Is The Instagram as A Homestay Selection in A Tourist Village?

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Abstract

This research explores how Instagram is used to find homestay information in tourist village areas. Using a descriptive method and quantitative approach, data were collected through field surveys, Google Forms, and in-person interviews with participants from Jakarta.. The findings show that women prefer Instagram over men due to its image-centric nature, and young people aged 16-25 find it useful for homestay searches. Nonetheless, 27% of respondents express disagreement, stating that they primarily use Instagram for archiving photos and videos and favor online travel agent apps for booking accommodations. Nevertheless, 73% of participants concur that Instagram's features streamline the process of finding homestays. This study contributes to the tourism sector by highlighting Instagram's potential to enhance homestay visibility, which could help improve the household economy in tourist villages.
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Keywords: Instagram, homestay, tourist village

A. Introduction

At this time, the development of tourist villages is running so rapidly and spreading to almost all provinces in Indonesia. Especially the encouragement from PNPM (Independent Tourism Community Empowerment Program), which seeks to take opportunities for tourism development and market interest to find alternative tourist destinations outside popular destinations already well known (Hamzah & Irfan, 2018). To equalize development and improve community welfare, the government develops destinations in a village into tourist villages. In addition, creating tourist villages is also to preserve local wisdom. This development aims to improve the local community's economy, and local government revenues also provide a new atmosphere and environment for local and foreign tourists (Leonandri & Rosmadi, 2018).

When going on vacation, in planning travel trips, people tend to choose tourist destinations and accommodations. The accommodation that tourists want, namely lodging and restaurants, are easily accessible, both in terms of finance and distance to tourist attractions (Lestari & Mustika, 2020). The accommodation is not always a hotel, especially if a destination is more related to nature, mountains and beaches. Some tourists choose accommodation types that tend to be cheaper than hotels, such as guest houses and homestays (Ningrum & Mustika, 2019). Homestays in several countries, such as the United States, Canada, and Australia. Target homestay visitors are international students from other countries because they must learn the language and culture of the country they are visiting. During their study period, guidance from the homestay owner is needed. In Asian countries such as Malaysia, Thailand, Nepal, and Indonesia, homestays are located in rural areas to improve and develop the rural economy and promote an indigenous culture based on local wisdom(Padlee et al., 2013).

The development of world has a very rapid development, thus encouraging technology to develop very quickly. Most people are now connected to the internet through their computers or smartphones. It is on social media that can reach consumers or tourists very easily and cost-effectively. Currently, smartphones can help connect to various social media for business, vacation, or to relieve boredom by viewing photos or videos on social media. (Eman. Wally & Swpna Koshy, 2014). Exploring information and entertainment from various parts of the world can be traced through the internet because it can be done by anyone, anytime and anywhere. The development of information and communication technology has changed the

way interact with each individual, and the internet is becoming the most needed digital space, even having a person's life needs. Various social media types use the internet and are now popular: Facebook, Twitter, Path, YouTube, Instagram, and Pinterest. Each of these social media has different advantages and specifications. One of the social media currently booming is Instagram. It is an application for storing photos and videos with a digital system; everybody can see it (Nuryadin et al., 2020).

The research gaps a thorough examination of how Instagram influences the marketing of homestays compared to other social media platforms and traditional online travel agents. This study examines Instagram's effectiveness in promoting homestays and attracting guests. It does not extensively compare Instagram to other digital marketing channels like Facebook, TikTok, or online travel agent apps. The research focuses mainly on respondents in Jakarta and may not fully represent potential homestay customers in other regions or countries. The findings may not be generalizable due to the geographic limitation. Additionally, the study discusses user preferences, including the influence of Instagram features such as hashtags, likes, and comments. However, it does not explore how homestay owners can strategically enhance their Instagram marketing efforts over time or how these strategies impact long-term booking patterns.

