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Analysis of Lampung Marine Tourism Contents on Social Media

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Abstract. Marine tourism in Lampung province has significantly contributed to its development. In fact, it can be said that the majority of tourists visiting Lampung visit marine tourism attractions. The rapid growth of social media has resulted in many social media accounts focusing on tourism news. In this study, the Instagram accounts examined were @lampung and @potraitlampung. These two accounts were selected based on their popularity, followers, and engagement. The results showed that @potraitlampung posted more marine tourism content than @lampung. In terms of content, there are differences in posting styles, indicating distinct characteristics between the two accounts.

Keywords. marine, sea, post, content, Instagram

Introduction

Indonesia, as the world's largest archipelagic nation, boasts extraordinary natural and cultural riches. With over 17,000 islands, Indonesia offers a diverse range of tourist destinations, including exotic beaches, beautiful mountains, picturesque lakes, and tropical forests rich in biodiversity. Furthermore, its cultural heritage, encompassing traditions, art, dance, music, and local cuisine, is a major draw for both domestic and international tourists. Lampung Province, located at the southern tip of Sumatra Island, enjoys a geostrategic position as the main gateway connecting Sumatra and Java through Bakauheni Port. This position should be a significant competitive advantage.

In terms of tourism assets, Lampung has very diverse objects, such as:

1. Natural Tourism: It boasts the volcanic wonder of the world, Mount Krakatoa, which is a magnet for special interest tourists and researchers (Hendrawan & Sari, 2022). Furthermore, there is Way Kambas National Park, a conservation center for Sumatran elephants (*Elephas maximus sumatranus*), and Bukit Barisan Selatan National Park, a UNESCO World Heritage Site. Beaches on the West Coast, such as Mutun Beach and Tanjung Setia, are also known as world-class surfing destinations (Dalton et al., 2019).

2. Cultural Tourism: Lampung's indigenous peoples possess a rich cultural heritage, such as Tapis cloth, traditional dances (Sigeh Penguten Dance), and the Kaganga script. This unique culture constitutes *an intangible cultural heritage* that can serve as *a unique selling*

proposition (Widodo, 2020). This potential positions Lampung as a province with significant opportunities to develop nature-based, cultural, and ecotourism.

In Indonesia, the commitment to tourism development is enshrined in Law Number 10 of 2009 concerning Tourism, which emphasizes tourism as a strategic, multidimensional sector. The Indonesian government is aggressively promoting "Wonderful Indonesia" to attract 14 million international tourists by 2024 (Ministry of Tourism and Creative Economy, 2023). However, the focus of development is often concentrated on "primary" destinations such as Bali, Central Java, and West Nusa Tenggara, creating a competitive disadvantage for other "secondary" destinations (Prasiasa, 2022).

Despite its great potential, the reality of Lampung tourism development still faces many problems and challenges such as:

1. Infrastructure and Connectivity Issues: Supporting infrastructure, such as roads to tourist attractions and internet connection quality in some areas, remains a challenge. A study by Bappenas (2021) highlighted that poor accessibility is a major obstacle to tourism development in underdeveloped areas, including several areas in Lampung.

2. Unfocused Image and Marketing: Lampung's tourism branding is still not as strong as "Wonderful Bali" or "Jogja Never Ending Asia." As a result, Lampung is often perceived as a transit area, not a primary destination, which impacts low tourist *length of stay* and *average expenditure* (Data from BPS Lampung, 2022).

3. Quality of Human Resources (HR): The skills and professionalism of tourism HR, from business actors, guides, to hospitality staff, still need to be continuously improved to meet international service standards (Suryawan, 2021).

3. Environmental and Social Pressures: Increased tourist visits have the potential to cause negative impacts, such as the accumulation of waste in coastal areas and the disruption of wildlife. Furthermore, tourism development that does not involve local communities risks alienation and social conflict (Nurjanna, 2019).

Lampung tourism still relies heavily on natural tourism, particularly marine tourism, mountain tourism, and other natural attractions. Among various social media platforms, Instagram has become one of the most dominant in shaping tourists' perceptions of a destination. Instagram's visual-oriented nature allows audiences to experience the representation of a destination through aesthetically pleasing and easily disseminated photos, videos, and stories. This makes Instagram a crucial locus for the process of constructing the meaning of tourism, as well as an arena of representation that influences tourists' preferences, aspirations, and travel behavior (Zeng & Gerritsen, 2014). Instagram is not only an image-sharing application, but also a social space where narratives about destinations are shaped through visual aesthetics, choice of perspective, and user interaction.

