

TOURISM MARKETING STRATEGIES IN UTILIZING INSTAGRAMMABLE SPOTS OF MOUNT PAPANDAYAN TOURISM IN INDONESIA

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ABSTRACT

This study aims to identify Instagramable spots in Mount Papandayan tourist areas; to measure the gap of tourists' perception of Instagrammable spots; and to find appropriate marketing strategy for shareholders to improve the tourists' interest in visiting Mount Papandayan. This was a quantitative study and applied Importance Performance Analysis (IPA). The population of this study was tourists who have visited all spots in Mount Papandayan. A total of 100 respondents were selected based on purposive sampling technique. It used a questionnaire to collect the data. The result of the study showed that there was only a small gap between tourists' expectations and reality. It could be concluded that Instagrammable spots in Mount Papandayan met the tourists' expectations. The implication of this study is creating an effective marketing strategy in managing Mount Papandayan Tourism via Instagram.

Key words: Gap analysis, SERVQUAL, Importance Performance Analysis, Instagrammable spots, tourism marketing

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1. INTRODUCTION

The function of recreation has been shifted from entertaining to existential values. At first, when visiting tourists' attractions, tourists only enjoy the view or to relax and relieve their stress. However, after Instagram becomes famous among society, tourists tend to take photos and upload them as proof of their existence (1). Instagram is a popular media social platform for uploading pictures and it has managed to attract a great number of individuals to upload various

pictures (2). The term 'Instragrammable' refers to interesting objects (places, events, and views) that can be used as interesting background when taking photos and then they are uploaded to increase the value of the account owner.

Ref. (3) revealed 8 categories of most frequently uploaded photos to Instagram consisting of friends, food, gadgets, captioned photos, pets, activities, selfies, and fashion. It is known that selfie is the most popular category. The photos among these eight categories can be said as Instagrammable depending on the background of the photos. Sharing pictures is considered as a positive behavior as long as the photos present useful information and are needed by internet users as information (2).

Mount Papandayan is one of the most favorite mountain tourism destinations in Indonesia. This tourism has been completed with easy tracking, sufficient supporting facilities, sufficient water sources, and availability of Edelweiss fields. Even, the tourist can climb the mountain without staying overnight. This place is a famous Instagrammable tourist attraction. It can be seen from the number of posts using hashtags related to Mount Papandayan. The posts reach 46,142 posts for #gunungpapandayan, 50,330 posts for #papandayanmountain, and 247,982 posts for #papandayan.

The management of Papandayan tourism is aware of the needs of Indonesian tourists who love to take pictures. Thus, this tourist attraction has been fitted with several Instagrammable spots with both natural and artificial backgrounds. Unfortunately, not all visitors positively respond to the provided photo spots. The incompatibility of expected photo spots and the reality disturb the visitors' social status, even so, they continue taking pictures and ignore their disappointment (1).

Considering the importance of Instagram as an effective tourism promotion media for Indonesian tourism (4), visitors' satisfaction towards the Instagrammable spots has to be taken into account and evaluated. Instagrammable spots were utilized by the management and netizens by uploading pictures of the Instagrammable spots into their official accounts to attract the visitors' interest (1).

Gap Analysis is a measurement method to investigate a gap between the performances of a variable and visitors' expectations of the variable. A positive gap (+) will be gained if the perception score is higher than the expectation score. Meanwhile, if the expectation score is higher than the perception score, it will get a negative gap (-). This study aims to identify Instagrammable spots in the Mount Papandayan tourist area. Then, the tourists' perceptions of Instagrammable spots were measured. This study is expected to give positive contributions to Mount Papandayan tourism management in designing marketing strategies to improve the visitors' interest in visiting Mount Papandayan.

2. LITERATURE REVIEW

2.1. Photography and Tourism Marketing on Instagram

Some tourists capture their traveling moments by taking pictures and it is seen as part of their tourism activities (5). Photography can capture happy memories and moments and it reflects travel experiences through pictures (6). The nature of photography itself influences the attitude of tourists in determining their intention to visit certain tourist attractions (7). Pictures become an essential aspect of marketing communication which impressed the target customers (8). Therefore, marketing communication strategies require knowledge of the photography effect to attract tourists so that they decide to visit the tourist attractions.

Social media can not only be used as a tourism promotion tool, but also as a communication and interaction tool for sharing tourism products and understanding the customers' needs (4). The online photography features provided by Instagram is a symbol of reality and user

experience as a traveler so that Instagram users have a positive tendency in establishing a tourist attraction brand (9). The online photography features provided by Instagram is a symbol of reality and user experience as a traveler so that Instagram users have a positive tendency in establishing a tourist attraction brand.

