcher conducted in-depth interviews with Ardiwinata, the Head of the Culture and Tourism Service; Jefridin Hamid, the Regional Secretary; Dinda Dwi Lestari, the

Tourism Ambassador; and several media partners managing Batam City's social media accounts, namely Okto Siagian, Beni Darmawan and Sayyid Muammar.

4. Data Analysis Technique

The data analysis technique refers to the process of processing data and information that has been obtained during research to obtain research results. Data analysis techniques are the activity of examining research instruments, including documents, notes, and recordings in a study (Lexy J. Moleong, 2017). Bogdan similarly explains that data analysis techniques are a systematic process of searching for and compiling data obtained through documentation, interviews, and other sources.

After data collection, the information is processed and analyzed using descriptive analysis by describing specific things into general insights. This analysis begins with examining the collected data and subsequently aligning it with relevant theoretical frameworks. Following the analysis of data obtained from the community and government, the information is processed and interpreted using a framework based on literature studies. Finally, the aim is to engage audiences based on the research findings.

CHAPTER II

OVERVIEW OF THE RESEARCH OBJECT

2.1 RESEARCH OBJECT DESCRIPTION

2.1.1 Batam City Culture And Tourism Department



Pitcture 2. 1 Batam City Culture and Tourism Departement Office

Batam City is one of the leading tourist destinations in the Riau Islands Province, not only at the national but also international level. Batam City ranks 2nd with the highest number of tourist visits after Bali. In the development of the tourism sector, indicators of the number of foreign tourist visits show an increasing trend from 2016 to 2019. Meanwhile, if the realization of foreign tourists is compared with the annual target, then only 2018 and 2019 exceeded the target, in 2018 The target of foreign tourists was recorded at 1,811,243 with a realization of 1,887,284, in 2019 the target of foreign tourists recorded at 1,919,917 with a realization of 1,947,943.

Furthermore, in 2020, due to the COVID-19 pandemic, the number of foreign tourist visits decreased significantly to 299,158 with a target of 2,100,000..

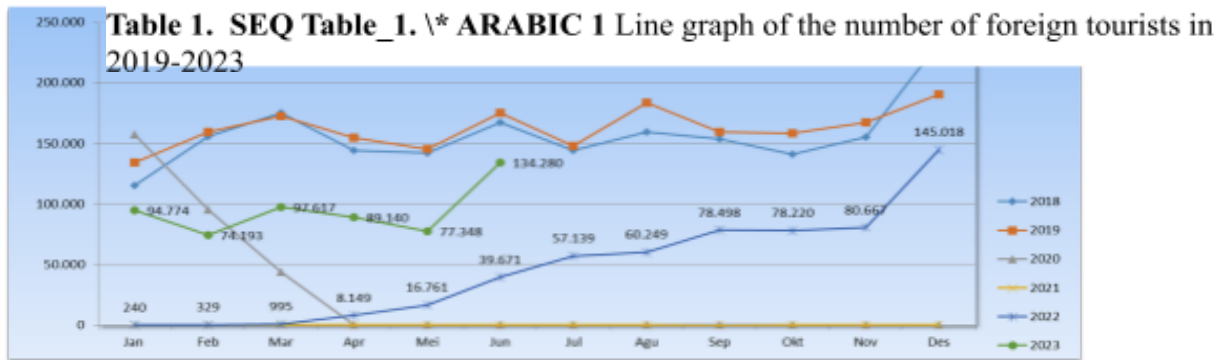


Table 1. SEQ Table_1. * ARABIC 2 graphic table of the number of foreign tourists in 2019-2023

	Jan	Feb	Mar	Apr	Mei	Jun	Jul	Agu	Sep	Okt	Nov	Des	Total
2018	115.551	155.670	175.194	144.104	142.157	167.398	144.235	159.218	153.944	141.337	155.283	233.153	1.887.244
2019	134.415	159.248	172.461	154.810	145.447	175.001	147.690	183.401	159.331	158.619	167.288	190.232	1.947.943
2020	157.306	95.270	44.078	242	233	97	83	123	362	434	459	471	299.158
2021	261	158	347	214	245	251	161	165	144	158	234	313	2.651
2022	240	329	995	8.149	16.761	39.671	57.139	60.249	78.498	78.220	80.667	145.018	565.936
2023	94.774	74.193	97.617	89.140	77.348	134.280							567.352

Table 1. SEQ Table_1. * ARABIC 2 graphic table of the number of foreign tourists in 2019-2023

Referring to Presidential Regulation Number 87 concerning Spatial Planning for the Batam Bintan and Karimun Areas, the tourism sector is one of the leading economic activities that must be developed synergistically and sustainably for regional economic development. In the 2020-2024 RPJMN, the tourism sector is also one of the sectors that is used as a focus to move Indonesia towards a country with middle-high income and Batam City is one of 11 potential tourist destinations that will be strengthened together with Bintan Regency. Strengthening potential tourist destinations is carried out to increase the length of stay of tourists and tourist

expenditure through improving accessibility, amenities, and attractions at designated tourist destinations. Not only that, Batam also has a Malay Cultural Heritage which is stipulated in Law No. 11 of 2010, 483 of 2002 concerning the designation of areas, sites, structures, buildings, and objects as Batam city-level cultural heritage in the Batam city culture and tourism office.

The Vision for the City of Batam for the 2021-2026 period was formulated by taking into account the progress achieved by the government in the previous period, various problems, and strategic issues for regional development in the future. The long-term development vision contained in the Batam City Regional Long-Term Development Plan 2005-2025 is also referred to in the formulation of this medium-term vision. So the formulation of the Batam City Vision for the 2021-2026 period is:

“TERWUJUDNYA BATAM SEBAGAI BANDAR DUNIA MADANI YANG
MODERN DAN SEJAHTERA”.

This vision contains four main visions that the Batam City government wants to achieve by 2026, namely "World City", "Civil", "Modern" and "Prosperous". The main visions "World Cities", "Civil", and "Prosperous" show three directions of development as well as the conditions to be achieved in 2026, while the main vision "Modern" shows an emphasis on the way or 'how' to achieve the other three main visions. The detailed meaning of the four main visions above is as follows: a. “Bandar Dunia” mengandung makna Kota Batam diarahkan menjadi kota industri, perdagangan, pariwisata dan alih kapal yang kompetitif dan dinamis di Asia Tenggara, serta atraktif bagi pelaku bisnis yang berpotensi menjadi "center of excellence".

A. "Madani"

This means that the development of Batam City is directed at realizing a society with character, civility, good manners, discipline, and high culture, in direct proportion to the concept of a religious civil society

B. "Sejahtera"

Means the condition of a society that is intact physically and mentally, including good conditions at the level of education, health, and income, a sense of security, independence, and being able to actualize one's potential.

C. "Modern"

Contains the meaning of an attitude, way of thinking, and way of acting that is productive, competitive, independent, skilled, and innovative by prioritizing a social order that is tolerant, rational, wise, and adaptive to the dynamics of change.



Picture 2. 2 Head of Batam City Culture and Tourism Departement

Batam City's tourism development can be focused on increasing accessibility, amenities, and tourist attractions in Batam City. Apart from that, Batam City in its current condition also has several tourist destinations that slightly illustrate the regional code of Batam City, among the existing tourist destinations are as follows:

A. Religious Tourism

As a heterogeneous city, Batam residents adhere to various religions, which is why Batam has many places of worship representing every religious sect that exists and is recognized in Indonesia.

B. Cultural Heritage Tourism

Batam is part of the Riau Lingga Sultanate, so there are many cultural heritage relics in the city of Batam. Just call it "Rumah Limas Cut" which is an authentic Malay traditional house in Nongsa. Then there is also the tomb of Zuriat Nong Isa, where Nong Isa also called Raja Isa bin Raja Ali was one of the first rulers on Batam Island. Around 1829, Nong Isa received a mandate from the Sultan of Riau and was also given orders by Muda Riau VI to rule the Nongsa area and the surrounding area. The mandate letter given to Nong Isa was issued on 22 Jumadil Akhir 1245 Hijriah or the year of Christ fell on 18 December 1829. This date was later determined as the anniversary of Batam City.

C. Culinary Tourism

With Batam's location in an archipelago, culinary tourism in Batam starts from various local cuisines, delicious western food, Japanese food, Indian food, typical Korean food, to fresh seafood dishes.

D. MICE Tourism

As a border area, many MICE activities are carried out in Batam. Hundreds of amenities are available for meeting needs, such as a ballroom with a capacity of up to thousands of people spread across various classy star hotels in Batam.

E. Shopping Tourism

With more than ten shopping centers in Batam, this city deserves to be called a shopping paradise. Various shopping needs range from fashion products and accessories, electronic devices, glassware, and typical souvenirs to various second-hand goods.

F. Marine Tourism

Slowly but surely, Batam, which is covered by hundreds of small islands, especially the Abang Island Group, continues to emerge as the leading marine destination in the Riau Islands.

G. Agro and ECO Tourism

Stretching out over fertile land and hilly natural landscapes and framed by the sea, Batam is a paradise for agro and eco-tourism enthusiasts. There are many options to enjoy, starting from exploring the mangrove forest, exploring fruit gardens, and enjoying the Batam botanical gardens

H. Historical Tourism

As an inseparable part of the glory of the Riau Lingga Kingdom in the past, Batam is full of places of high historical value. Therefore, explore historical sites, including the Tomb of Temenggung Abdul Jamal in Bulang Lintang, the Tomb of

Nong Isa in Nongsa, the former Vietnamese Refugee Camp and the Raja Ali Haji Museum and the Japanese Monument in Sembulang.

I. Sports Tourism

Golf is one of the wise options that can be chosen during a visit to Batam. Batam has 7 international standard golf courses. water sports, such as water cycling, jet skiing, banana boating, kayaking, snorkeling and cycling

J. Community Based Tourism (CBT)

The development of community-based tourism (CBT) is one of the strategies in developing the Batam tourism sector. Currently, Batam has 30 community-based tourist attractions that each present their uniqueness and characteristics. These include Ngenang Weaving Village, Pandang Tak Jemu Mangrove Tourism Forest, Bale-Bale Beach, Anak Karas Beach, Mubut Island Beach, Galang, Abang Island Marine Tourism, Arts Village, Belian Village, Mak Dare Beach, Nongsa, Mata Cat Tourism Forest, Temiang, Puncak Beliung, Harapan River, Jambu Marina Agrotourism, Sekupang Sawah Village and others.