The rise of platforms like Instagram, Facebook, and TikTok is changing the way destinations are selected and consumed by tourists: strong visuals, user narratives, and sharing/viral mechanisms significantly influence travel decisions. In Lampung, training and technical guidance on social media utilization for tourism stakeholders demonstrate institutional pressure to integrate digital strategies into regional promotions. Case studies of districts/cities in Lampung and preliminary findings from pre-research indicate that Instagram is effective in promoting destinations at a local scale due to its visual features and location tags that support discoverability; however, challenges remain related to destination manager capacity, branding consistency, and measuring the actual visit impact of online activities. Theoretically, this research is rooted in destination marketing and digital communication perspectives, emphasizing the role of social media as a tool for creating destination imagery, shaping public

opinion through user-generated content (UGC), and a two-way communication channel between destination managers and potential tourists. This framework is relevant for examining how content, interactions, and platform strategies influence tourist awareness, visit intention, and behavior toward Lampung destinations.

Method

This research was conducted using a qualitative approach. Qualitative research emphasizes the exploration of meaning, in-depth understanding, and interpretation of social phenomena. The subjects of the research were the Instagram accounts @lampuung and @potraitlampung. The object of the research was content about nature tourism. Representative posts were selected as the unit of analysis. This unit of analysis was analyzed using a qualitative approach. Furthermore, the facts found in the field were analyzed using digital content marketing theory and the 7C Framework of Social Media Content.

The focus of this research is:

Analyze the types and characteristics of tourism content uploaded by the Instagram accounts @lampuung and @potraitlampung, including content format (photos, videos, reels), visual style, narrative, and featured themes.

Identifying the visual and textual communication strategies used by both accounts in promoting Lampung tourist destinations, including the use of visual aesthetics, hashtags, captions, calls to action, and storytelling approaches.

Comparing the representation of Lampung tourist destinations between the two accounts, to see the differences in destination focus, selling points, and how each account frames Lampung tourism.

Analyze audience engagement, such as likes, comments, and shares, to understand how content quality influences user response on both accounts.

Identifying the meaning and construction of tourism messages formed from the content uploaded by both accounts, using a qualitative analysis approach (e.g.: qualitative content analysis, semiotics, or Situated Data Analysis).

Exploring the role of social media Instagram as a medium for promoting local tourism in Lampung, as well as how both accounts contribute to the image of Lampung tourism in the digital space.

Discussion

Below is a table showing content uploads by @lampuung and @potraitlampung.

No	@lampuung	@potraitlampung
1	Wayang Islands	Kyokko The Hurun
2	Sebesi Islands	Kedu Warna Beach
3	KeduWarna Beach	Teluk Hantu Beach
4	Green Canyon	Wayang Islands
5	Senaya Beach	Pulau Kelapa Beach
6		Green Canyon
7		Tanjung Tua Beach
8		Arang Beach

9		Pintasan Beach
10		Setigi Batu Beach
11		Grand Elty Beach
12		Duta Wisata Beach
13		Elty Krakatoa
14		Kyokko Beach Club
15		Laguna Gaya

Data shows that marine tourism experiences a surplus of representation, particularly among lifestyle-oriented accounts. There is a striking disparity in productivity: the @lampung account produces 5 posts, while the @potraitlampung account dominates with 15. This indicates a shift in the function of the ocean from mere geographical landscape to a primary "visual commodity" on social media.

value proposition offered to the audience is the transformation of nature into Leisure. While natural tourism (forests/mountains) is often associated with adventure, marine tourism data shows a hybridization with a relaxed lifestyle (leisure). The emergence of names such as "Kyokko Beach Club", "Elty Krakatoa", and "Pantai Grand Elty" in the list of posts by @potraitlampung indicates that the sea is marketed as a backdrop for modern consumption activities (beach clubs, resorts). The dominance of 15 posts on @potraitlampung functions as "escapism" content. The ocean is no longer sold as a biological ecosystem (as defined by Orams), but rather as visual therapy. This strategy is very effective in content marketing to build the region's brand image as a relaxing holiday destination.