2.2. Service Quality on Tourism

Service quality (servqual) has been established as an important economic driver of tourism (10). There are components in service quality, namely customer expectations and customer perceptions (11), while (12) called it with the term perceived service performance and service expectations to satisfaction. Ref. (13) showed that the variable of servqual on tourism of a tourist area is influenced by the dimensions of the quality of contributions, accommodation, places and components, which in turn have an impact on revisit intention and tourism development in the area. Whereas (10) emphasized the impact of servqual on tourist behavior and evaluation of service quality, where the keyword service quality, is most related to satisfaction; customer satisfaction (14); and loyalty.

3. METHODOLOGY

3.1. Characteristics of the Research and Respondents

This research applied the quantitative method with a descriptive design. The survey was conducted by observing the field and distributing questionnaires to 100 tourists who visited Mount Papandayan and enjoyed various photo spots. Besides, the respondent were active users of Instagram and had seen the pictures of Mount Papandayan that have been posted in Instagram before visiting Mount Papandayan. The questionnaire used a Likert scale with three levels of scores in which 1 for very satisfied, 2 for satisfied, and 3 for not satisfied.

3.2. Stage of Analysis

This study analyzed three gaps, namely per attribute, per dimension, and overall attributes of dimension analysis. The satisfaction score = expectation score. To find the significance level between the expectation and reality, a paired sample t-test was performed. The paired sample t-test was to compare the mean between expectation and reality of Instagrammable spots in Mount Papandayan Garut (performance).

Based on the data analysis using the IPA technique, the respondents were asked to assess the level of their expectations and reality. This analysis aims to identify whether the importance of the educational service attribute is in quadrant I, II, III or IV in the Cartesian chart with the x-axis for an average score of performance and the y-axis if for the importance level.

3.3. Criteria of Suitability Level

The suitability level was the result of comparing scores of importance and performance. This conformity level would determine the order of priority services provided by the management of Mount Papandayan starting from the most suitable to the least suitable. There were cases regarding the suitability level of photo spots posted on Instagram and the real condition:

- If the perceptions are lower than the expectations, the visitors will be disappointed and dissatisfied (the suitability level > 100%);
- If the perception is suitable with the expectations, the visitors will be satisfied (the suitability level = 100%);
- If the perceptions are higher than the expectation, the visitors will be very satisfied (the suitability level < 100%).
- In the suitability level <100% can be explained again as follows:

- a. Score 100 - 166 means the assessment criteria are not satisfied;
- b. Score 167 - 233 means that the assessment criteria are satisfied;
- c. Score 234 - 300 means that the criteria are very satisfied.

If the suitability level is < 100%, then:

- Score 100 – 166 means not satisfied;
- Score 167 – 233 means satisfied;
- Score 234 – 300 means very satisfied.

Criteria in Cartesian Quadrant:

- Quadrant I (Concentrate Here). It consists of attributes/statements which are considered important by the visitors but in reality, these attributes/statements are not in accordance with the visitors' expectation;
- Quadrant II (Keep up with the Good Work). These attributes have a high level of expectation and performance;
- Quadrant III (Low Priority). The attributes of this quadrant are considered less important by the visitors and the performance is not too special/common;
- Quadrant IV (Possible Overkill). The attributes of this quadrant have a low level of expectation according to the visitors but have good performance, so the visitors consider excessive by the visitors.

3.4. Operationalization Variable

Some questions in the questionnaire were derived from the operationalization variable. The operationalization variable concerning the quality of services in Mount Papandayan is presented in Table 1.