2.1.2 Batam City Regional Secretary



Pitcture 2. 3 Batam City Regional Secretary Office

Even though it is known as an area synonymous with investment, Batam City has various potentials in other fields. Another sector or field that is now the focus of development and is one of the contributors to income for the city of Batam is tourism. However, the development of the tourism sector is not carried out without reason. As one of the very valuable regional potentials, Batam's tourism sector is projected to become more advanced and develop rapidly. That is what Mr Jefridin Hamid the regional secretary of Batam City believes. One of the reasons is because of the ability of the tourism office together with BP Batam to capture various existing opportunities. In addition, Batam's reputation, which has been known as an investment area, has also become a strong and important capital in developing tourism. Apart from having a strong belief that the tourism sector will continue to develop, Mr Jefridin Hamid also believes that tourism can be a solution when facing the threat of recession. For this reason, the Secretary immediately took concrete action to boost the tourism potential in Batam. Infrastructure development that supports tourism is not missing from the development agenda in Batam.

The regional secretariat department took part in making Batam city tourism even better. Apart from that, it is supported by the city's strategic location so that it can be used by business people, so we hope that Batam City will have steady tourism growth but must still pay attention to equal distribution of income or productivity between community groups and regions.

Apart from having a strong belief that the tourism sector will continue to develop, Mr Jefridin also believes that tourism can be a solution when facing the threat of recession. For this reason, the Batam City Government immediately took concrete action to boost the tourism potential in Batam. Infrastructure development that supports tourism is not missing from the development agenda in Batam. In 2021 at the Batam Mayor's Office, Batam Center, the Regional Secretary of Batam City, Mr. Jefridin welcomed the visit of the Secretary General of the Tourism Promotion Organization for Asia Pacific (TPO) for Asia Pacific Cities, Kim Soo-il. During the meeting, Jefridin explained various ideas, especially the world of tourism in Batam City under the leadership of the Mayor of Batam, Muhammad Rudi. The program starts with infrastructure improvements such as widening roads and building terminal two at Hang Nadim International Airport. The information is that this airport will be the most beautiful in Indonesia. Not only that, Batam will also build health tourism in the form of an international standard hospital.

Mr. Jefridin said that Batam City became a member of the TPO for Asia Pacific Cities to revive tourism in Batam City. For information, TPO for Asia Pacific Cities is an international organization that aims to develop and promote tourism in the Asia

Pacific region. He welcomed the ideas presented by the Secretary General of TPO for Asia Pacific Cities, Kim Soo-il. These include exchanges for business actors, in the fields of tourism and education. During the meeting, the Secretary General of TPO for Asia Pacific Cities, Kim Soo-il hoped that Batam would be even more productive. Moreover, Batam has joined by becoming a member of the TPO for Asia Pacific Cities.

Therefore, the tourism sector must be seen as a sector that has a developmental function that contributes to the development process, namely playing a role in increasing regional income, providing employment opportunities, accelerating income distribution, and encouraging development growth in areas that have limited natural potential. The tourism sector in Batam City is growing, among other things, due to the multiplier effect of Batam City's position as an industrial area, thus encouraging the growth of the tourism sector, especially as a tourist city which must still be optimized, especially to optimize the accessibility of Batam City, which is already quite good by increasing amenities and other tourist attractions. is in Batam City.

2.1.3 Batam City Tourism Ambassador

Tourism is one of the largest foreign exchange contributors to the country. Therefore, the government continues to strive to develop tourism in Indonesia. With tourism progressing and developing, state income will increase. Apart from that, advanced tourism will create a positive image and impact on the community, as well as be a driver for national development. Indonesia, which has a diversity of natural and cultural riches, is one of the main capitals for tourism. Abundant natural

conditions ranging from the richness of the sea, mountains, and different cultures in each region make Indonesia unique.

For this reason, a breakthrough is needed for the government in introducing tourism to the international world. This also shows that tourism in Indonesia is not only in big cities every region is starting to try to develop its tourism. The regional government (Pemda) is starting to focus on tourism, apart from providing large income for the regional government, tourism is also able to raise the standard of living of the surrounding community. Various efforts have been made by the regional government to introduce tourism, both through various print and electronic media promotions. Even taking part in tourism activities (events) held by the central government, as well as through the selection of tourism ambassadors. This tourism ambassador selection event is an activity that targets teenagers and the younger generation to become participants. There is a youth level and also an adult level, and each region in Indonesia has its regional tourism ambassador.

The selection of tourism ambassadors has become a positive phenomenon, both for the government as the organizer and the young generation as the target. The government and organizing agencies will be helped by having an icon. For the community, especially the younger generation, this ambassador selection event is a means of actualizing themselves. Of course, not everyone can be an ambassador. The selection of ambassadors is carried out through a series of strict selection processes. Considering the responsibilities that will be borne later, ambassadors cannot be chosen randomly. There are three basic criteria by which tourism ambassadors are assessed, including beauty, brain (intelligence), and behavior. These three criteria are

needed by prospective tourism ambassadors in carrying out their duties. The duties carried out by an ambassador will follow the needs of the field in which he is working.

A tourism ambassador is a figure who is expected to be at the forefront of a region in exploring or introducing the area so that it becomes part of the pulse of artistic, cultural, and tourism life. It can also be interpreted as a figure who is an icon in society who truly understands all aspects of tourism, both the object and the subject, and has several important functions, such as being a pioneer in society regarding the importance of tourism awareness, to become one of the factors in the progress of the world of tourism, to become a media tourism promotion as well as community facilities and infrastructure to get to know everything in tourism.

Being a Tourism Ambassador always comes with a variety of responsibilities that are not easy and of course very complex. The need to continue learning and honing communication skills must continue to be carried out because tourism ambassadors have a role in communicating tourist destinations in an area to people outside and within the area. Starting from destination locations, and travel instructions, to invitations to protect nature, preserve the environment, to healthy lifestyles. Has the responsibility to encourage people to have the habit of reading every day and educate them on the importance of literacy skills. Not only that, an ambassador also helps promote regional/city libraries, so that people are encouraged to come to reading places. It is hoped that he will become an agent of change or have problem-solving abilities to overcome various problems and challenges related to the field she is studying.



Pitcture 2. 4 Dinda Dwi Lestari

As a tourism ambassador for the city of Batam, Dinda Dwi Lestari actively attends various events, seminars, and other social activities. Dinda is also very active in using social media as a marketing medium for tourism potential because according to her, currently, social media makes it possible to interact more and market something without any limits of space and time. With the increasingly rapid development of the digital era, social media can be the main factor for someone making a tourism visit just by searching. Sis Dinda takes advantage of this as a tourism ambassador as well as being a content creator on a social media platform, namely Instagram. With the 47.4k followers he has, the opportunity to promote via digital can be done very easily and of course, has the effect of providing good insight

and engagement in terms of tourism marketing via social media. This is usually done by promoting tourist destinations through Instagram story posts, making video reels, and also TikTok videos that are interesting, and aesthetic and invite the eye to see the content created. This is a great opportunity for us to promote via social media (Hakim, 2023)

2.1.4 Batam City Media Partners

Increasingly, information and communication technology can be utilized by a city or region to carry out city branding activities. One of them is the use of social media which can be an opportunity as a medium for spreading city branding messages. The city branding message conveyed can shape the identity of a city and create the image that you want to convey to the public. City branding efforts are carried out primarily for tourism purposes, namely attracting visitors or tourists so that they have a positive impact on the regional economy. To find out the use of social media in city branding to increase tourism. Social media is a platform that allows people to write, share, evaluate, and discuss content (Cao et al, 2011; Wang & Wang, 2014).

Nowadays, it shows that the social media that is most widely used in tourism city branding activities is Instagram. Social media is the media of choice in tourism city branding activities because it is considered practical, has affordable costs, and is able to reach a large audience. Social media is considered quite effective in increasing tourism in several cities or regions. Social media is also able to introduce a city's identity, such as a tagline that is specifically created to describe a city or region. However, there are also failures due to a lack of management of the digital media

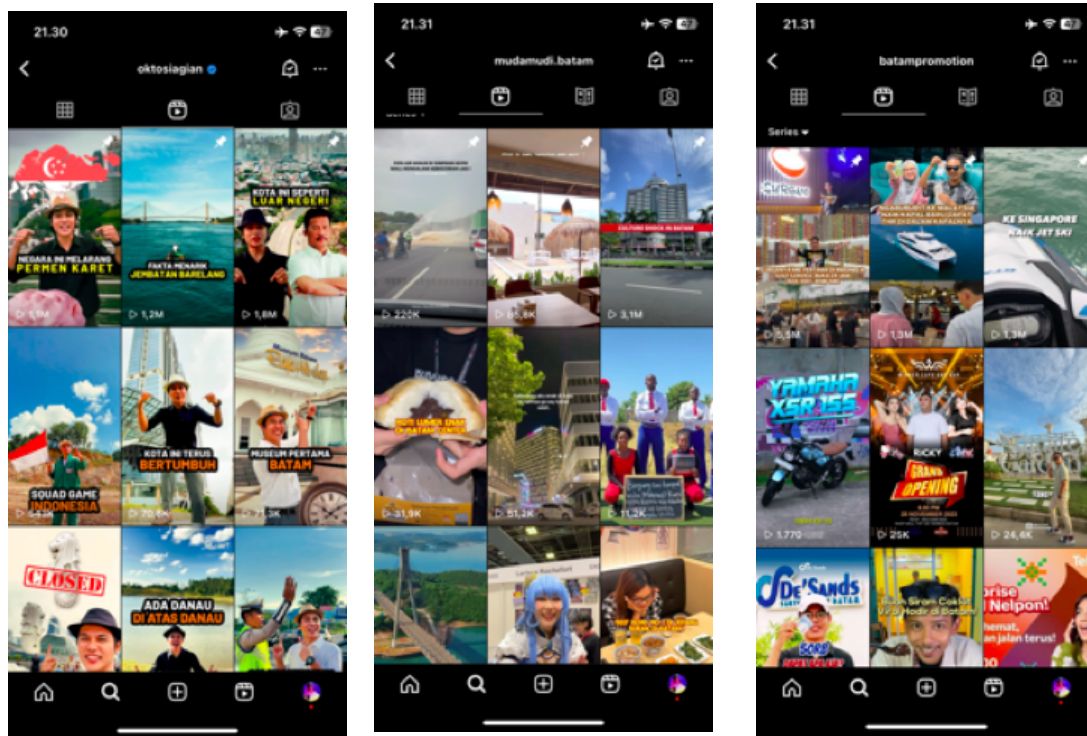
used. So it is hoped that more serious management and support from various parties is needed in utilizing social media in city branding to increase tourism. Increasingly, information and communication technology can be utilized by a city or region to carry out city branding activities. One of them is the use of social media which can be an opportunity as a medium for spreading city branding messages. The city branding message conveyed can shape the identity of a city and create the image that you want to convey to the public. City branding efforts are carried out primarily for tourism purposes, namely attracting visitors or tourists so that they have a positive impact on the regional economy. To find out the use of social media in city branding to increase tourism. Social media is a platform that allows people to write, share, evaluate, and discuss content (Cao et al, 2011; Wang & Wang, 2014).