Analysis using the 7C Framework of Social Media Content. Context: The context of marine tourism posts is closely related to the trend of nature and marine tourism, Instagram's visual culture, and the audience's need for "escape" and healing destinations. This context makes marine tourism content socially and temporally relevant. Content: The content is dominated by visuals of sea and beach landscapes with high aesthetics. Visual beauty serves as a *primary hook* to attract the audience's attention, in line with the characteristics of image-based social media. Communication: Communication is implicit and persuasive. Unique destination names (Teluk Hantu, Laguna Gaya) serve to spark the audience's curiosity. Community: Marine posts build an imaginary community of nature and marine tourism lovers. The audience is not only positioned as viewers, but as potential participants in the tourism experience. Customization: The variety of destinations from natural beaches to resorts and beach clubs demonstrates an effort to adapt content to different audience segments: backpackers, family travelers, and upper-middle-class tourists. Connection: Marine tourism content builds emotional connections through representations of serenity, freedom, and adventure. This connection is important in building *destination attachment*. Commerce: Although not explicitly selling, marine tourism content functions as *indirect commercial content* that encourages visits, consumption of tourism services, and the local coastal economy.

Within the Situated Data Analysis approach, marine tourism posts are understood as data that is: generated within the context of the Instagram platform, influenced by visibility algorithms, and loaded with cultural and economic values. Rettberg (2020) emphasizes that social media data is always situational and not neutral. Posts about Lampung beaches and islands not only represent nature but also frame how nature is "worth seeing" and "worth visiting." The situation of the uploading actor or account demonstrates curatorial power in

determining which destinations are considered important and attractive. This data is relational, as its meaning emerges from the interaction between the account, the audience, and the digital tourism discourse. From the Situated Data Analysis perspective, marine tourism posts constitute cultural data that constructs the relationship between nature, regional identity, and digital tourism practices. Thus, marine tourism is not merely a content category, but an arena for the production of meaning and economic value within the social media ecosystem.

After coding using nvivo software, the research uncovered several visualizations. First, the research showed that nature and marine tourism were the dominant tourism categories. This is evident in the following visualization.



Figure 1

The image shows the keyword "healing" receiving a large share of attention, and it's synonymous with nature and marine tourism. It represents an urban lifestyle linked to social media practices, particularly Instagram. Healing as a concept doesn't stand alone; in the image above, it's closely tied to beaches, seas, nature, serenity, vibes, spots, hidden gems, and so on. All of these terms suggest serenity and happiness, a place to unwind and escape from routine. The emerging social construct is that for healing, the audience needs to go somewhere. This demonstrates the spatial framing of healing created by social media; there is no healing without

a trip to a tourist destination. Judging by the high engagement of posts with the keyword "healing," it's safe to say this strategy is successful.

Because healing is closely tied to natural, marine, and man-made/recreational destinations, it will be seen more clearly in the following image:

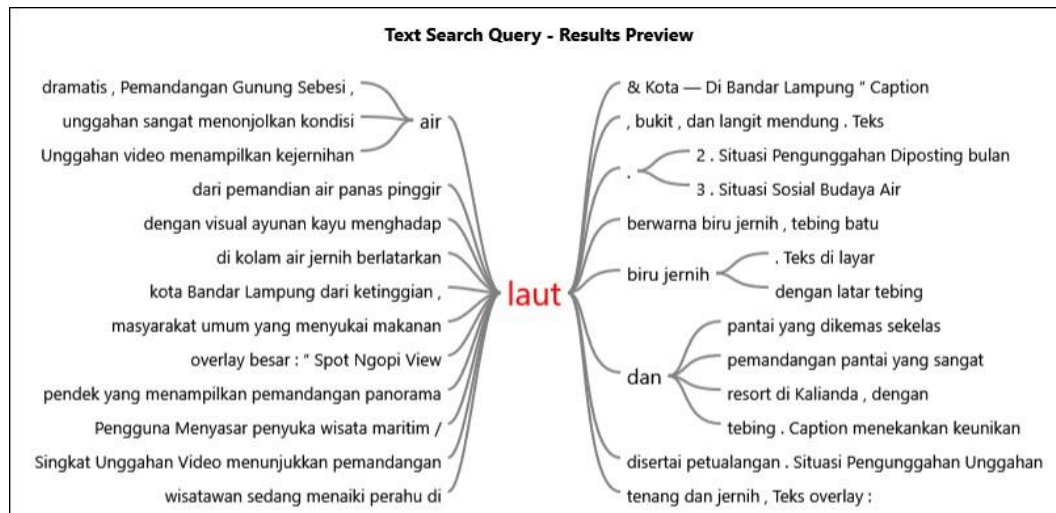


Figure 2

The image above shows that the keyword "sea" is associated with water, scenery, panoramas, clear blue, and adventure. This suggests that the sea is primarily consumed as a recreational destination, a place to enjoy its beauty. Of course, no discussion of the sea would be complete without beaches; most people experience the sensation of the sea through beaches, as seen in the following image:

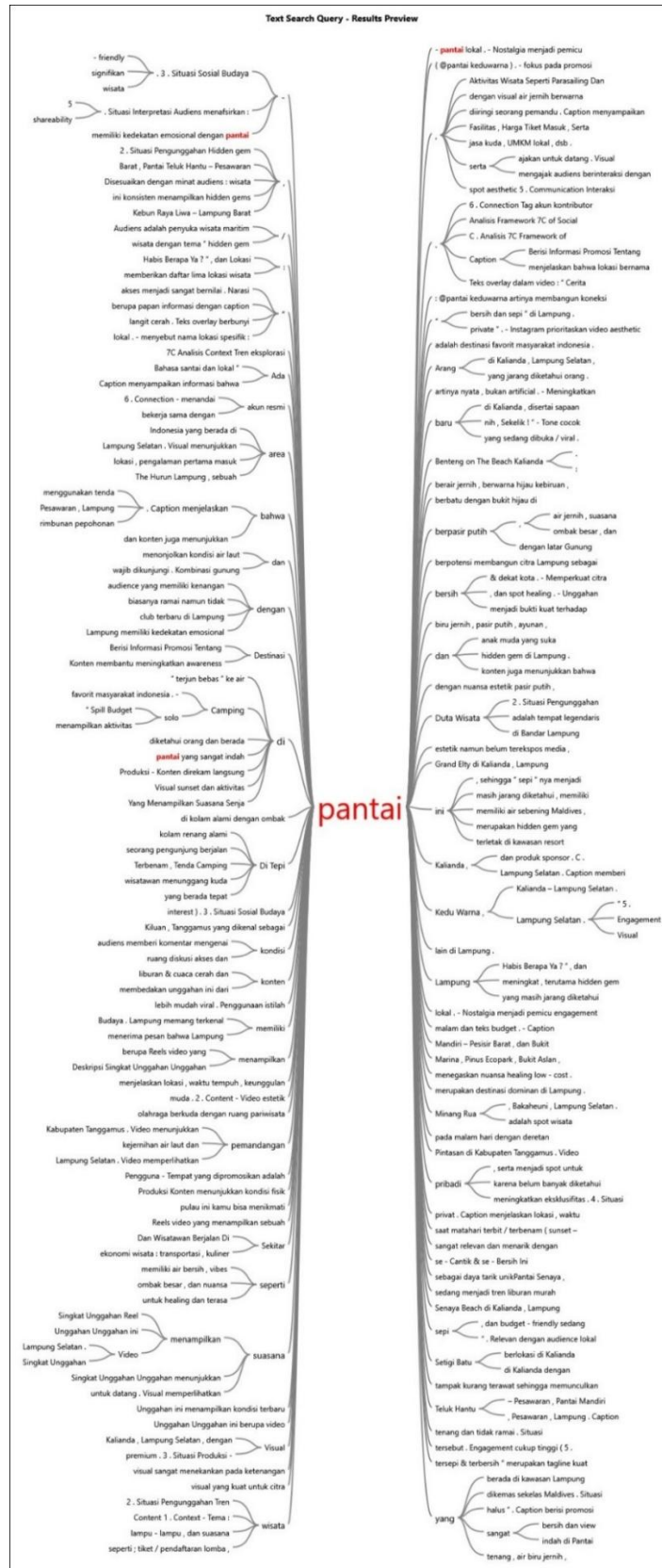


Figure 3

It's clear from the image above that the keyword "beach" has significantly more data than the keyword "sea." This is because marine tourism activities are generally carried out on the beach. Therefore, many activities, events, and performances are held there. Frequently used terms related to beaches include: South Lampung, Pesawaran, hidden gem, beach names, camping, clear, white sand, healing, aesthetic, waves, and so on. Words commonly used generally describe beach conditions such as waves, blue, clear, and white sand. This shows that the main selling point of beaches in Lampung is their good and beautiful beach conditions. In addition to natural factors, there are also artificial factors such as aesthetics, Instagrammable, and hidden gem. This shows that there must be added value offered to the audience for tourism promotion to be successful, namely the happiness and pride of being able to post aesthetic photos and videos on their own social media.