Table 1 Operationalization Variable

| Indicator's Description | Location | Item of Questioner |
|---|---|--------------------|
| The dead Savana forest with black Cantigi- trees growing on the mud of the mountain carter is a favorite spot for tourists to take pictures to be uploaded to Instagram. | <i>Hutan Mati</i> (Dead Forest) | 1 |
| The large crater area presents a view of white arid surrounded by green forest areas. Next to the carter, there is a former eruption pond that can be an Instagrammable spot. | <i>Kawah Papandayan</i> (Papandayan Crater) | 2 |
| The Edelweiss field is one of the Instagrammable spots. | <i>Tegal Alun</i> (Edelweiss Field) | 3 |
| Climbers can set their tent in the middle of the Cantingi forest. It is a wide flat area and surrounded by Edelweiss that can be an Instagrammable spot. | <i>Pondok Saladah</i> | 4 |
| The camping ground has Papandayan Crater background and a small river with clean water is an Instagrammable spot. | <i>Bumi Perkemahan</i> (Camping Ground) | 5 |
| An open area with the crater view, the night view of Garut and Mount Cikuray, and a beautiful sunrise view is an alternative time to get Instagrammable photos. | Hober Hoet | 6 |
| A lake that can change its color (yellow, green, blue) is an Instagrammable spot. | <i>Danau Papandayan</i> (Papandayan Lake) | 7 |
| Papandayan Photo Spots Tourism provides Instagrammable photo spots. | Photo spots | 8 |
| Visitors can take pictures with an Instagrammable background in the Observation Tower. | Menara Pandang (The Observation Tower) | 9 |

4. RESULTS AND DISCUSSION

4.1. Validity and Reliability of Expectation and Reality

The validity test was done by comparing t-count (Corrected Item - Total Correlation) with t-table ($\alpha = 0.05$ and $df = n-2$), if $t\text{-count} > t\text{-table}$, then the statements on the measuring instrument was valid. The detailed result of the test can be seen in Table 2.

Table 2 Validity Test Results on Statement of Importance and Performance

| No Item | Importance | | | Performance | | |
|---------|------------|---------|----------|-------------|---------|----------|
| | t calc | t table | Decision | t calc | t table | Decision |
| 1 | 7.73 | 1.66 | Valid | 4.76 | 1.66 | Valid |
| 2 | 8.63 | 1.66 | Valid | 5.55 | 1.66 | Valid |
| 3 | 7.70 | 1.66 | Valid | 4.43 | 1.66 | Valid |
| 4 | 10.52 | 1.66 | Valid | 4.02 | 1.66 | Valid |
| 5 | 7.47 | 1.66 | Valid | 4.92 | 1.66 | Valid |
| 6 | 11.22 | 1.66 | Valid | 3.46 | 1.66 | Valid |
| 7 | 6.28 | 1.66 | Valid | 4.49 | 1.66 | Valid |
| 8 | 6.45 | 1.66 | Valid | 5.27 | 1.66 | Valid |
| 9 | 9.98 | 1.66 | Valid | 5.77 | 1.66 | Valid |

Meanwhile, the reliability of the data is presented in Table 3. It can be seen that the t-count $>$ t-table ($14.18 > 1.66$) and ($4.66 > 1.66$) in which these values were too large. Therefore, it indicated that all items on the measurement instrument were reliable. Further, it implied that the questionnaire used in this study was reliable.

Table 3 Reliability Test Results on Statements of Importance and Performance

| | t calc | t table | Decision |
|-------------|--------|---------|----------|
| Performance | 14.18 | 1.66 | Reliable |
| Importance | 4.66 | 1.66 | Reliable |

4.2. SERVQUAL Analysis by Items

SERVQUAL scores do not only show the quality of service, but also customer satisfaction. This study identified Gap 5, the gap between the perceived value of performance and the visitors' expectations for services. Table 4 shows the Gap values by items.

Table 4. shows that the SERVQUAL value consists of negative and positive values. The item with a negative value means that the Instagrammable spots in Mount Papandayan do not meet the visitors' expectations. On the other hand, items with a positive value indicating that the Instagrammable spots meet the visitors' expectations. As a result, some spots were considered in accordance with the visitors' expectations, but some others did not.

Table 4 Gap Analysis based on Item-by-Item

| No Item | Score of Performance | Score of Importance | Gap |
|---------|----------------------|---------------------|-------|
| 1 | 2.34 | 2.74 | -0.40 |
| 2 | 2.35 | 2.38 | -0.03 |
| 3 | 2.53 | 2.66 | -0.13 |
| 4 | 2.28 | 2.32 | -0.04 |
| 5 | 2.19 | 2.16 | 0.03 |
| 6 | 2.21 | 2.10 | 0.11 |
| 7 | 2.17 | 1.56 | 0.61 |
| 8 | 2.56 | 2.89 | -0.33 |
| 9 | 2.3 | 2.65 | -0.35 |

4.3. Overall SERVQUAL Analysis

The overall SERVQUAL Gap value was identified by reducing the total Reality Score (Xi) with the Expectation Score (Yi).