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In the world of marketing, the role of media partners has become a marketing strategy that is currently important for entrepreneurs who are explained to be able to review a product as well and as interestingly as possible, so that it can influence their followers. Therefore, Instagram is used as a promotional tool to sell their products

through the existence of Instagram media partners and influencers. This Instagram media partner functions as a bridge and attracts attention and convinces audiences to be interested in buying their products through review content created by media partners, whether uploaded to Instagram, InstaStory, or IG Live feeds on their personal accounts (Sales, 2021).

The same thing as in the city of Batam, social media is used by media partners in the city of Batam to carry out promotions regarding city branding. With the availability of various types of social media, it is hoped that all levels of society can help the city government in carrying out city branding. The public can share information or interesting things about Batam City so they can introduce it to the wider community using their social media accounts or by sharing comments on existing media partner accounts. With advances in technology, the city of Batam certainly wants to further improve its city branding strategy, not only through official government media such as the Tourism Department website and so on, but also through social media managed by several media partners, of course, such as the Instagram accounts @mudamudi.batam, @batampromotion, @semuatentangbatam, and many more.



Pitcture 2. 5 @oktosiagian@mudamudi.batam, @batampromotion Instagram accounts

Media partners in the city of Batam have a group to discuss the promotion of any event, usually the government asks for help through them to promote city branding, so they work together in one group with influencers with the aim that the promotional media accounts they manage not only provide information about events but also everything related to Batam City starting from tourism, food, and so on. (Siagian, 2023).

One of the factors that influence the success of marketing through media partners is collaborating with influencers. By definition, influencer marketing is a way of appointing people or figures who are considered to have influence among society or target consumer segments who will be targeted and who feel they can be promotional targets for the brand. Using this method will make the influencer act as a buyer or user of a brand who is able to represent the positive things that the brand has

so that it can increase the level of sales of the product brand. Based on existing data and definitions, researchers want to know the pattern of influencers as a digital marketing strategy in the modern era (Rosyadi, 2018).

According to Maulana et al. (2020), the influence of influencers in the digital world creates engagement with followers, because communication is consistently built by influencers, which is seen through three aspects. The first aspect is reach, namely how much the influencer reaches the audience on social media so that they become followers or followers. Then, there is resonance which describes the level of engagement of followers with content produced by influencers, one example is followers re-sharing content presented by influencers. The final aspect is relevance, which describes the similarity of values that the influencer has with their followers so that it can influence the image of a product or brand. Apart from the attachment built by influencers, they also build credibility through their role as to inform, namely sharing information with the audience on social media, to persuade to convince and lead the audience's opinion to accept their point of view and to entertain the audience on social media through the content he displays.

Influencer marketing is seen as one of the best strategies for attracting potential consumers when marketing using social media. By utilizing the mass of an influencer, an influencer can create a better product brand image at a more affordable cost compared to using an artist or brand endorser. public figures who are already among the top artists. In general, an influencer is usually chosen based on their abilities, expertise, level of popularity, and reputation. By using this method, it is hoped that a particular company or brand will be more loyal to the influencer, namely by building a deeper relationship and not just explaining the product, but also

providing information and special support for the new product and the behind-the-scenes process. brand to be promoted.

Things that need to be considered when choosing an influencer, of course, go back to the concept of segmentation, targeting, and positioning of the desired target consumer because this will influence the number of followers and level of engagement of the platform that will be used, the platform in question is sometimes an influencer can create a community that can give an impression of the product that is being marketed, in some cases sometimes influencers with a small number of followers but have high involvement can be more effective in influencing the level of product sales to consumers.

This media partner has a definite target, with the content they create, they want to make Batam better known through social media, indirectly because it is very open and broad, so of course they want this tourism to be known worldwide, not only locally but also by foreigners, especially because of its natural beauty. Their job as content creators and promotional media is to have a vision and mission which aims to launch and help the tourism department's vision and mission so they create content, carry out promotions to become a bridge between foreign tourists and the city of Batam, our job is to make the content as interesting as possible, as eye-catching as possible so that foreign and local tourists know more about tourist attractions, not only that, food and history or habits and the origins of things in our city.

CHAPTER III

FINDING

The findings of this research answer the problem formulation that was previously formulated. This data is presented after conducting interviews with several informants to analyze the social media strategies used by the Batam City Government to build city branding to attract foreign tourists to Batam City. The researcher conducted in-depth interviews with Mr. Ardiwinata as Head of the Batam City Culture and Tourism Service along with the secretary of the Batam City Culture and Tourism Office, Mr. Jefridin Hamid as Batam City Regional Secretary, Dinda Dwi Lestari as Batam City tourism ambassador, and Okto Siagian as media account partner Promotion of Batam City to find out some information about the social media strategies they are implementing in building city branding in Batam City.

1. The Social Media Strategies in Building City Branding

A. Batam City Culture And Tourism Service

As we know, the city of Batam itself already has quite a large potential. Along with the development of city infrastructure through large-scale development that has been going on since last year, Batam has become the city with the second-best tourism potential after Bali in 2019. It is clear that the first is because Batam is on the trade line and borders directly with Singapore, which is only 30 minutes away, we are definitely in a strategic location in the world. Then Batam has a Malay Cultural Heritage which is stipulated in Law No. 11 of 2010, 483 of 2002 concerning the designation of areas, sites, structures, buildings, and objects as Batam city-level cultural heritage in the Batam city culture and tourism office.

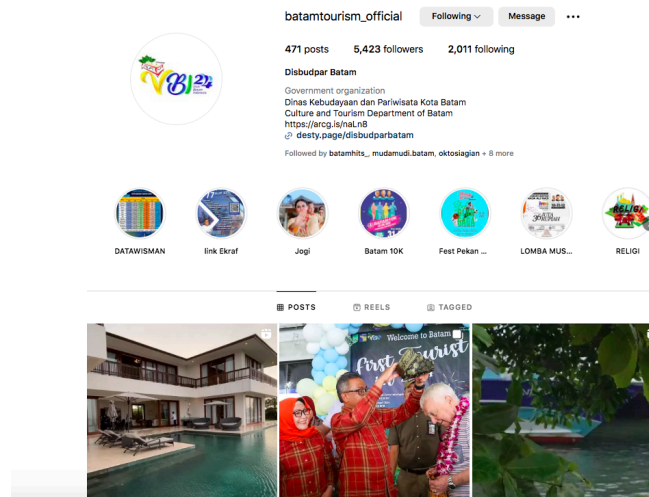
Apart from that, there are also many authentic Malay things that exist in Batam and are recorded in intangible cultural heritage, such as food called Lendot, gong, and the Tarik, then there is Sampan, a characteristic of Malay culture that can be found everywhere, namely pantun.



Picture 3. 1 Adriwinata (Head of Batam City Culture and Tourism Departement)

The head of the Batam City Culture and Tourism Department is a newsmaker who is used as a means/strategy to disseminate information about the culture and tourism of Batam City regarding its activities. Through Instagram which is managed by the culture and tourism service, information and communication media for socializing via Instagram both internally and publicly. Instagram, which is owned by the Culture and Tourism service, is a technology to facilitates access to information and services from the Culture and Tourism service for communication targets so they can connect with each other. Apart from that, Instagram is also used to display/give a good image of the culture and tourism department. Instagram contains information about organizations such as events, information about upcoming artists, new tourist

attractions, culture, press statements, and many more of their activities. This Instagram posts regularly every day and is operated by a team from the culture and tourism service.



Picture 3.2 Official Instagram of Batam City Culture and Tourism Departement

Based on the data obtained by the author, Instagram plays the largest role in the promotion carried out by the Batam City Culture and Tourism Office. Through Instagram, the Culture and Tourism Office collaborates with influencers and media partners to promote social media through reels and Instagram stories. Instagram itself can quickly make reels into FYP, and now has an ads feature so content can quickly reach a wider audience.

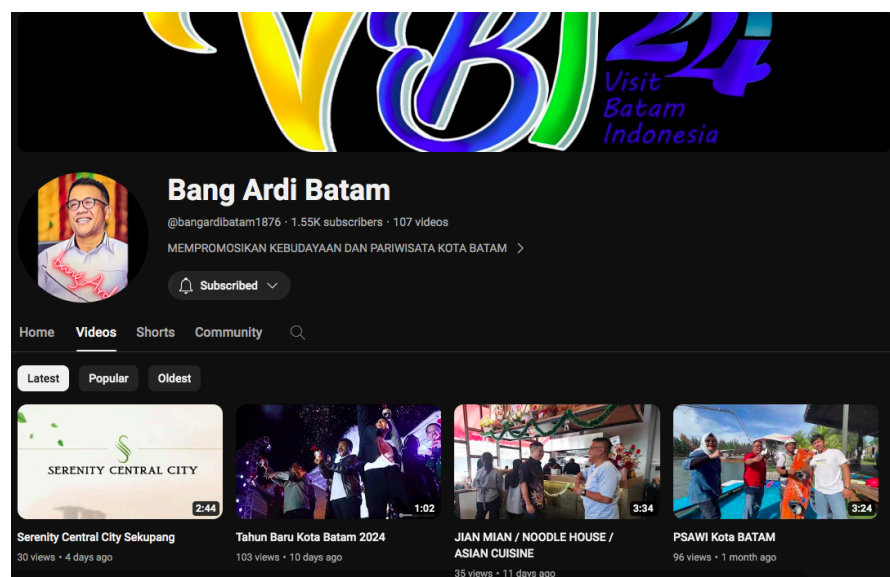
Below are three examples of reels from @batamtourism_official that have received high views: (1) Collaborative content between @batamtourism_official with @oktosiagian and @squidgamebatam reached 130,000 views; (2) Collaborative content between @batamtourism_official with @oktosiagian and @squidgamebatam reached 82,000 views; (3) Collaborative content between @batamtourism_official with @gracedaaa05 and @tv.melayu reached 16.1,000 views.



