

## The Image of Bali Tourism in Social Networking Media

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### ABSTRACT

Tourism is growing very rapidly with the development of technology, especially information technology. Through information technology people can easily get access to information about various destinations and tourist attractions as well as hotel by online media communication. Therefore, this study was trying to use social media such as facebook and twitter, where both social media were widely used by companies engaged in tourism in the world as well as in Bali. Internet consists of several websites, but the most effective one to conduct the research on tourism such as web series 2.0 or commonly called as social networking media. Social medias - Facebook and Twitter - both were wildy used by the companies running in the sector of tourism in Bali, such as Hotels, Villas, Restaurants, Spas, Travel Agents, Airlines, and Tourist Attraction Managements, to advertised their products and services in their respective field. Through those social media, tourists will be able to access the comments or reviews about the companies. The problem raised in this research is how Bali's tourism data in social networking media were used and considered, and how was the image of Bali's tourism in their point of view based on the research. The method used here was descriptive qualitative method which describes this phenomenon descriptively by analyzing the obtained comments on social networking media such as facebook and twitter, and then classified in the form of comments positive, negative, and unidentified comment. Afterwards comments were re-analyzed through 4A Approach which consist of Attraction, amenities, Ancillary, and Accessibility. Data which has been obtained re-analyzed via the data obtained from the homepage of (Trip Advisor and Agoda.com). In addition, to strengthen the research data obtained from the homepage of Trip Advisor and Agoda.com, then it has been elaborated on the point rating system which indicated that the company were registered in both of those social networking media such as Hotel, Villa, SPA, restaurants, travel agents, airlines, media, tourist attraction management has a good rating result, and it has represented that the image of Bali tourism has a good rank in the eyes of local and international tourists. This data was also strengthened by the existence of empirical studies where there were the data from a hundred tourists came to Bali both locally and internationally has filled out the questionnaire about Bali in order to obtain maximum results on the image of Bali tourism. The results showed that, social networking media were effectively used in this study. Many companies in Bali used facebook and twitter. In addition, Bali Tourism image placed in positive rank on both of social networking sites, and it was gained by the results of questionnaires spread towards the visitor.

Keywords: tourism image, social network website

## Introduction

### Background

Tourism in Bali was magnificent in the eyes of the international world, this beautiful island could attract millions of tourists both foreign and domestic, and this fact was annually obtained from the Central Bureau of Statistics of Bali Province. Kompastravel.com year 2015 states that Bali in 2015 occupy the second rank as the best tourist destination after the Galapagos Islands of Ecuador, this gives an assurance that Bali is highly prioritized as the world tourist destinations by foreign tourists from all over the world. Based on data from the Central Bureau of Statistics of Bali Province stated that the arrival of foreign tourists to Bali in April 2015 reached 313.763 people, with foreign tourists who come through the airport as many as 309.888 people, and that through sea ports amounted to 3,875 people. The number of foreign tourists to Bali in April 2015 increased by 12.02 percent compared to April 2014 and increased by 2.78 percent compared to March 2015.

The Internet is a medium that is commonly used today both for promotion and commercial businesses in this modern era. In this study, the internet as the media is needed in order to be able to explore the public's perception about the image of tourism, because in this globalization era, image is a very important thing. The image is very influential in the development of a tourism destination in the future. The existence of the Internet has an impact on the transformation of technology and the global economy where the virtual world can familiarize between consumers and the existence of the businessman in the tourism world as the providers of goods and services.

This study will prioritize the role of Facebook and Twitter as a part of the social media in measuring the image of tourism in Bali in the tourism world today. This research is using social networks Facebook and Twitter because both social networks can accessed some information about the products and services. Social networking is an effective media to promote tourism. As revealed in the conference "Web in Travel" there are 65 million people using Facebook each month in

Indonesia. The tourist got the information regarding tours through Facebook. Social media as a means of travel information "said E-commerce & Travel Strategist Facebook. Starting from its emergence in 2006 that could shift the dominance Friendster, step by step Facebook become the most popular social media. Until now, the existence of Facebook as the most popular social media still seems to be hard to shake off, Facebook also has the following advantages.