The research used a descriptive method and quantitative approach, data were collected through field surveys, Google Forms, and face-to-face interviews with respondents from Jakarta. The novelty in this research lies in the specific approach that examines the use of Instagram as a medium for searching for information on homestays in tourist villages. This research shows that although there are many applications specifically for booking recommendations, Instagram, as an image-based platform, has unique potential in attracting the attention of potential tourists, especially in certain demographic groups such as women and young people aged 16-25 years. This research also offers a new perspective on how Instagram can be used as an effective marketing tool for homestay owners in tourist villages, which has not been widely researched before. Focusing on the influence of Instagram on the household economy in tourist villages also adds originality value, especially in the context of digitalization of local tourism marketing. The research aims to explore the role of Instagram as a tool for discovering homestay information in tourist village areas. It seeks to understand the behaviors and preferences of users in using Instagram for this purpose, focusing particularly on how different

demographics, such as age and gender, engage with the platform when searching for homestay accommodations.

B. Literature Review
State of The Art

The findings from previous researchers stated that the use of social media and websites positively affected the interest of visiting tourists. The availability information is easily accessible by respondents through social media, Instagram, and websites, increasing interest in visiting a place (Aji & Kities Andadari, 2021). Instagram can be classified as a social networking service because it allows users to create a personal profile by posting photos and videos using words and 'following' relationships with other users to connect without coercion. Most social networking services have some of the same basic functions: Post photos or videos, the ability to generate a list of affiliated users, can be made private customization, and mechanisms for viewing related user activity (Zappavigna, 2016). Most of the purposes of using Instagram for view photo or video posts that generate social interaction. Gender, professional training background, and the level of Instagram addiction all positively influence Instagram usage. More than half of Design students follow celebrities, artists, and designers. The results of other studies stated that women students see ads on Instagram more than male students (Huang & Su, 2018).

Social Media

The use of social media to reach and understand consumers is a new force in organizations worldwide. The development of social media is so fast. Two-thirds of companies in the survey estimate their use of social media will grow significantly over the next few years, as awareness of the power of social media has grown in their company, so the company started strengthening its technology system and recruiting new employees who are specialized as social media admins (Deepa & Deshmukh, 2013). Social media is key to strengthening knowledge and transactions between companies and consumers. It has opened up intense communication and the potential to improve services, thereby enhancing marketing and promotion strategies (Choudhary, 2015). Online marketing is nothing new for the business industry. So many companies use social networking sites to sell by advertising their products and services using social networks site. Instagram is widely used through mobile devices as an application (Lim & Yazdanifard, 2014).

World Of Instagram As Marketing – Benefits

Since 2010, many business people have been running a marketing strategy using social network marketing. Follow after famous social media networks, one of which is Instagram. Currently, 50% of the marketing of favorite products uses a lot of Instagram. Its platform is easy to use. It only requires a mobile phone to make a photo or video of the product, then upload it by providing a few words to describe the photo/video (Eman. Wally & Swpna Koshy, 2014). The trend of using Instagram provides another lucrative marketing platform for marketers to interact with their customers. Many global business companies use Instagram worldwide as a marketing tool (Huang & Su, 2018).

Instagram combines "instant" and "telegram," launched in October 2010. Two years after its launch, the number of Instagram users reached three hundred million more than Facebook users, which is why Facebook acquired Instagram in 2012. Instagram is a social media app that uses images as a communication tool with many built-in photo filters to create quality visual effects. Instagram was first started by providing functions for sharing photos and editing the words describing the photo's state. Then as Instagram grows, there are additional functions, such as sharing videos and photo messages directly to other users. Instagram allows users to take photos or videos wherever they are and share them with their followers worldwide (Huang & Su, 2018).

Instagram marketing is more effective for advertising products because it applies visual-based strategies, such as photos and videos, in which the term image is a thousand words. In addition, Instagram can help save costs because every product in the photo can be edited and filtered using the Instagram function (Lim & Yazdanifard, 2014).

Homestay

The word "homestay" refers to "Pondok Wisata" following Permen Parekraf No. 9 of 2014. The decree mentions' homestay' as the provision of accommodation in the form of a house occupied by the owner of the house and has empty rooms that can be rented by tourists so that they can interact socially live and see daily life with the owner (A Mustika & Habibie, 2017). Homestay is an ideal way for tourists to connect with authentic local culture. Apart from being the best way to immerse yourself in the culture and traditions of certain ethnic groups, homestays have been recognized as a way to provide cheap accommodations for visitors. It must have at least one vacant room for rent and

a supply of clean water for consumption. It has a space to gather together or a living room. Its function is an interaction between guests, the owner, and other guests (Amalia Mustika, 2020). Homestay criteria must be met with circumstances, facilities, and cleanliness of the house, bedroom, and bathroom (A Mustika & Habibie, 2017).