The detailed formula is as follow:

Xi (performance) – Yi (importance)

$$Q = 20.93 - 21.46 = -0.53$$

The result of the overall Gap value was -0.53. As it showed a negative value, then it indicated that there was a gap between reality and visitors' expectations. Instagrammable Spots in Mount Papandayan Garut have not been able to meet the visitors' expectations. The Gap value of -0.53 was not too large and it implied that the visitors might be quite satisfied with the current available Instagrammable spots.

4.4. Paired Sample Test for Performance-Importance

The paired sample test in this study was conducted to compare the difference average of Performance and Importance of each dimension. The result is presented in Table 5.

Table 5 Average Difference Test for Average Performance and Importance

| No | Importance - Performance | t | df | Sig. (2-tailed) |
|----|---|--------|----|-----------------|
| 1 | <i>Hutan Mati</i> (Dead Forest) | -5.868 | 99 | .000 |
| 2 | <i>Kawah Papandayan</i> (Papandayan Crater) | -.410 | 99 | .682 |
| 3 | <i>Tegal Alun</i> (Edelweiss Field) | -1.922 | 99 | .058 |
| 4 | <i>Pondok Saladah</i> | -.575 | 99 | .566 |
| 5 | <i>Bumi Perkemahan</i> (Camping Ground) | .467 | 99 | .642 |
| 6 | Hober Hoet | 1.551 | 99 | .124 |
| 7 | <i>Danau Papandayan</i> (Lake Papandayan) | 7.984 | 99 | .000 |
| 8 | Artificial photo spots | -5.984 | 99 | .000 |
| 9 | <i>Menara Pandang</i> (The Observation Tower) | -5.093 | 99 | .000 |

Based on Table 5, the result of the paired sample test between the reality and expectation of each item, if the significance value is <0.05, then there are differences between reality and expectations. The items with a significance value of <0.05 cover:

- Item [1], dead forest with a significance value of 0.00 means that there is a difference between reality and expectation. A netizen with @the_laks-23 account said, *"Sometimes, the uninvited mist goes down, then we cannot enjoy the view and take nice pictures with our phone camera."*
- Item [7], Lake Papandayan with significance value 0.00 means that means there is a difference between reality and expectation. A netizen with @regina_07 account said, *"The lake water is decreasing, so it doesn't look like a lake then the land is shrinking."* Moreover, @ dewi_ayuni28 account said, *"The water depends on the weather, sometimes it dries."*
- Item [8], artificial photo spots with a significance value of 0.00 that means there is a difference between reality and expectation. A netizen with @nurbayantirini28 account said, *"If you want to get Instagramable pictures, you should have a professional photographer unless you have to have a good camera and photography skill to get good pictures."*
- Item [9], the observation tower with a significance value of 0.00 that means there is a difference between reality and expectation. A netizen, @nadiasrpjrt said *"If you see pictures on Instagram, most of them look good as they are taken with a good camera or*

maybe have been edited. In fact, the view is just typical when you use your phone camera.”

The other items have a significance value of > 0.05 , meaning that there is no difference between reality and expectation.

4.5. IPA Chart

Each quadrant will describe the priority scale to improve or maintain the quality of Instagrammable spots in Mount Papandayan, Garut. Table 6 shows the data distribution of visitors’ Importance-Performance scores.

Table 6 Importance and Performance scores and the Level of Conformity

| No Item | Score of Performance (Xi) | Score of Importance (Yi) | Level of Conformity (%) | Service Quality |
|---------|---------------------------|--------------------------|-------------------------|-----------------|
| 1 | 234 | 274 | 85.40 | Very good |
| 2 | 235 | 238 | 98.74 | Very good |
| 3 | 253 | 266 | 95.11 | Very good |
| 4 | 228 | 232 | 98.28 | Very good |
| 5 | 219 | 216 | 101.39 | Very good |
| 6 | 221 | 210 | 105.24 | Very good |
| 7 | 217 | 156 | 139.10 | Very good |
| 8 | 256 | 289 | 88.58 | Very good |
| 9 | 230 | 265 | 86.79 | Very good |

Based on data presented in Table 6, the expectations (Importance) score is higher than the reality score (Performance). It implies that not all visitors’ expectations of Instagrammable spots in Mount Papandayan can all be fulfilled. However, the suitability of all attributes is higher than 80% meaning that the Instagrammable spots are very good according to the visitors.