- Using Facebook is very easy.
- Can be used for an online business media through the friends owned in the network.
- Uploading images is easy and it can be uploaded into one photo album.
- There Chat application that makes user who are online to be able to chat with friends who are online as well.

Over the past year, Facebook's stock surpassed the performance of the S & P 500, which increased 26 percent. Shares of social networking company is also a favorite for investors who seeks investments in social media and technology sectors. Currently, Facebook's stock price has increased twice the current price.

Twitter is a micro-blogging service which is owned and operated by Twitter Inc. Users can read and send messages or tweet along a maximum of 140 characters. Users can see the tweets of other writers known as followers (followers). Twitter increasingly established itself as one of the most popular social network in the world.

Twitter Inc.'s stock price soared 92 percent on the first day of trading on the New York Stock Exchange, local time, because the enthusiasm of investors. These enhancements make the micro-blogging company's market value reach US \$ 25 billion, or about Rp 284.75 trillion.

### Research Objectives

The general objective of this research is to know the portrait Bali Tourism image in the social networking site, which can be seen through the comments of the tourists who have used the service on products and services in tourism sector.

## Literature Review

Kotler (2000) broadly defines that image as the number of convictions. A description of an image that belongs to someone on an object. The object itself can be a person, organization, group or other people he knows. There are five types of images, the shadow image (mirror image), the image of the prevailing (current image), the image of the expected (wish image), the image of the company (corporate image), as well as the image of the compound (multiple image). The development of advance technology today, especially information technology has facilitated the world community to gain the information of the image in one destination. Internet technology especially social networking media such as Facebook and Twitter has been used to develop their partnership and even the promotions.

Bond *et al.* (2010) describes how the social networking media has a lot of the attention of traders and consumers in today's global era. It is of course also having an impact on changing the way we communicate in environment sellers who provide a new form of challenge. This research was conducted qualitatively by focusing on the consumers, to test how their perceptions of the ads on social networking media. Through this social networking media it can provide significant impact on the rating for some brands being advertised. This study uses a number of criteria such as the characteristics of the target micro, use of Facebook, sensitivity and reaction, where everything is a very important factor and can affect the response of the users of Facebook itself.

## Concept

### Social networking Media

Media is a necessity in the formation of an image of a tourist destination, there are many types of media, one of which is booming at the moment is the Internet media. Our internet media is able to recognize the web that serves a variety of the latest information we want. One of the webs that many loved today is a series of web 2.0 technologies that often we are familiar with the term "social networking media".

## Tourism Image

As with any other service industry, tourism industry also has the properties of intangibility, inseparability, heterogeneity, and perishability. These natures cause the tourists to deal with the lack of attributes to evaluate whether or not a destination is good. However, because decisions must be made, the tourist uses the image of the tourist destination to conduct an evaluation tool (Wallin Andreassen and Lindestad, 1998). Of course, the existing image in the minds of tourists is not always in tune with the real conditions of the destination itself. Thus, the image of the destination has the potential to affect the least competitive destinations (LeBlanc and Nguyen, 1996).

## Research Model

Bali is a tourist destination, which is favored by both domestic and international tourist. Bali is so famous for its tourism, because tourism in Bali is a commodity sectors which provide a very large supply of foreign exchange for Indonesia. This is evidenced by the presence of data from the BPS that states within the last five years tourist that arrived in Bali increased significantly which can certainly have a direct impact in increasing the rate of the economy of Indonesia in the future. To know Bali tourism image will require a medium that can represent a good image for the Bali tourism destinations, because, once a lot of people know the condition of tourism in Bali from mouth to mouth, or better known as word of mouth, but now with the advance technology there are many media that can be used to see how the condition of Bali tourism, such as TV, radio, magazines, pamphlets, and the Internet, but the media to be used in this research is the internet media.

There are elements within the internet web 2.0 series technology which allows users to create personal homepages or more popularly known as social networking media. As it is known that today there are a lot of social networking media, social networking is a blend of lifestyle in modern society today that cannot be separated from our everyday lives. With the various social networking media, it can provide an option that allows accessing on how the condition of tourism in

Bali, so that tourists who want to visit Bali can have a definite reflection on the place they are going to visit.