C. Research Methods

This research adopts a descriptive design with a quantitative approach to investigate how Instagram is used for promoting homestays. The study aims to gather insights into the preferences and behaviors of Instagram users, specifically in relation to homestay selection. By employing descriptive and frequency analysis methods, the study seeks to identify patterns and trends in Instagram usage among different demographic groups, particularly in their interaction with homestay content.

The population for this study consists of Instagram users residing in Jakarta. A cluster sampling technique was used to achieve geographic diversity and ensure representativeness. Jakarta was divided into four regions: Central Jakarta, South Jakarta, West Jakarta, and East Jakarta. From each cluster, 25 respondents were randomly selected, resulting in a total sample size of 100 participants. This method guaranteed an accurate representation of Instagram usage in various urban areas.

Data was collected through field surveys and Google Forms. The study incorporated primary data obtained through structured questionnaires from participants and secondary data sourced from relevant literature and online materials. Primary data focused on participants' Instagram usage patterns, homestay preferences, and experiences with social media as a marketing tool. Secondary data provided contextual information and supported the analysis of digital marketing and tourism trends.

Data analysis involved using statistical software to conduct frequency analysis, enabling the identification of trends and patterns within the responses. This comprehensive approach not only enhances the understanding of the subject matter but also facilitates the exploration of how Instagram influences consumer behavior in the context of homestays. Ultimately, the methodology aims to yield meaningful insights that can guide future marketing strategies for homestay owners in effectively leveraging social media.

D. Result and Discussion

Out of the 100 respondents who were surveyed, 63% were females and 37% were males, indicating a significant gender contrast in Instagram usage, with a clear preference for the platform among women. It is consistent with the platform's emphasis on visual and aesthetic appeal, which resonates more with female users. The data also indicates that 64% of Instagram users fall within the 16 to 25 age range, demonstrating the platform's popularity among young people in Jakarta. The demographic heavily relies on Instagram for social networking and exploring travel options, such as accommodations like homestays. This pattern implies that Instagram plays a vital role for younger generations in discovering and choosing travel services.

Moreover, 73% of survey participants indicated a preference for staying in homestays in tourist villages. They mentioned that Instagram makes it easier to find accommodations by providing visual representations of the property's amenities and conditions. The capability to access high-quality photos and videos is crucial in assisting potential tourists in making well-informed choices about their lodging. In addition, Instagram's use of hashtags improves the visibility of homestays, enabling users to quickly find suitable accommodations by searching for specific tags related to locations or travel themes. These results indicate that Instagram serves as a social media platform and a potent marketing tool for homestay proprietors, offering a visual display that attracts tourists and facilitates more personalized, informed decision-making.

Instagram-Enabled Homestays: A Visual Collection

The examples provided are houses that have been converted into homestays. It is usually found in rural or tourist villages, providing distinctive and genuine visitor lodging experiences. By converting traditional houses into homestays, local owners offer guests the opportunity to experience local culture while enjoying modern amenities. Each homestay is customized to showcase the heritage of the region, providing a cozy and inviting atmosphere that appeals to tourists looking for authentic and enriching travel experiences.

Figure 1 shows Ngaran II Hamlet is a charming homestay village nestled in the heart of Borobudur, Magelang, Central Java is a delightful village with homestays that offer a unique opportunity to immerse yourself in the local culture and hospitality, just 500 meters from the renowned Borobudur Temple. The homestays in this area are managed by the local tourism awareness group, Pokdarwis, ensuring guests receive a genuine and welcoming experience.

Several noteworthy homestays, such as Homestay_Berkah, Griya Kirana, and Willy Homestay, actively maintain Instagram accounts to showcase their accommodations, facilities, and the breathtaking natural beauty surrounding the village, making them appealing choices for travelers seeking a remarkable stay near one of the world's most famous cultural landmarks.