Picture 3.3 example of @batamtourism_official fyp video on instagram

Similar to Instagram, YouTube from the head of the culture and tourism department is used as a means/strategy to disseminate information about Batam City's culture and tourism and its activities. This YouTube has been operating since December 1, 2021, and has 1.5 thousand followers and provides us with information

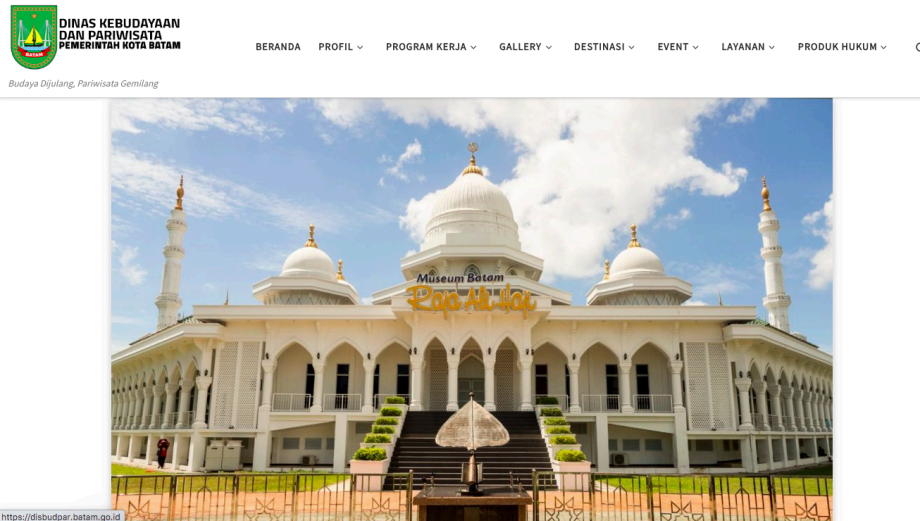
about the activities of the culture and tourism service. YouTube from the head of culture and tourism service disseminates more information about the activities of the head of the service such as visits, events, festivals, or daily vlogs from the head of the service which are still promotional in nature, and other information related to his work as head of the service. Apart from that, the Head of the Batam City Culture and Tourism Department still operates YouTube to disseminate information about his activities and his role as a newsmaker whenever there are activities.



Picture 3. 4 Official YouTube of the Head of the Batam City Culture and Tourism Department

The official website of the Department of Culture and Tourism has been operating since 2015 and is still operational today. This website shares many things about the Batam City Culture and Tourism Department as well as work programs, complaint services, vision and mission, main tasks and functions, tourism destinations, events, and others. Apart from that, this website also usually shares or discusses activities or information about what the culture and tourism department has done through other official accounts such as the account of the head of the tourism

department or staff and even regional influencers who collaborate with the Batam city tourism department.



Picture 3.5 Official website of the Batam City Culture and Tourism Department

According to the head of the Batam City Culture and Tourism Department, social media is a huge opportunity, not just for tourists, anyone who wants to visit a place must do a survey. Because now everything is digital, it can be done with websites, online media, Instagram, and so on. So they will definitely do a survey first, then when they are interested they will visit Batam City because of that interest, therefore we also thank the influencers, media partners, and content creators, and YouTubers who continue to show off the development of Batam City, because the Mayor of Batam advised us to build Batam is a tourist city, especially its infrastructure development because access is a requirement to become a tourist city apart from amenities and attractions. This aims to realize what is written in the vision of the Department of Culture and Tourism itself, namely the realization of Batam as an area for the development of national culture and a gateway to Western tourism, while the mission of the Department of Culture and Tourism includes preserving values and

developing diversity and richness. national culture by continuing to make Malay culture the umbrella of the country, Developing a competitive tourism industry, superior destinations as well as sustainable tourism marketing and promotion, creating quality and professional government officials in carrying out tourism and cultural services, Increasing artistic and cultural and regional values others that are multi-ethnic, increasing the number of visits and length of stay of Batam city tourists, and optimizing the government's role in increasing Batam city tourism.

B. Batam City Regional Secretary

According to the regional secretary, the current tourism potential is certainly very good with the performance of the tourism department under the current leadership of Mr. Ardiwinata and his team which is attacking Batam city tourism to become even better. Apart from that, the city's strategic location is also a regional advantage that can be exploited by business people so that it becomes a "center of excellence" in Southeast Asia. It is hoped that the city of Batam will have steady tourism growth, but must still pay attention to equal distribution of income or productivity between community groups and regions. As stated previously, the location of Batam City borders directly on two neighboring countries and areas that carry international trade traffic, this of course has positive implications for the geostrategic position of our city. Basically, we are superior in that the travel time to Singapore using sea transportation is only 40 minutes and the travel time to Johor Malaysia via sea transportation is only 1 hour 45 minutes with a distance of around 50 km. This condition is certainly an advantage or what we previously called a competitive advantage that needs to be utilized optimally by Batam City compared to other regions.

According to what Mr. Jefridin Hamid, Regional Secretary, said, the city of Batam itself has been recorded as one of the leading tourist destination cities in the Riau Islands Province, included in national and even international records in 2nd place with the highest number of tourist visits after Bali and even Jakarta is in second place. 3rd after Batam. Therefore, there are many superior tourist attractions in the city of Batam that must be developed and one cannot be mentioned as one superior tourist attraction because there are many superior tourist attractions in Batam and they all complement each other, such as natural tourism, there is ecotourism, marine tourism, adventure tourism, and so on. Cultural tourism, for example, heritage

tourism, historical tourism, culinary tourism, city tourism which we focus on Cultural Heritage Regeneration, and many more, this requires more promotion so that Batam tourism can invite foreign tourists to come.

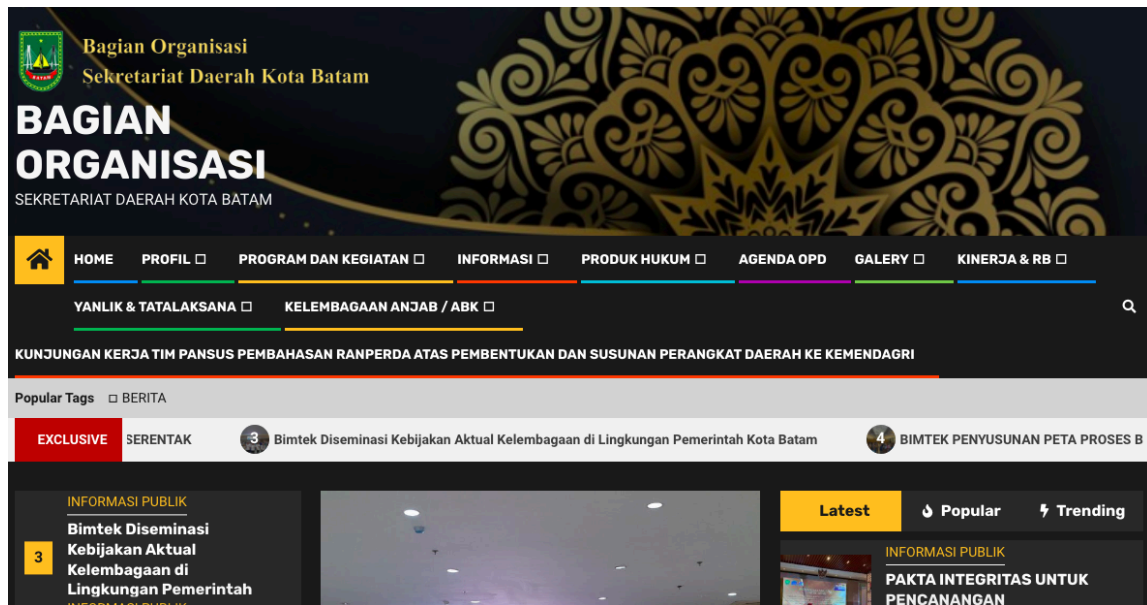


Picture 3. 6 Batam City Regional Secretary

One way to promote tourism is through events. The regional secretary always collaborates with the culture and tourism department to involve Gen Z in this because the average big effect of visits is the help of Gen Z, according to Mr. Jefridin, with the development of time and technology in the tourism industry. and proven to be able to increase tourist visits to our area. Usually the events held average approximately 3 days - 1 week depending on what the event is, this is recorded in the calendar of events they have.

For Mr Jefridin, personal regional secretary, in the world of promotion there is no stopping, whatever promotion it is, be it tourism, whether it is a product or an annual event, there is no stopping so it must be done continuously to maintain public interest in what is being offered, including in the tourism sector. because if the promotion stops, our target is that people will forget and not know anything about the

place they live or the place they are going to.



Picture 3. 7 Official website Batam City Regional Secretary

The official website of the Batam City Regional Secretariat has been operating since 2017 and is still operating today. This website shares many things about the Batam regional secretariat as well as work programs and activities, information, legal products, galleries, vision and mission, main tasks and functions, events, etc. Apart from that, this website also usually shares or discusses activities or information that have been carried out by regional secretaries through other official accounts such as Mr. Jerfidin's own Instagram account and even regional influencers who collaborate with the Batam city government. Mr. Jerfidin said that the tourism department often posts its activities regarding tourism attractions or events that are being and will be held on the Instagram account @batamtourism_official.