There are many existing social networking media, this research on Bali tourism image chooses social networking media that is often used by people today such as, Facebook, Twiter, both of which have become so attached to part of the lifestyle of today's modern society. The performance of the two sites is also very quick in order to know how Bali tourism image in Bali, because both Facebook Twiter are showing comments from tourists who become consumers of the company that became a part of the tourism world, such as hotels, villas, restaurants, SPAs , Bali tourism image in the social networking media, an observations is conducted on the comments of both social networking itself, where the comments of the tourists are a very important role to create a separate of Bali tourism image.

After all these comments obtained it will be classified into the comments which belong negative, positive, and do not know (Unidentified Comment) category, comments by category did not know this leads to the comments made by the tourists but it is very difficult to identify in order to enter into the category of positive or negative comments. While all comments from both social networks are successfully classified then it is analyzed based on the magnitude of the negative comments, positive, and the comments that go into such categories do not know.

The results obtained in the positive, negative, and do not know (unidentified comments) comments on the social networks that have been selected can then be summed up and the first results indicate whether the results of the tourist's perception was positive or negative about the Bali tourism image in social networking. After the analysis of social media is conducted, it shows wheatear the analysis of both the social networking media can fairly represent the image of the present condition of tourism in Bali, so it is more likely to lead to positive or negative direction. The final result of this analysis is very important in determining Bali tourism image in the future. Image is very important for a tourist destination and it is this which should

always be remembered by Bali, because the tourism sector is this island has an active role in improving the economy of Indonesia. The results from this study is not only for the present time but also the future must also receive the benefits, how society and government can work well together to build a sustainable tourism in Bali, so it can be enjoyed by the next future generations.

At least with the advance technology it could be a benchmark for measuring how the image of Bali tourism in the social networking area, because it is very important to control whether the image of Bali as a tourist destination preferred by the whole world is still shining and prosperous in the future. Having obtained the results of calculations of data from Facebook and Twitter then it is supporting result is analyzed using the 4A approach which consist of amenities, attraction, ancillary, and accessibility, this approach serves to be able to identify the types of indicators that affects tourists coming to Bali. Besides, seen from the homepage analysis performed on TripAdvisor and Agoda.com, as well as to support the strength of the data obtained in the result of social networking and other online media, a research field is also conducted where the data obtained from the questionnaire distributed to one hundred tourists who was on holiday in Bali. Data from these tourists include data regarding the evaluation on accommodation, restaurants, SPA, travel agents, money changer, media, airlines and tourist attraction, all the recorded data that has been obtained to determine how the perception of tourists in real conditions and the results of the data on the virtual world.

### **Methodology**

The approach of this research in general is to know about how the public perception is regarding the image of tourism in Bali in the social networking site. Implementation of this research is based on the descriptive qualitative method. This descriptive qualitative study ought to describe a social phenomenon. Qualitative methods provide complete information so it is beneficial for the development of science and can be applied to a variety of social problems (Rangkuti, 2002). It can be concluded that this descriptive qualitative method is a method that tells and

interpret the data, for example on the situation experienced in an activity, about the views and attitudes, or about the ongoing process, influence at work, emerging disorders, tendency visible, tapered conflict, and so on (Rangkuti, 2002).

### **Research Location**

This study used the Internet virtual world exactly on social networking media to capture the public's perception regarding the image of tourism in Bali tourism in social media, as well as most of the data obtained from some of the sights that is often visited by tourists in the area of Nusa Dua, Jimbaran and Kuta, Sanur.