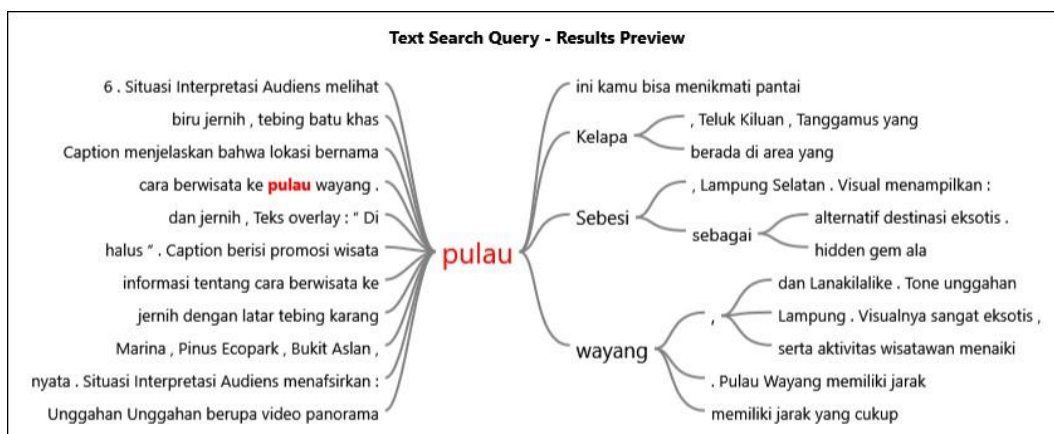


Figure 4

Still discussing marine tourism, beyond the sea and beaches, islands are certainly worth mentioning. Marine tourism in Lampung boasts islands that are prime tourist destinations. Words associated with islands are often the names of the islands themselves, such as Wayang Island, Sebesi Island, Kelapa Island, exotic, and hidden gem. Economically, island trips require more expense than beach trips, so visibility is significantly lower than beach posts. However, island tourism has its own unique value, such as the quieter and more exclusive atmosphere compared to beaches. This is the main selling point of these two accounts, promoting their islands with a hidden gem narrative, like the Maldives, an exotic destination that inspires pride among travelers.

As previously stated, the majority of posts are about marine tourism and nature tourism. Here's a visualization of nature tourism:

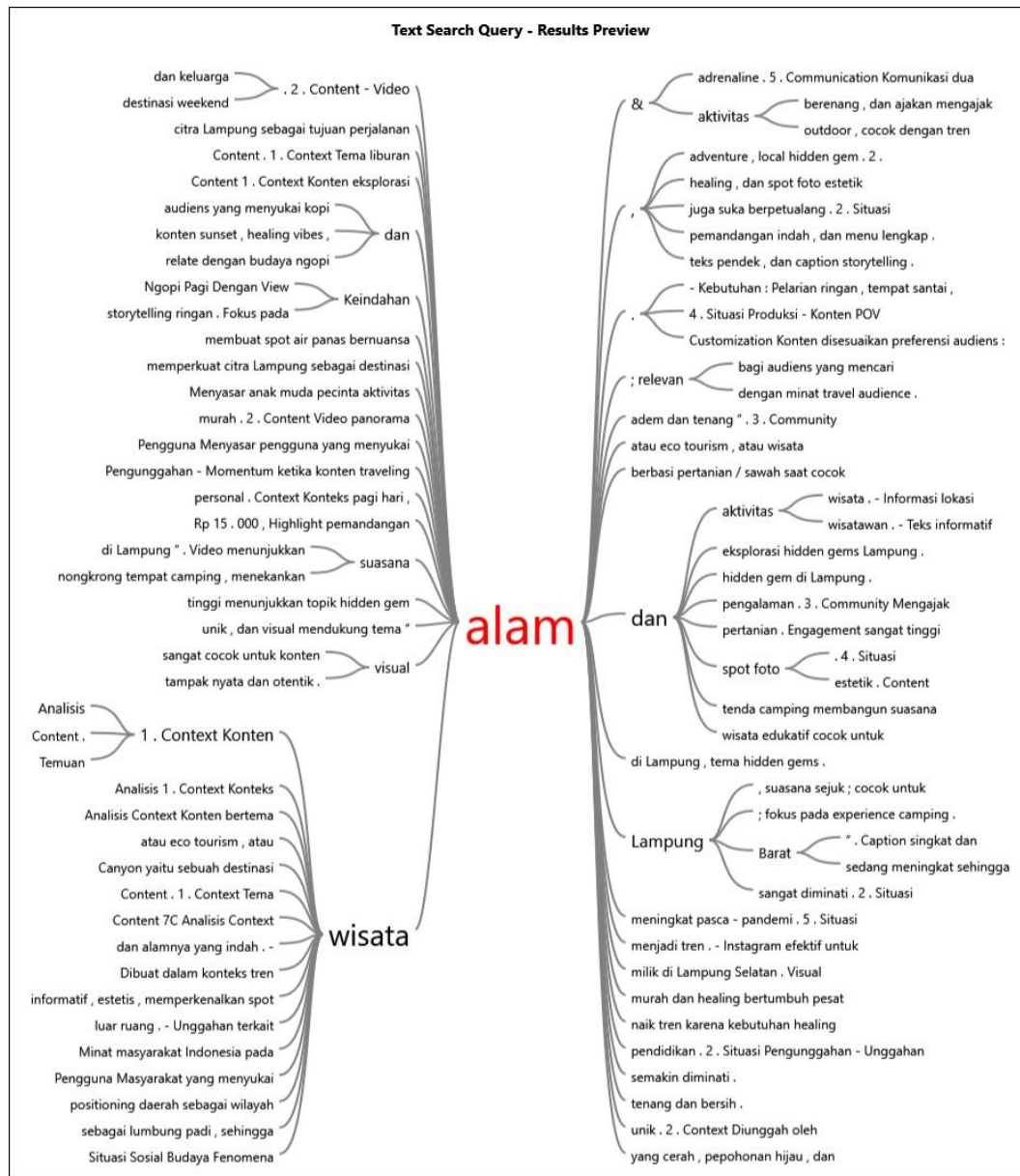


Figure 5

Lampung's tourism relies heavily on natural attractions; the sea, islands, and beaches are also considered natural tourism. However, tourism is usually categorized as marine tourism. Therefore, natural tourism here refers to non-marine tourism, such as mountains, hills, rivers, forests, and so on. The image above shows the word "nature" directly linked to the word "tourism," indicating that natural tourism has high exposure and visibility. This is understandable because Lampung relies heavily on nature as a tourist destination. Frequently used terms include "healing," "coffee," "green trees," "serene," "affordable," "spot," "vibes," and "hidden gem." Again, the terms "healing" and "hidden gem" serve as bait words that attract audiences. Audiences may prefer the term "hidden gem" because it refers to a beautiful yet unknown tourist destination, creating a sense of exclusivity and a sense of pioneering the way.

The most frequently uploaded natural tourism destination is the hilly landscape around Bandar Lampung. This is understandable, as Bandar Lampung, in addition to its coastal area, is

also surrounded by hills. This natural setting makes the hills an ideal *sightseeing destination*. The hilly topography also plays a key role in posts about West Lampung's natural tourism destinations, demonstrating the beauty of the hills and mountains combined with the words "coffee" (enjoying coffee) to create a truly captivating post. West Lampung also contributed to the highest- *engaged nature post*, the post about Lumbok Seminung (Lake Ranau), with 40,900 likes and 830 comments. This further emphasizes the dominance of nature tourism in increasing *traffic* and visibility.

Conclusion

Lampung tourism still relies heavily on natural tourism, specifically marine tourism. It's no surprise, then, that this study found that marine tourism posts account for a significant portion of the two Instagram accounts. This is understandable, given that marketing-wise, marine content attracts high traffic and engagement. Aesthetically and visually, marine tourism content is incredibly beautiful and captivates viewers. This means that content creators have ample creative space in content production. This creativity ultimately results in beautiful, informative, and audience-pleasing posts. Emotionally, posts about marine tourism deeply resonate with viewers, depicting beauty, relaxation, and the thrill of escaping from the daily grind. In general, there's a strong correlation between Lampung's tourism potential, which is closely tied to the marine world, and the high frequency of marine posts on the @lampung and @potraitlampung accounts.

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