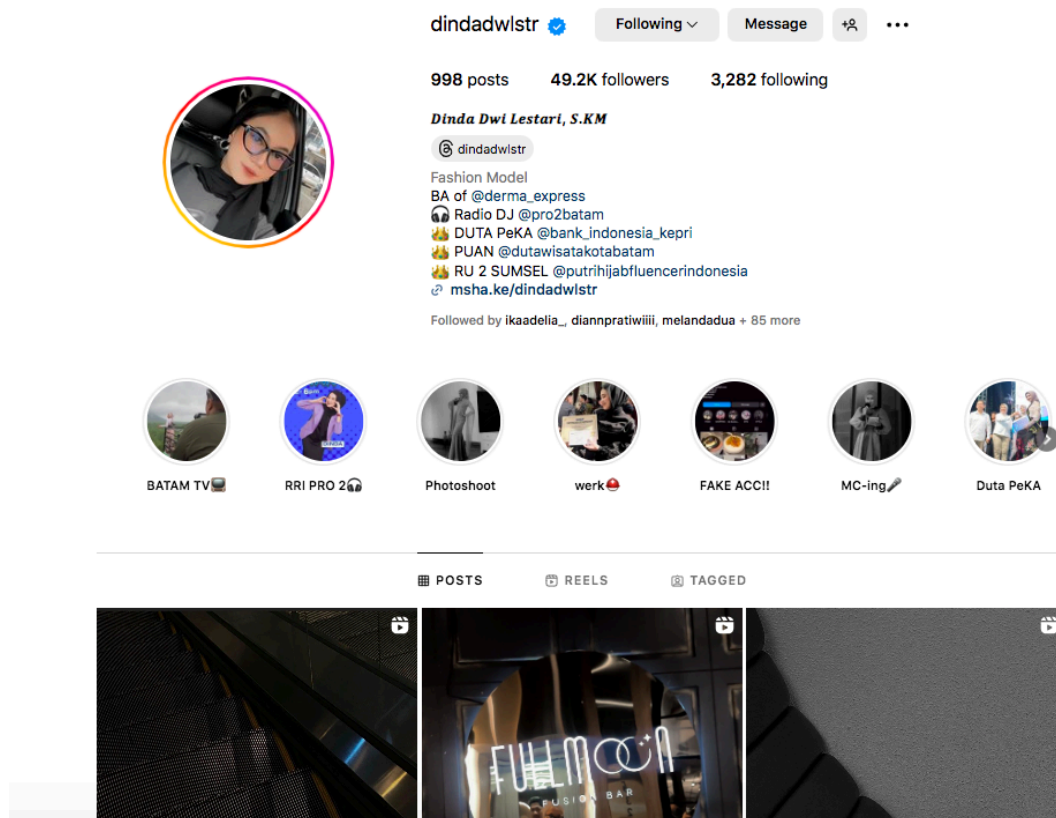
According to Mr. Jefridin, Instagram and TikTok are more effective platforms nowadays because almost everyone is active in these applications. If there is no interesting content, everything we do with social media will not be successful and people will have little interest in surveying Batam, so creating interesting content is one of the strategies according to him. On Instagram, the main capital is to have Instagrammable and eye-catching photos and aesthetic video reels. We also need to work with social media influencers who have decent followers and good insight into attracting their followers. Usually, we ask for help from media partners who have relationships such as @batamhits, @mudamudibatam, or @batampromotion to find influencers who suit their target market in order to reach the target. tourism to increase the number of foreign tourist visits to Batam City this year and increase in the following years because our city is very dependent on the global situation and conditions, especially in tourism.

C. Batam City Tourism Ambassador

According to Dinda Dwi Lestari as Tourism Ambassador for the city of Batam, seeing for yourself that this city has quite a beautiful natural landscape and a strategic position directly opposite Singapore, the tourism potential is very high, therefore the need for very strong tourism potential marketing. Promotion via digital is very influential because currently, social media provides good insight and engagement in this regard. In the current era, social media is a unifying medium because many people know what they want to do on social media, it is very broad and limitless, so of course many people rely on social media very well.

The obligation of the Batam City Ambassador is to promote tourism, culture, and others. To achieve the desired goals, Batam tourism ambassadors are able to communicate well, this is because it will be useful when we are communicating with

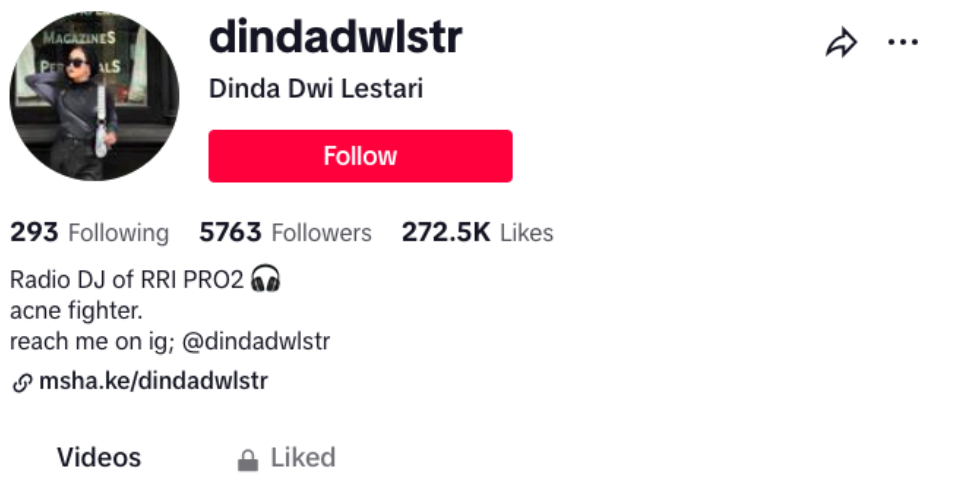
people in the city and outside the city. The tourism ambassador's strategy is to promote tourism using social media by promoting the tourist destination through Instagram story posts, video reels, and also TikTok videos. Dinda also said that TikTok's audience is wider than Instagram. Instagram only spreads to followers, but TikTok can appear on FYP of other people who are not followers, so that's a big opportunity for us to promote through social media.



Picture 3. 8 Official Instagram of Dinda Dwi Lestari

The Batam City Tourism Ambassador is a person who is used as a means/strategy to disseminate information about Batam City culture and tourism regarding its activities. Instagram @dindadwlstr, which is the official account of Batam City's tourism ambassador has 49.2k followers with 996 posts containing various kinds of tourism and culture in Batam City. He often shares information about organizations such as events, new tours, events, things he visited, culture, and much

more which is usually posted on Instagram through the Insta story content, feeds, or reels he creates. In promoting tourism ambassadors are also directly involved in various events and activities held by regional communities. Social media is a very easy strategy to carry out promotions. Apart from that, we also collaborate with tourism activists, and the government or go directly into the community and will study tourism in various cultural and historical aspects.



Picture 3. 9 Official tiktok of Dinda Dwi Lestari

Similar to Instagram, TikTok from Duta Wisata is used as a means or strategy to spread information about Batam city culture and tourism and its activities. This TikTok has been operating since June 8 2020 and has 5763 followers with a total of 272.5 thousand likes and provides us with information about the activities of the culture and tourism department. Tiktok from Tourism Ambassadors disseminates more information about semi-formal to non-formal activities because it is open and must be easy for all groups to enjoy, especially Gen Z. This TikTok account contains videos of visits, events, festivals, product promotions, new tourism promotions, endorsements, product recommendations and daily vlogs from tourism ambassadors

as well as other information related to working as a tourism ambassador. Dinda operates her TikTok to spread information about her activities and her role as media whenever there are activities because TikTok's audience is wider, different from Instagram, this is to achieve the target of becoming a tourism ambassador which makes Batam better known, especially through social media because of its natural beauty and culture. Malay, delicious food or even because of its history, and making Batam one of the cities at the top level with high tourist visits in Indonesia through his vision and mission as a tourism ambassador which is very related to the vision and mission of the tourism office in developing the city of Batam, of course. , becoming a bridge in helping to realize Batam as a region for the development of national culture and becoming the gateway for tourism in western Indonesia, assisting the tourism department in preserving and developing culture, developing industry by marketing and promoting tourism, and of course strengthening identity by providing positive benefits to the community, and can be an example of action for tourism development in Batam City as a whole.

D. Media Account Partner Promotion Of Batam City

According to Okto Siagian the media account holder for Batam City's promotional partner, seeing for himself the city which is formed from a row of islands as a strategic city, Batam can combine natural tourism and shopping as well as nightlife in harmony. Most tourists who come to Batam not only enjoy shopping and nature tourism but also enjoy various urban entertainment such as nightclubs, pubs, TV karaoke, and discos in Nagoya. Not only that, when traveling around the Nagoya Batam area, you can see various shops selling fashion products such as bags, shoes, and watches from foreign brands. Apart from shopping, visitors can also enjoy typical culinary delights, such as Martabak Har, special Yongkee fish soup, and typical Kepri

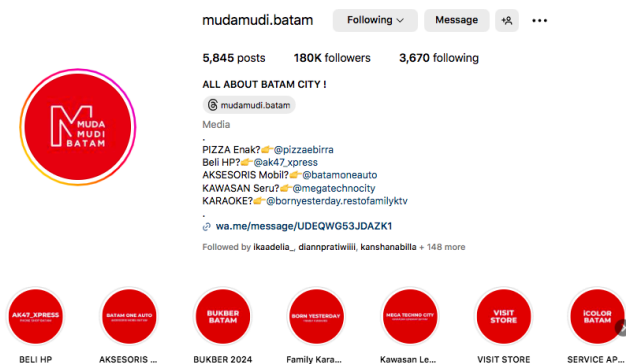
slime noodles. There is also a new culinary place that is currently popular, namely Nagoya Thamrin City Foodcourt. Apart from that, many luxury hotels stand majestically in the Nagoya area, such as Nagoya Hill Hotel, I Hotel, and Harmoni Suite Hotel. Nagoya Hill Mall is also a shopping center located in this area. As a media partner, Okto often holds several exhibitions and expos aimed at promoting tourism with travel agent media, this is very good for increasing the number of foreign tourists coming to Batam. On the other hand, Okto uses social media to promote through the content he creates. In 2014-2018 he was listed as one of Batam's media partners who actively promoted Batam city tourism through the "Wonderful Indonesia" event in Bangkok. This event, which is a product, activity, and culinary exhibition, is held for 2 weeks.