Figure 1: Homestay in Ngaran II, Borobudur, Magelang
Source: Author documentation (2023)

Figure 2 shows homestay Kampung Tajur, situated in Purwakarta, West Java is a lively tourist village that provides a range of homestay options for travelers. Supervised by the village leader, this project ensures that guests receive personalized care and a friendly, inviting environment. Upon the arrival of tourist groups, they are carefully allocated to different homestays,to ensure a well-rounded experience and foster a sense of community among visitors. This well-organized approach not only improves the overall guest experience but also encourages local hospitality, making Kampung Tajur an appealing destination for those looking for an immersive and genuine stay in the heart of West Java.

Figure 2: Homestay in Kampung Tajur, Purwakarta
Source: Author documentation (2023)

Instagram as a Platform for Storing Photos and Videos

While 27% of participants disagreed, using Instagram to find homestays, they mainly use the platform for storing videos and photos and have never actually stayed in a homestay. Instead, they prefer hotels or villas when looking for accommodation and trust online travel agent apps like Traveloka, Booking.com, and Agoda due to the reliability of the information provided. On the other hand, 73% of respondents mentioned that Instagram makes it easier to access homestay information. The platform's features, such as the number of likes on photos showcasing rooms, facilities, and the overall homestay environment have attracted potential guests. Furthermore, positive hashtags and comments also help users discover homestays, emphasizing the importance of these elements in simplifying the search for desired accommodations.

The uploaded photos are automatically shared with followers at the same time central server. Everyone can "communicate" with photos. It helps people learn, grab attention, explain tough ideas, and inspire. A hashtag on Instagram can encourage and help interaction and be able to find when people search for a keyword hashtag (Nuryadin et al., 2020). Likes are a strong social signal on Instagram that shows how much a user likes a photo. The quality of photos uploaded on Instagram can increase the number of likes. The number of comments is the size of explicit actions on the content and determines the extent to which users discuss photos in various comments (Bakhshi et al., 2014). Hashtags on Instagram describe image content and represent subjective opinions, feelings, places, or various expressions related to everyday language (Ames & Naaman, 2007). Most people devote much time and focus to Instagram; Users first take lots of pictures before uploading pictures to get compliments and likes. So their motive is to find that most user posts on Instagram are selfies (Huang & Su, 2018).

Instagram as a Visual Platform for Homestay Promotion

Instagram is focused on sharing visually appealing posts, making it a great platform for showcasing experiences, products, and services in a compelling way due to its emphasis on aesthetics. This visual-centric approach is particularly important in industries like tourism, where potential customers rely on imagery to evaluate destinations and accommodations. Homestay owners can use Instagram to highlight the unique features of their properties through high-quality images and engaging videos, attracting potential guests by giving

them a preview of the experience they can expect. The platform's design encourages users to explore content visually, making it easier for businesses to connect with audiences seeking inspiration or specific services, such as homestays in tourist villages.

Five motivations for choosing a homestay were identified: authentic sociocultural experience, economic price, educational acquisition, security, the warmth of home, and environmental motivations (Agyeiwaah et al., 2013). Travelers opt for homestays over traditional accommodations due to various key motivations. The foremost reason is the desire for an authentic sociocultural experience, as travelers seek genuine interactions with local communities and cultures. Additionally, the affordability of homestays compared to hotels is a significant factor for many travelers. This makes them an appealing choice for budget-conscious individuals.

Educational acquisition also plays a crucial role, as guests often aim to gain insights into local customs, traditions, and lifestyles directly from their hosts. Furthermore, security is an important consideration, as travelers often feel safer in homestays where they can connect with hosts and receive personalized attention. Lastly, the homely environment, combined with a preference for more personalized and comfortable accommodations, adds to the appeal of homestays. Environmental motivations, such as a desire for eco-friendly practices or proximity to natural attractions, also influence travelers' choices, highlighting a growing trend toward sustainable tourism.