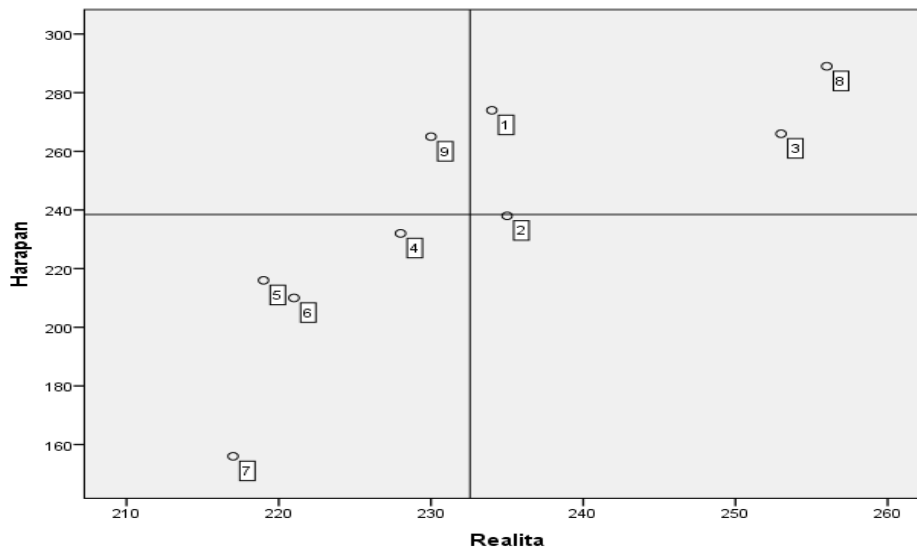


Figure 1. Cartesian Diagram

Moreover, all the attributes will be mapped into a Cartesian chart consisting of four quadrants to find out the attributes that must be prioritized for improvement. The Cartesian chart can be seen in Figure 1. The detail attributes and the dimension can be seen in Table 7.

Quadrant I, Concentrate Here, covers some items such as [9] the observation tower. It is in quadrant A as it is considered important, but it has not met the visitors’ expectations. It means the visitors of Mount Papandayan consider important to take pictures in this spot, but the produced pictures do not meet their expectation if they took them with their phone camera. The

attributes in this quadrant should be prioritized to be improved in order to increase the satisfaction level, for example through providing professional photographers with better cameras. Therefore, visitors can have more Instagrammable pictures.

Table 7 Item mapping results on Cartesian Diagrams

| No item | Score of Performance | Score of Importance | Quadrant |
|---------|----------------------|---------------------|----------|
| 1 | 234 | 274 | II |
| 2 | 235 | 238 | IV |
| 3 | 253 | 266 | II |
| 4 | 228 | 232 | III |
| 5 | 219 | 216 | III |
| 6 | 221 | 210 | III |
| 7 | 217 | 156 | III |
| 8 | 256 | 289 | II |
| 9 | 230 | 265 | I |

Quadrant II, Keep up the Good Work, covers items such as [1] dead forest; [3] Tegal Alun; and [item 8] artificial photo spots. The items in this quadrant are considered very important and quite satisfying. It means that the visitors of Mount Papandayan will look for these photo spots because they are considered very important. Therefore, the photo spots must be maintained and managed properly.

Quadrant III, Low Priority, covers items such as [4] Pondok Saladah; [5] Campgrounds; [6] Hober Hoet; and [7] Lake Papandayan. The items in this quadrant are considered less important and unsatisfactory. It means that they are less Instagrammable so that visitors prefer it according to its function that is camping ground. The lake is not considered an important spot as it is affected by the weather. In addition, based on observation, there are still many wild boar roaming in the three areas making climbers uncomfortable when camping, because the wild boar often damage the camping area.

Quadrant IV, Possible Overkill, the only item of this quadrant is [2] Papandayan Crater. The item in this quadrant is considered not important with excessive services. It means it does not need to be developed and prioritized.

To have better understand the mapping, triangulation was carried out towards 30 respondents by being asked to fill out the strengths (positive) and weaknesses (negative) of each spot mention above. Then the comments are categorized, and the frequency is calculated. From Table 8, there are some comments that all respondents agreed on regarding the study. All respondents agreed (30 people) that the Dead Forest is a very exotic spot; Papandayan Crater and Papandayan Lake are spots with strong sulfur odor; Tegal Alun is an area with edelweiss as its trademark; Pondok Saladah and Campground are the best locations for camping; Tegal Alun, Pondok Saladah, Bumi Campsite and Hober Hoet have unattractive views; and Menara Pandang is the first photo spot at Mount Papandayan tourism park as well as the best place to enjoy views of Mount Papandayan.