Picture 3. 10 Official Instagram of Oktosiagian

As one of the media partner account holders in Batam City, Okto is a person who is used as an intermediary media to disseminate information about Batam City Tourism. Through Instagram @oktosiagian which has 105k followers with 70 posts, he often posts various kinds of tourism information and interesting facts and there is much more that is usually posted on Instagram through the Instagram story content,

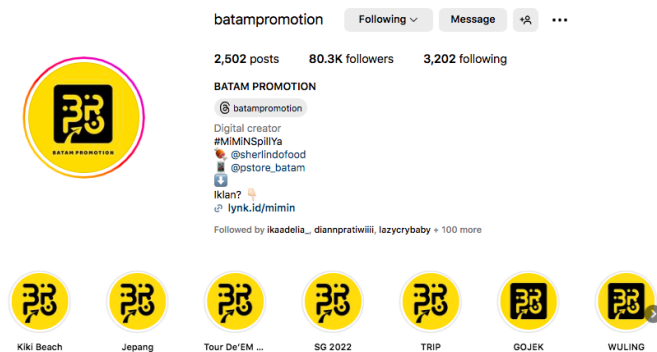
feeds, or reels that he creates. It is hoped that this media can help the process of checking government policies regarding tourism, and whether changes need to be made or not. The media can also provide input to the business world regarding opportunities that the business world can take advantage of. In promoting Batam tourism, Okto as a media partner usually collaborates with the government and regional communities, apart from that, he also carries out this with several partners in promoting tourism, such as the @batampromotion and @mudamudi.batam accounts.



Picture 3. 11 Official Instagram of mudmudi.batam

Similar to Okto Siagian's Instagram, Instagram @mudamudi.batam is managed jointly by Okto and Beni Setiawan as admin. This Instagram is used as a means/strategy to spread information about Batam City tourism in its slang version. This Instagram has been operating since 2018 and has 180k followers and 5,845 posts. Providing us with information about new, contemporary tourism and interesting events being held in Batam City. Instagram @mudamudi.batam often shares his posts through interesting video reels and often collaborates with Batam influencers in making these reels. Not only that, they also often share moments via Instagram stories about their activities. Apart from that, they also often tell you about events that will be

held, cultural or food festivals, and many other promotional things and other information related to city tourism.



Picture 3. 12 Official Instagram of mudamudi.batam

Instagram @batampomotion has been operating since 2018 with 80.3k followers and 2,502 posts and is still operating today. This Instagram is managed jointly by Okto and Dani as admins. This Instagram is the same as Instagram @mudamudi.batam, sharing lots of things about rock tourism and events that are packaged in a fun way and suitable for young people. This Instagram usually shares its posts via Instagram stories, feeds, and reels and sometimes collaborates with Batam City influencers. Because one aspect of tourism is media, in our view, Instagram really functions as a link between the community, entrepreneurs, and the government. The media also plays an important role in helping the development of tourism, especially with the presence of influential people such as influencers who have many followers, making tourism promotion in the city of Batam very helpful. The target media partners in the city of Batam really want to make Batam better known through social media, especially because of its natural beauty and shopping centers that are sought after by foreign tourists who visit in accordance with the vision and mission of the Ministry of Tourism.



Picture 3. 13 Batam city media partners and influencers are working together to promote one of new cafes in Batam city

The role of influencers is always a factor that influences the success of promotions via social media, using influencer marketing to attract potential consumers when marketing using social media by utilizing the mass of an influencer. As the media partners have said above, they often work with Batam influencers to promote cities, tourist destinations, culinary delights, and much more. Personal selling from each influencer becomes a promotional tool that can increase brand awareness in the minds of the audience. In this research, influencers promote cities through their personal Instagram or TikTok accounts. This turns out to be one way to increase the target of foreign tourists which can lead to an increase in the number of tourists in Batam City. According to the results of my observations, media partners and influencers produce a positive relationship, which means that if city branding through

social media on various platforms is increased, the number of local and foreign tourists will also increase. This shows that the role of media partners together with influencers in city branding can influence the target market audience directly through followers with communication skills, product knowledge, creativity possessed by the influencer, and empathy in how he/she responds to the target market audience if there are questions, suggestions or questions related to the city of Batam.

CHAPTER IV

DISCUSSION

Based on the previous findings, the researcher will discuss the components of the strategy used by communication actors in Batam City in promoting their city through city branding strategies on social media. includes an analysis of the concept of social media strategy in Batam City, a view that includes the researcher's view regarding the use of social media in Batam City, and an analysis of the concept of Batam City for foreign tourists which includes community involvement in social media accounts in Batam City, city branding tools, and collaboration with media partners and influencers. The following is a discussion of the three components as follows :

1. Analysis of social media strategies concept

To achieve the city branding strategy, the researcher have studied strategy materials based on the concept of social media strategy. The concept consists of how to use social media in Batam City, community involvement in social media accounts, city branding facilities, and collaboration between media partners and influencers in Batam City. In addition, the researcher will discuss the concept of social media strategy in marketing communications implemented by Batam City while still upholding the city branding strategy for foreign tourists visiting Batam City.

A. The use of social media in Batam City

Starting with the first component is the use of social media in Batam City. Based on research that the researcher have conducted, there has been rapid growth in the number of social media users in Batam. The Researcher show that platforms such as Instagram and TikTok have experienced a significant increase in terms of the

number of active users and frequency of use. The growth and existence of social media platforms in the era of information technology, especially in Batam City, is very helpful or beneficial for tourism industry players because social media can be used effectively and efficiently in conveying information to all tourists or potential visitors. The use of social media in Batam has grown rapidly in recent years, with a significant increase in the number of users and activity on major platforms (Prabowo, 2023). This growth reflects the increasingly widespread adoption of digital technology in society.

According to Setiawan's journal, it is stated that it has been identified that the use of social media in Batam comes from various age groups, with an emphasis on young users and young adults who are more active. It is consistent with the research that researcher have conducted regarding the use of social media in Batam city which consists of various age levels with different platform ranges. Social media has influenced various aspects of life in Batam, including business marketing, social interaction, and access to information. In looking at the development of social media usage in Batam, the researcher noted that many local businesses use social media for promotion and interaction with customers, while individuals use the platform for communication and entertainment. There are also factors that drive the growth of social media usage in Batam including increasingly widespread internet access, increased availability of mobile devices, and faster adoption of technology among the community (Setiawan, 2022).

Social media has become an important tool in marketing, communication, and access to information. The researcher can conclude that the growth of social media platforms in Batam has had a significant impact on the city's society and economy,

this can be seen from the research conducted by the author which highlights the importance of understanding the growth and impact of social media to plan better development strategies.

According to several sources that the author read, Batam City itself with a population of 1.2 million people, around 80% have used social media. Through this, it can be said that the use of social media in Batam is at its highest in the Riau Islands province. The researcher see that the use and utilization of social media in Batam currently have a significant impact on how people live their lives and how they view various information in the digital era. The majority of social media users in Batam City prefer to use Instagram and TikTok as applications that provide interesting information about the very rapid growth of the tourism business, as well as providing visual media in the form of images, Instagram stories, and short videos commonly called reels or TikTok videos. With this, the use of social media can reach many people and increase the visibility of Batam City.

B. Public Involvement of Social Media Accounts in Batam City

According to Van Dijk's theory of social media, social media is a multimedia platform that emphasizes user involvement to support user activities and collaboration, therefore social media can be viewed as a network environment (facilitator) that fosters social relationships between users. This is in accordance with the research that the researcher has conducted, the researcher conducted observations to find out about community involvement in social media accounts in Batam City, it is seen that the community plays a fairly important role in social media accounts in Batam City. Community involvement in social media accounts in Batam City as in

many other places is influenced by various factors including technology trends, local policies, and community needs. Through observations and interviews conducted by the researcher, it is seen that the Batam community actively uses popular social media platforms such as Instagram, TikTok, Twitter, and so on.

Based on the theory put forward by Manuel Castells, it explains how individuals build and maintain social relationships through their networks. In the context of Batam City, it can be seen how public involvement in social media is used to expand professional and social networks. Public engagement regarding social media usage is often influenced by global and local trends that are usually used for various purposes such as communicating, seeking information, entertainment, and shopping. The researcher found that Batam residents use social media to follow local news and interact with the government and local businesses. In accordance with the research that the researcher have conducted, it is known that the public uses social media as the main source of news and information. The existence of local news accounts, including those managed by the city government or news agencies, has an important role in disseminating information to the public. The public uses social media in Batam city to build communities and disseminate information about various local events, social activities, and community initiatives. The official social media accounts of the Batam city government are often used to provide information related to policies, public services, various ongoing events, tourist destinations, and various upcoming events. Public engagement with these accounts can be in the form of comments, questions, and feedback. Public engagement with government accounts is often influenced by how quickly and transparently the government responds to questions or complaints. The presence of interesting and relevant content, such as breaking news, important information, and interactive content, tends to get more

attention and engagement. Good internet access and technological devices also influence how often and how much people interact with social media accounts.

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C. City Branding Tools

Based on John M. Koster's theory, effective city branding must reflect and strengthen the city's original identity, so that the image built is in accordance with the real experience felt by residents and visitors. In this case, city branding that occurs in the city of Batam is a strategic process that aims to strengthen the city's image as an attractive destination for both tourists and investors. Batam, as a city in the Riau Islands, Indonesia, has a competitive advantage that can be optimized through effective branding. Therefore, the city branding of Batam meets the marketing criteria popularized by John M. Koster's theory (2004).