Here are examples of homestays that have Instagram accounts. Homestay Griya Kirana and Homestay Cibuntu both use Instagram to advertise their accommodation, showcasing their unique offerings and vibrant atmospheres. These homestays use the platform to post captivating images and interactive content, drawing in potential guests by showcasing their accommodations, local experiences, and the beauty of their surroundings. Instagram's visual features, like stories, reels, and hashtags, these homestays effectively engage travelers in search of authentic and unforgettable experiences. Through their Instagram profiles, they not only advertise their properties but also foster a sense of community and interaction with their audience, making them an attractive option for those wanting to immerse themselves in local culture while enjoying the comforts of home.

Figure 3 The Instagram to Promote the Homestay
Source: Author documentation (2023)

Instagram, Women, and Youth: A Key Demographic for Homestay Marketing.

The platform of choice for many, especially women and young users, is Instagram. According to this research, 63% of the participants were female, indicating a greater inclination for Instagram usage among women compared to men. This trend could be linked to Instagram's visually oriented and aesthetic appeal, which attracts users interested in visual content. Specifically, women find Instagram valuable for researching travel accommodations such as homestays, as it enables them to evaluate the ambiance and quality of a location through photos and videos. Furthermore, the platform's dominance among youth is evidenced by the fact that 64% of the participants were aged between 16 and 25. This age group, known as digital natives, heavily relies on Instagram for social interactions gathering information and making travel decisions. The popularity of Instagram among young people underscores its potential as an effective marketing tool for homestays, as this demographic prioritizes convenience, speed, and visually appealing content when seeking accommodations. Consequently, directing efforts toward young users through Instagram can substantially boost the visibility of homestays in tourist villages.

Teens post fewer photos than adults; teens delete more photos based on the number of likes a photo receives, and teens have less diverse photo content. Young people prefer and enjoy commenting and expressing their emotions and social interests more than adults, which is why they like to use Instagram (Jang et al., 2016). Research indicates that teenagers tend to post fewer photos than

adults on Instagram. One notable behavior is that teens are more likely to delete photos based on the number of likes they receive, reflecting a greater sensitivity to social validation and peer perceptions. Additionally, their content tends to be less diverse compared to adults, often focusing on specific themes or trends that resonate with their immediate social circles. In addition, adolescents demonstrate a tendency to interact with the platform by expressing their thoughts and emotions through comments, placing greater importance on the social aspect compared to adults. This preference for commenting and sharing emotions adds to their overall satisfaction with Instagram, establishing it as a crucial medium for self-expression and social interaction. Consequently, Instagram functions not just as a visual platform for teenagers, but also as a space for developing connections and navigating social complexities in their lives.

D. Conclusion

The way businesses operate and lifestyle choices have been significantly altered by the rapid advancement of technology, especially in the marketing field. Instagram and other social media platforms have become crucial for promoting homestays, enabling business owners to engage potential guests through visually appealing content. The interactive nature of Instagram allows homestay owners to display their unique offerings and establish a strong online presence that resonates with their target audience.Furthermore, the platform facilitates direct communication between hosts and potential guests, nurturing relationships that can result in increased bookings and customer loyalty. Our research shows that women and young people are particularly attracted to Instagram for discovering homestays, indicating their significant influence on travel industry trends. While some users still prefer traditional online travel agents for their searches, a large majority recognize Instagram's unique ability to simplify the process of finding accommodations that meet their criteria. The effectiveness of features such as comments, hashtags, likes, and geolocation highlights the importance of a strategic approach to social media marketing. Homestay owners who prioritize high-quality visuals and engage with their audience through timely responses to comments can effectively attract and retain tourists. With the increasing reliance on digital platforms, embracing these marketing strategies will be essential for homestay owners aiming to succeed in an increasingly competitive landscape. Ultimately, the integration of

technology into the tourism sector enhances the guest experience and contributes to the sustainable growth of local economies.

The research suggests that Instagram is preferred by women and young people when it comes to discovering homestays, while a small percentage of participants favor traditional online travel agencies for finding accommodation. The majority of respondents acknowledge the value of Instagram's features, such as comments, hashtags, likes, and location tags, in simplifying the process of finding suitable places to stay. This emphasizes the importance for homestay owners to concentrate on the quality of their visual content and actively engage with their audience by responding to comments. With the increasing reliance on social media, it is essential for homestay owners to effectively utilize these digital tools to attract and retain tourists in a competitive market.

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