### **Sampling Methods and Data Techniques**

The data collection techniques used purposive random sampling, this technique is done by taking a sample at a small population in the target population to represent the amount of the overall population with certain considerations (Kemper, Stringfield and Teddlie, 2003). In this study, one hundred sample company engaged in the field of tourism in Bali were taken which consists of 50 companies that have an official account on Facebook, and 50 companies that have an official account on Twitter with the division on social networking account Hotel 5-star, 3&4 star hotels, restaurant, media, SPA, villas, Airlines, travel agents and tourist attraction. All samples were taken based on the consideration that the company has an official account and active on both Facebook and Twitter social networks. This study also reinforced with data obtained using questionnaire to a number of tourists, where the number of tourists were used as a sample are one hundred people with the consideration that tourists who have been active in the social network both Facebook and Twitter as well as have leave a comment, or at least see how to review comments about Bali on social networking sites. This is done so that the real facts can be produced and adjusted between the data in the virtual world and the data field. In the process of data collection through observation, observations was made on a number of comments on social networking media that has been selected for this study, ie, Facebook and Twitter. Further comments obtained from both the social networking

(Facebook and Twitter) site will be adapted and are classified into several categories such as positive comments, negative, and do not know (unidentified comment). Once the classification is done it will be easier to identify the image of tourism in Bali in the social networking site based on the facts obtained from both the social networking site. Does the image of tourism in Bali will tend towards the positive or negative perception.

All the above companies have been chosen because they have an account on social networking as an effective promotional tool for the company and also because the company has a highly accurate data compared to other companies engaged in tourism services, therefore, all companies that have mentioned above used as a source of data for this study. Besides the aforementioned company is used as a sample because there are only few companies that have the promotion on the two social networking accounts, Facebook and Twitter, this is done in order to facilitate the investigations on both the data about the image of tourism in Bali in both social networking. Every company that is used as a sample in this study have an important function in the realm of the research, because from each data of the company in the social networking media both Facebook and Twitter will be able to provide an input and the data is also important in the success of the course of this study.

### **Method and Data Analysis**

The numbers of techniques are implemented in this data analysis technique that includes: data obtained from social networking sites Facebook and Twitter will be classified into several classification they are positive comments, negative, and do not know (unidentified comment) criteria, then the data is summed up in order to determine the results whether it leads to positive or negative comments on each network social, after obtaining the result on each social networking sites used in this study, then all the data is classified using 4A approach that consists of attraction, amenities, ancillary, and accessibility, this is done to determine what factors support the arrival of tourists to Bali based on the 4A approaches, after the results of the 4A classification approach is obtained

then a comparative analysis on the homepage is conducted so that it can show the image of tourism in Bali in the social networking sites, and the final step is the analysis of the virtual data with the data questionnaire that has been distributed to a number of tourists who come to Bali, data collection is done in order to provide a significant impact as well as finding a match between virtual data and field data, resulting in a proper matched of the data regarding the image of Bali tourism both in social networking sites.

## Result and Discussion

### Effectiveness of Social Networking Media Facebook and Twitter to Measure the image of Bali Tourism

The media is a very important thing in creating an image of tourist destination. Currently there are many types of media, one of them which is booming at the moment is Internet media. Through internet media it is possible to recognize the web that serves a variety of the latest information we want. One of the popular web today is a web series 2.0 or as well-known as "social networking media". This study used two types of social networking media, namely Facebook and Twitter. Based on the theory of effectiveness used and elaborated on the feasibility on both of social networking media in measuring the image of Bali tourism. So it needed to be supported by the accuracy of the data, so it may show the level of effectiveness itself.

Sudirman (2002) explained the effectiveness theory which shown the fact that the effectiveness demonstrated the success of the goal of media in terms of reaching the targets. If the results is closer to the target, then its effectiveness has been achieved. Based on this theory it takes a few facts on supporting the evidence as the term of research results to measure whether this study is working or not in selected two social networks were to be able to dig up the image of Bali tourism in social networking sites. Facebook and Twitter were the two social networks and those were quite popular recently. There are many facts which has created this type of social networking media compared to other social networks. Facebook is a social network that was established in 2004 and in 2011, the

site already has 800 million members (Piskorski *et al.*, 2011). Facebook offers a range of functions such as profile page, wall posts, group, tags, status updates, photos, chat, e-mail (Hansen, Shneiderman and Smith, 2011). Twitter is a micro-blog that was founded in 2006 (Kierkegaard, 2010). This blog is very different from other blogs because of the limited used of characters which can be used on the news you are willing to deliver only. (Hansen, Shneiderman and Smith, 2011). As released at the site of ebizmba the business savings in January 2015 states that Facebook placed on the top ranked with a total of 900 million users. Followed by Twitter on the second placed with a total of 310 million users, the third position is linked it has about 225 million users, then followed by pinterest with 250 million users, Google+ many has about 120 million users, Tumbler 110 million, and Instagram has about 100 million users. Based on data reported by the [www.evadollzz.com](http://www.evadollzz.com) website has also mentions there are about ten most popular social networks by 2015 as follow:

#### 1. Facebook

Considered to be synonymous with "social media" by some, Facebook is the one site where you're likely to find friends, colleagues, and relatives all floating around. Although Facebook is mainly centered around sharing photos, links, and quick thoughts of a personal nature, individuals can also show their support to brands or organizations by becoming fans.

#### 2. Twitter

Perhaps the simplest of all social media platforms, Twitter also just happens to be one of the most fun and interesting. Messages are limited to 140 characters or less, but that's more than enough to post a link, share an image, or even trade thoughts with your favorite celebrity or influencer. Twitter's interface is easy to learn and use, and setting up a new profile only takes minutes.

#### 3. Google+

Social media's big up-and-comer has really arrived over the past few years. By combining the best of Facebook and Twitter into one site – and backing it by the power of the world's largest search engine, Google has given users a social site that has a little something for everyone. You can add new content, highlight

topics with hashtags, and even separate contacts into circles. And, a G+ profile only takes a few minutes to get set up.

#### 4. Instagram.

If you're looking for a quick, convenient connection between the camera feature on your smart phone and all your social profiles, then Instagram is the answer. Not only will allow you to share via Twitter, Facebook, and the Instagram website, you can choose from a variety of photo filters and invite friends to comment on your photos or ideas.

#### 5. Pinterest.

Serving as a giant virtual idea and inspiration board, Pinterest has made a huge impact on social media in the last few years. Especially popular with women and the do-it-yourself crowd, it lets you share pictures, creative thoughts, or (especially) before-and-after pictures of projects that others can pin, save, or duplicate

#### 6. Tumblr.

This platform is different from many others in that it essentially hosts microblogs for its users. Individuals and companies, in turn, can fill their blogs with multimedia (like images and short video clips). The fast-paced nature of Tumblr makes it ideal for memes, GIF's, and other forms of fun or viral content.

#### 7. Flickr

Is a popular photo-sharing and hosting service with advanced and powerful features. It supports an active and engaged community where people share and explore each other's photos. You can share and host hundreds of your own pictures on Flickr without paying a dime

#### 8. LinkedIn.

One of the only mainstream social media sites that's actually geared towards business, LinkedIn is to cyberspace what networking groups once were to local business communities. It's great for meeting customers, getting in touch with vendors, recruiting new employees, and keeping up with the latest in business or industry news. If it matters to your company or career, you can probably do it on LinkedIn.

#### 9. YouTube.

As a video sharing service, YouTube has become so popular that its catalog of billions and billions of videos has become known as "the world's second-largest search engine" in some circles. The site has everything from first-person product reviews to promotional clips and "how-to" instruction on virtually any topic or discipline. Users have the ability to share, rate, and comment on what they see.

For the further ensure on the effectiveness of Facebook and Twitter to identify the image of Bali tourism in soacial networking media, here are the following name of several companies engaged in sector of tourism in Bali and has registered officially on Facebook and Twitter account.

#### **List of Five stars hotel on facebook**

Discovery Hotel Kartika plaza, The Westin Bali, Ayodya Resort Bali, Novotel Benoa, the Grand Mulia Hotel, Hotel Putri bali, Nusa dua Beach Hotel, Intercontinental Hotel Bali, Pullman Hotel Bali, St. Regis Hotel Bali.

#### **List of 3&4 stars hotel on facebook**

Ozz Hotel Kuta Bali, Ibis Hotel Bali, sanurr Plaza Paradise Hotel, Haris Hotel Bali, Aston Hotel Tuban, Fontana Hotel, Puris santrian, All Season Hotel Legian.

#### **List of villa on facebook**

Villa Hermosa, Villa Liliel, Villa Jepun, Villa Massila, Villa Adasa.