Based on a journal written by S. Kavaratzis entitled "City Branding: An Overview and Research Agenda" it is stated that City branding is the process of creating and managing a city's unique identity to increase its attractiveness and reputation in the eyes of the public. City branding facilities can include various elements designed to promote the city's image effectively. It is comfortable with the research that the researcher has done, the researcher sees that City branding is the process of creating a strong image and identity for a city to attract tourists, investors, and new residents. As one of the means of city branding, the Batam City Culture and Tourism Office has implemented three key dimensions of promotion which include daily communication that focuses on the dissemination of tourism information through the official website, social media, and partner media to connect with other parties and expand relations between communities. Second, the implementation of strategic communication carried out by public relations to strengthen relations

between Batam City and foreign tourists influences public perception and behavior to achieve the government's goal of increasing the number of foreign tourists through various meetings and collaborations, as well as improving relations with media partners and influencers as seen in several collaborations and also meaningful activities that have been carried out. The last key dimension is the implementation of long-term relationships through collaboration and capacity building by making agreements and collaborating on cultural and tourism events. These three key dimensions are influential in creating Batam City's social media strategy for foreign visitors. To see how Batam City has implemented city branding facilities, we can see several concrete steps that have been taken or are in process.

D. Collaboration with Media Partners And Influencers Carried Out By The Batam City Government In Attracting Foreign Tourists

According to Joe Pulizzi, the theory of content marketing suggests that relevant and valuable content can attract and retain audiences. Collaboration between media partners and influencers often involves the creation of high-quality content designed to attract the attention of target audiences, build engagement, and increase brand awareness. Collaboration with influencers is one of the important strategies in city branding that can help the Batam City Government attract foreign tourists. This approach utilizes the power of influencers to introduce the city widely through the content they produce and reach their audiences. Therefore, collaboration between media partners and influencers in Batam City meets the criteria for content marketing popularized by Joe Pulizzi (2014).

According to Robert Cialdini, the theory of Social Influence discusses how people are influenced by others in decision-making and behavior. Influencers, with their credibility and reach, use this theory to influence their audiences with messages transmitted through media partners, thereby influencing consumer decisions. This is in line with the marketing that occurs in the city of Batam through the Batam City Government by launching digital campaigns involving influencers as part of their promotional strategy which usually includes various elements such as sponsored content, paid advertising, and social media promotions. Influencers play an important role in spreading the campaign message and reaching a wider audience. One effective strategy is to develop a special hashtag campaign that is used to promote Batam. Influencers and their audiences are encouraged to use this hashtag in their posts, creating conversations on social media and increasing the visibility of the campaign. This hashtag serves as a tool to collect relevant content about Batam and make it easier for followers to find more information about the city. Digital campaigns can also include live streaming sessions on social media platforms, where influencers can provide their audiences with a first-hand view of their experiences in Batam.

Based on research that has been conducted by the researcher, the involvement of influencers in special events and opportunities in Batam has provided an additional boost to the city's branding efforts. For example, during cultural festivals, music events, or international exhibitions, influencers are invited to cover the event and share their experiences with a global audience. These events provide an opportunity to attract more people and increase Batam's exposure. Influencers can live blog, create videos, or post photos during the event, providing engaging coverage and encouraging their followers to visit Batam. By involving influencers, the Batam City Government can leverage these special moments to improve the city's image and attract tourists.

Collaboration with influencers is a very effective tool in city branding and destination marketing to attract international tourists. By inviting influencers to go on trips, content collaborations, digital campaigns, participating in special events, and establishing long-term partnerships, the Batam City Government can leverage the power of influencers to introduce the city widely and build a positive image as a tourist destination. Strategic outreach, good influencer network management, and thorough evaluation of results will ensure that these efforts provide maximum impact and support Batam's city branding goals effectively. One important aspect of tourism development is collaboration, as happened in the city of Batam, in launching city branding through social media, collaboration was created between the culture and tourism services, media partners, and influencers who function as liaisons between the community and the government. The marketing potential of the modern era is dominated by marketing through Influencer Marketing, which is a marketing strategy that utilizes social media. Based on research that has been conducted, using Influencer Marketing as a social media strategy can significantly increase tourist numbers in the digital era like now. The application Influencer Marketing is very suitable to be implemented to carry out city branding effectively and increase the interest of foreign tourists in tourism destinations in the city of Batam. Based on the AISAS flow, both micro-influencers, macro-influencers, and mega-influencers are able to produce content that can attract the attention and interest of tourists. This can be seen from the number of likes, comments, and shares which can be one of the parameters of followers' interest in each media partner and influencer account.

Influencers are also able to communicate various promotions using their own personal visual style and language. This is shown in the selection of photos and videos that can

attract potential new tourists. The potential for searching for new tourist destinations, interest, and review by tourists who are influenced by the content is even greater, so it can have an impact on increasing the number of foreign tourists visiting Batam City thanks to collaboration between the Batam City government and media partners and influencers. Therefore, the Batam city government sees media partners and influencers as a marketing strategy that is considered effective because they can present posts for the promotion of Batam city tourism with the image, characteristics, and content style of each influencer so as to have a big impact on visiting interest from foreign tourists who came to Batam City.

2. Concept Analysis of Batam City for Foreign Tourists

According to Ritchie and Crouch, this theory explains the competitiveness of tourist destinations by assessing factors such as infrastructure, service quality, tourist attractions, and promotion. Batam can be described in terms of its ability to compete with other destinations in Southeast Asia, especially in terms of accessibility from neighboring countries such as Singapore and Malaysia. It is consistent with research that the researcher have conducted regarding Batam's competitiveness which is improved through improved facilities, effective promotion, and the development of attractive tourism products. Batam is located very close to Singapore and Malaysia, making it one of the destinations that is easily accessible to tourists from these countries. Its strategic location makes Batam a gateway for tourists who want to explore western Indonesia and its surroundings. Therefore, the competitiveness of destinations between tourist destinations meets the criteria of the theory popularized by Ritchie and Crouch (2003).

According to Mayo and Jarvis, this theory emphasizes the importance of attractions in attracting visitors. Batam has attractions such as beaches, golf courses, and large shopping centers. Understanding and promoting these attractions effectively can attract more foreign tourists. It is compatible with research conducted by the researcher on Batam City as one of the tourist destinations in Indonesia that has several attractions that can attract visitors, both from within the country and abroad. With the presence of beaches and islands, sports and recreational activities, shopping and culinary centers, natural beauty, and ecotourism, facilities and infrastructure, and the existence of special economic zones. Therefore, the appeal of Batam City in attracting foreign tourists is competitive in meeting the criteria of the theory popularized by Mayo and Jarvis (1981).

According to Pine and Gilmore, this theory explains that tourists are looking for unique and memorable experiences. It is compatible with research conducted by The researcher on Batam City analyzing how Batam City has offered different experiences through local attractions, cultural events, and authentic local experiences. It is proven that interesting experiences can increase the appeal of Batam as a tourist destination. Therefore, the interesting experiences presented by Batam City meet the criteria of the theory popularized by Pine and Gilmore (1998).

According to Weaver and Lawton, this theory explains the classification of destinations based on type and function. It is comfortable with the research that the researcher have done on the city of Batam which has been classified as a city destination with resort elements, considering the entertainment, shopping, and recreation facilities available. Analysis related to this theory helps in designing marketing strategies that are in accordance with the type of destination available.

therefore, the classification of Batam City tourist destinations meets the criteria of the theory popularized by Weaver and Lawton (2014).

According to Morgan, Pritchard, and Pride, this theory explains destination branding which is important to attract tourists. It is comfortable with the research that the researcher have done on the city of Batam which has developed a strong and unique brand to differentiate it from other destinations by implementing a city branding strategy. The concept of effective city branding has included the promotion of Batam's advantages in terms of strategic location, facilities, and local attractions. therefore, the branding of an attractive tourist destination meets the criteria of the theory popularized by Morgan, Pritchard, and Pride (2004).

According to Crouch and Ritchie, this theory discusses the economic impact of tourism on destinations. For Batam, tourism has become a driving force for the local economy, has created several jobs, and increased regional income. It is comfortable with the research that the researcher have done on Analysis is important for designing policies and investments that support sustainable tourism development in Batam City. Therefore, the tourism economy of destinations in Batam City meets the criteria of the theory popularized by Crouch and Ritchie (1999).

CHAPTER 5

CONCLUSION

A. Conclusion

The Batam City Culture and Tourism Office has implemented a city branding strategy in the digital era through various social media platforms. This effort is supported by tourism ambassadors, media partners, and influencers to help promote Batam to an international audience.

Social media plays a crucial role as a communication and promotional tool, particularly Instagram, which is a key platform due to its visual-based and multifunctional nature. Instagram offers features like reels, stories, and paid advertising (boosted posts), making it highly effective in reaching a wider audience and increasing visibility. With its ability to promote posts and reach the "For You Page" (FYP), Instagram has proven to be the strongest channel among other channels.

This study identified four main social media channels used by the Batam City Tourism Office: Instagram, TikTok, YouTube, and the website. Among these, Instagram is the most effective platform due to its highly visual content strategy, user-engaging features, and advertising capabilities. While TikTok also offers extensive exposure, its branding consistency is less structured than Instagram.

These platforms are used not only to promote tourist destinations but also to market Batam's cultural identity, culinary uniqueness, and traditional batik. Content distributed through these platforms helps build trust, interest, and loyalty among potential international tourists.

Furthermore, the promotional role played by Dinda Dwi Lestsi, as Batam's tourism ambassador, has effectively contributed to cultural branding, particularly in promoting local Malay culture. The effectiveness of social media strategies implemented by @oktosiagian with 557k followers, @mudamudi.batam with 213k followers, and @batampromotion with 111k followers, as media partners and influencers, has greatly assisted the government, particularly the Batam City Culture and Tourism Office, in promoting Batam's city branding efforts to attract international tourists. Their strong audience and engagement significantly assist government agencies in increasing the number of international tourists from year to year.

B. Research Limitations

1. This research focuses on collecting data through interviews with the Department of Culture and Tourism in Batam, the Regional Secretary of Batam City, Tourism Ambassadors and media partners as well as observations of promotional platforms they use.
2. Due to data limitations, the data collection carried out by the author was less than optimal because the author should have conducted interviews with sources related to the research (foreign visitors) to be interviewed.

.C. Advise

1. Advise for future researchers

Future researchers should collect data through interviews or observations with local and foreign audiences to gain broader insights into the effectiveness of implemented policies and strategies.