Table 8 Summary of Triangulation Results Regarding Instagrammable Spots on Papandayan Mountain

| No | Spot | Positive Comments and Score | Negative Comments and Score |
|----|---|--|---|
| 1 | <i>Hutan Mati</i> (Dead Forest) | exotic (30), easy to reach (25), typical Papandayan (25) | arid (15), barren (23), horror (5) |
| 2 | <i>Kawah Papandayan</i> (Papandayan Crater) | reachable (20) | the smell of sulfur (30); attractions can be enjoyed in the observation tower (30); not typical (10) |
| 3 | <i>Tegal Alun</i> (Edelweiss Field) | Edelweiss (30); safe (10); the main goal of mountaineers (20) | far from the main gate (27); the view is less interesting (30) |
| 4 | <i>Pondok Saladah</i> | camping ground (30) | far from the main gate (25); the view is less interesting (30) |
| 5 | <i>Bumi Perkemahan</i> (Camping Ground) | camping ground (30) | far from the main gate (25); the view is less interesting (30) |
| 6 | Hober Hoet | the best sunrise spot in Mount Papandayan (20) | far from the main gate (24); the view is less interesting (30) |
| 7 | <i>Danau Papandayan</i> (Lake Papandayan) | unique lake color (20) | far from the main gate (20); off the track (25); the smell of sulfur (30); not typical (15); dry during the dry season (25) |
| 8 | Artificial photo spots | Reachable (30) | not typical (30) |
| 9 | <i>Menara Pandang</i> (The Observation Tower) | first photo spot at Mount Papandayan tourism park (30); the best place to enjoy views of Mount Papandayan (30) | photo spot is not demanded by the mountaineers (12) |

If related to the findings using cartesian diagrams with the results of triangulation, then:

- Menara Pandang (Observation Tower) is part of Quadrant 1 because positive comments are dominant regarding the first photo spot at Mount Papandayan tourism park and the best place to enjoy views of Mount Papandayan;
- Hutan Mati (Dead Forest), Tegal Alun, and artificial photo spots are part of Quadrant II because its exotic, popular edelweiss and reachable by tourists of all ages;
- Pondok Saladah, Campgrounds, Hober Hoet; and Lake Papandayan are part of Quadrant III because the views are less interesting at 3 campsites dan the smell of sulfur at Lake Papandayan;
- Papandayan Crater is part of Quadrant IV because the smell of sulfur and its attraction can be enjoyed in the observation tower.

5. CONCLUSIONS AND RECOMMENDATION

5.1. Conclusions

Based on the observation results, there were 9 Instagramable spots in Mount Papandayan, Garut. They were the dead forest, Papandayan Crater, Tegal Alun, Pondok Salak, Camping ground, Hober Hoet, Papandayan Lake, Photo Spot, and observation tower. Four of the nine spots do not meet the visitors' expectations. They were the dead forest, Papandayan Lake, Photo

Spots, and observation tower. On the other hand, the spots that meet the visitors' expectations are Papandayan Crater, Tegal Alun, Pondok Salak, Camping ground, and Hober Hoet.

Based on the overall results of the Gap, there was a gap between the reality and the visitors' expectations of the Instagrammable spots in Mount Papandayan. The gap score between the reality and visitors' expectations, some items have a negative score and the others have a positive gap score. It means that the negative score shows the Instagrammable spots have not managed to meet the visitors' expectations. On the other hand, for the positive score, it means the Instagrammable spots have met the visitors' expectations.

The results of the mapping using the IPA analysis, the quadrant I cover the observation tower; quadrant II covers the dead forest, Tegal Alun, and artificial photo spots; quadrant III consists of Pondok Saladah, Camping ground Hober Hoet, and Lake Papandayan; and quadrant IV is Papandayan Crater.

5.2. Further Research

Based on the result of the study, it is essential to consider strategies in quadrants I and II to be maintained and improved. Besides increasing promotion for items in quadrants I and II, it is necessary to realize that visitors easily get bored of Instagrammable spot tourism. Therefore, it is crucial to create or develop new spots to attract more visitors, such as by creating thematic atmosphere by asking all the workers to wear farmer clothes during plantings season and providing art performance such as Jaipong and Pencak Silat. It is because events can also be an interesting background to take Instagrammable pictures.

This study also only evaluates tourist satisfaction toward popular photo spots on Mount Papandayan, further research could be continued by evaluating complete destination image components such as the findings of Shuqair & Cragg (2017) which include tourist facilitation; safety; comfort; interest / adventure; affordability; attractions and entertainments; atmosphere; sightseeing and activities; and cultural similarity.

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