2. Advise for the Batam Culture And Tourism Department, Media Partner and Influencer

The Department of Culture and Tourism must prioritize consistent, high-resolution visual production (photos and videos) that showcase not only tourist

destinations but also cultural events, culinary experiences, and local traditions. Aesthetically pleasing and emotionally engaging content helps build a strong city image in the minds of foreign audiences. Take advantage of Instagram's comprehensive features, such as Reels, Stories, Highlights, and paid promotions (boosted posts), to increase reach and engagement. Reels, in particular, are effective for storytelling and destination teasers.

Using English in content and captions is also crucial for attracting foreign tourists. Because the target audience includes international tourists, it's important to write text, subtitles, and descriptions in English or use a bilingual format (Indonesian-English) for greater accessibility and understanding.

Although Instagram is the primary platform, the Department of Culture and Tourism should also incorporate TikTok trends and replicate or adapt them to Instagram Reels where relevant. Posting cross-optimized content can help expand the platform's reach while maintaining branding consistency.

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APPENDIX

APPENDIX 1

Cover Letter for Data Retrieval at Batam City Culture and Tourism Department



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Nomor : 1825/DEK/70/DAA/X/2023
Hal : Permohonan Izin Pengambilan Data Skripsi

Yth. Kepala Dinas Pariwisata Kota Batam

Assalamualaikum Wr. Wb

Dalam rangka mempersiapkan mahasiswa untuk menempuh ujian, bagi setiap mahasiswa diwajibkan membuat skripsi/tugas akhir

Sehubungan dengan hal tersebut diperlukan data, baik dari Instansi Pemerintah maupun Swasta. Selanjutnya kami mohon izin penelitian/pengambilan data mahasiswa Fakultas Psikologi dan Ilmu Sosial Budaya Universitas Islam Indonesia tersebut dibawah ini :

Nama Mahasiswa : Dea Athasalwa Widiarta
Nomor Induk Mahasiswa : 20321199
Program Studi : Ilmu Komunikasi
Pembimbing : Mr Masduki
Judul Skripsi :

“The Social Media Strategies of Batam City for Foreign Visitors”

Demikian permohonan kami, atas perhatian dan bantuan Bapak/Ibu/Saudara/i kami ucapkan terimakasih.

Wassalamualaikum Wr. Wb

Dekan Fakultas Psikologi dan Ilmu Sosial Budaya
Universitas Islam Indonesia



Dr. Phil. Qurrotul Uyun, S.Psi., M.Si., Psikolog

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APPENDIX 2

Interview Questions Draft

INFORMANT 1

Name : Ardiwinata

Position : Head of the Batam City Culture and Tourism Department (2019–Present)

1. *Bagaimana potensi pariwisata di Kota Batam?*
2. *Apa saja Kelebihan objek wisata di Kota Batam dengan daerah sekitarnya?*
3. *Apa saja objek wisata kota Batam yang paling high recommend menurut bapak?*
4. *Dari banyaknya Kota Batam mana yang merupakan wisata unggulan Kota Batam? Mungkin bisa dijelaskan apa saja daya tarik dari wisata unggulan tersebut?*
5. *Bagaimana cara Dinas Pariwisata melakukan promosi pariwisata?*
6. *Apa yang dilakukan hubungan masyarakat untuk memasarkan potensi pariwisatanya ? Apakah dengan event untuk mengenalkan pariwisata? biasanya event apa dan berapa lama?*
7. *Apakah dinas pariwisata memiliki akun sosial media sebagai media promosi? Jika ada apa? Dan apakah secara rutin menyampaikan kegiatan-kegiatan pariwisata di sosial media tersebut?*
8. *Apa strategi sosial media yang kalian lakukan dalam membangun city branding melalui akun media promosi yang kalian punya? Dan bagaimana kalian melihat sosial media menjadi peluang untuk membangun ketertarikan warga asing maupun lokal dalam memajukan pariwisata?*
9. *Apa target dinas pariwisata kota batam yang ingin dicapai dalam beberapa tahun kedepan untuk jumlah wisatawan?*
10. *Apa Visi dan Misi dinas pariwisata kota Batam?*

INFORMANT 2

Name : Jefridin Hamid

Position : Batam City Regional Secretary (2021– Present)

1. *Bagaimana potensi pariwisata di Kota Batam?*
2. *Apa saja Kelebihan objek wisata di Kota Batam dengan daerah sekitarnya?*
3. *Apa saja objek wisata kota Batam yang paling high recommend menurut bapak?*
4. *Dari banyaknya Kota Batam mana yang merupakan wisata unggulan Kota Batam? Mungkin bisa dijelaskan apa saja daya tarik dari wisata unggulan tersebut?*
5. *Bagaimana cara bapak sebagai sekretaris daerah melakukan promosi pariwisata?*
6. *Apa yang dilakukan hubungan masyarakat untuk memasarkan pontensi pariwisatanya ? Apakah dengan event untuk mengenalkan pariwisata? biasanya event apa dan berapa lama?*
7. *Apakah dinas pariwisata memiliki akun sosial media sebagai media promosi? Jika ada apa? Dan apakah secara rutin menyampaikan kegiatan-kegiatan pariwisata di sosial media tersebut?*
8. *Apa strategi sosial media yang kalian lakukan dalam membangun city branding melalui akun media promosi yang kalian punya? Dan bagaimana kalian melihat sosial media menjadi peluang untuk membangun ketertarikan warga asing maupun lokal dalam memajukan parisawata?*
9. *Apa target sekretaris daerah kota batam yang ingin dicapai dalam beberapa tahun kedepan untuk jumlah wisatawan?*
10. *Apa Visi dan Misi sekretaris daerah kota Batam untuk pariwisata?*

INFORMANT 3

Name : Dinda Dwi Lestari

Position : Batam City Tourism Ambassador (2021– Present)

1. *Bagaimana potensi pariwisata di Kota Batam?*
2. *Apa saja Kelebihan objek wisata di Kota Batam dengan daerah sekitarnya?*
3. *Apa saja objek wisata kota Batam yang paling high recommend menurut kakak?*
4. *Dari banyaknya Kota Batam mana yang merupakan wisata unggulan Kota Batam? Mungkin bisa dijelaskan apa saja daya tarik dari wisata unggulan tersebut?*
5. *Bagaimana cara kakak sebagai duta pariwisata melakukan promosi pariwisata?*
6. *Apa yang dilakukan hubungan masyarakat untuk memasarkan potensi pariwisatanya ? Apakah dengan event untuk mengenalkan pariwisata? biasanya event apa dan berapa lama?*
7. *Apakah duta pariwisata memiliki akun sosial media sebagai media promosi? Jika ada apa? Dan apakah secara rutin menyampaikan kegiatan-kegiatan pariwisata di sosial media tersebut?*
8. *Apa strategi sosial media yang kakak lakukan dalam membangun city branding melalui akun media promosi yang kakak punya? Dan bagaimana kakak melihat sosial media menjadi peluang untuk membangun ketertarikan warga asing maupun lokal dalam memajukan pariwisata?*
9. *Apa target Duta pariwisata kota batam yang ingin dicapai dalam beberapa tahun kedepan?*
10. *Apa Visi dan Misi kakak sebagai duta pariwisata kota Batam?*

INFORMANT 4

Name : Okto siagian

Position : Batam city media partners and influencers (2019-Present)

1. *Bagaimana potensi pariwisata di Kota Batam?*
2. *Apa saja Kelebihan objek wisata di Kota Batam dengan daerah sekitarnya?*
3. *Apa saja objek wisata kota Batam yang paling high recommend menurut abang?*
4. *Dari banyaknya Kota Batam mana yang merupakan wisata unggulan Kota Batam? Mungkin bisa dijelaskan apa saja daya tarik dari wisata unggulan tersebut?*
5. *Bagaimana cara abang sebagai pemegang akun media partner dan influencer melakukan promosi pariwisata?*
6. *Apa yang dilakukan hubungan masyarakat untuk memasarkan pontensi pariwisatanya ? Apakah dengan event untuk mengenalkan pariwisata? biasanya event apa dan berapa lama?*
7. *Apakah media partner memiliki akun sosial media sebagai media promosi? Jika ada apa? Dan apakah secara rutin menyampaikan kegiatan-kegiatan pariwisata di sosial media tersebut?*
8. *Apa strategi sosial media yang abang lakukan dalam membangun city branding memalui akun media promosi yang abang punya? Dan bagaimana abang melihat sosial media menjadi peluang untuk membangun ketertarikan warga asing maupun lokal dalam memajukan parisawata?*
9. *Apa target media partner kota batam yang ingin dicapai dalam beberapa tahun kedepan?*
10. *Apa Visi dan Misi abang sebagai media partner dan influencer kota Batam?*

INFORMANT 4

Name : Sayyid Muammar

Position : Batam city media partners and influencers (2019-Present)

1. *Bagaimana potensi pariwisata di Kota Batam?*
2. *Apa saja Kelebihan objek wisata di Kota Batam dengan daerah sekitarnya?*
3. *Apa saja objek wisata kota Batam yang paling high recommend menurut abang?*
4. *Dari banyaknya Kota Batam mana yang merupakan wisata unggulan Kota Batam? Mungkin bisa dijelaskan apa saja daya tarik dari wisata unggulan tersebut?*
5. *Bagaimana cara abang sebagai pemegang akun media partner dan influencer melakukan promosi pariwisata?*
6. *Apa yang dilakukan hubungan masyarakat untuk memasarkan potensi pariwisatanya ? Apakah dengan event untuk mengenalkan pariwisata? biasanya event apa dan berapa lama?*
7. *Apakah media partner memiliki akun sosial media sebagai media promosi? Jika ada apa? Dan apakah secara rutin menyampaikan kegiatan-kegiatan pariwisata di sosial media tersebut?*
8. *Apa strategi sosial media yang abang lakukan dalam membangun city branding melalui akun media promosi yang abang punya? Dan bagaimana abang melihat sosial media menjadi peluang untuk membangun ketertarikan warga asing maupun lokal dalam memajukan pariwisata?*
9. *Apa target media partner kota batam yang ingin dicapai dalam beberapa tahun kedepan?*
10. *Apa Visi dan Misi abang sebagai media partner dan influencer kota Batam?*