#### **List of Restaurat on facebook**

Bebek Tepi Sawah, Bebek Bengil, Massimo Italian Restaurant, Potato Head, Sushi Tei, Mtis Restoranat.

#### **List of Tourist Attraction on facebook**

Bedugul, Garuda Wisnu Kencana, Taman Ujung Karangasem, Waterboom.

#### **List of media on facebook**

TVRI Bali, Bali Tv, hard Rock Radio Bali, Kuta Radio.

#### **List of Airlines on facebook**

Garuda Indonesia, Lion Air, Air Asia Airlines

#### **List of SPA on facebook**

Rana SPA, Ayurweda SPA, Bali Green SPA, Telaga SPA, Ayana SPA

**List of travel agencies on facebook**

Panorama Tour, Rama Duta Tour, Anta Bali Tour, Lila Tour & Travel.

**Here are the name of companies which working on tourism sector and officially registrated on twitter.**

**List of five stars Hotel on twitter**

Grand Hyatt, Nusa Dua Beach hotel, Four Season Hotel Bali, Ayana Hotel Bali, grand Nikko Hotel Bali, Pullman hotel Bali, Ayodya Hotel Bali, Discovery Kartika Plaza Hotel Bali, The Mulia Hotel Bali, Pan Pacific hotel, Intercontinental Hotel.

**List of 3&4 stars hotel on twitter**

Hotel maya Ubud, Hard Rock Hotel Bali, Sanur Plaza Paradize Hotel Bali, Harris Hotel Resort Kuta, Puri Santrian, W hotel Seminyak, Harris hotel Denpasar, Patra Jasa Hotel Bali.

**List of Restaurants on twitter**

Restaurant Renon, metis Restaurant, Mozaic restaurant, Bebek Bengil, Bebek Tepi sawah, Sekala Bali Restaurant, Kudeta, Potato Head.

**List of villa on twitter**

Dream Villa, Villa Sanggah, Blue Point villa, Villa tanjung.

**List of Villa on twitter**

Bali Green SPA, Prana SPA, Ayana SPA, Telaga SPA

**List of Tourist attraction on Twitter**

Garuda Wisnu Kencana, Bali Zoo singapadu gianyar, Waterboom.

**List travel agencies on twitter**

Panorama tour&Travel, Lila Tour and Travel, Anta Tour

**List of media on twitter**

Dewata TV, Bali Venue, TVRI Bali, Bali TV, Hard Rock radio Bali.

**List of Airlines on twitter**

Garuda Indonesia, Lion Air dan Air AsIA

From a reliable source, mostly company whose engaged in tourism in Bali are doing promotion on their goods and services through social networking media such as Facebook and Twitter. It can be concluded that both of the

social networking are effectively in the processing and creating the future image of Bali tourism. Surely a company which does the promotion through the social networking sites Facebook and Twitter should has the accurate data which can be used as a source of research data in creating the image of Bali tourism in the social networking media.

The following data show in social networking media which represented effecttivity in creating the image of Bali tourism , this is has represented on a comparison of classification data such as total like , positive comments , negative comments, and unidentfy comment , or comment did not know at the data in 2013 and the data in 2015

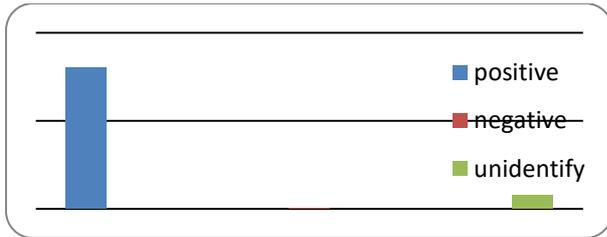
Total like: 509.050  
 Total positive comment: 139.720  
 Total negative comment: 20  
 Total unidentified comment:148 (see Figure 1).



**Figure 1. List of each comment on facebookin the year of 2013**

From Graph above we can see that this graphs provide an overview of social networking capability of showing that there is a high level of "like" has display on the graph that followed by the level of positive comments on the second list and the rest is negative comment and unidentified comment at the bottom, this case illustrates there are many Internet users who support the effectiveness of social media in exploring the image of Bali tourism.

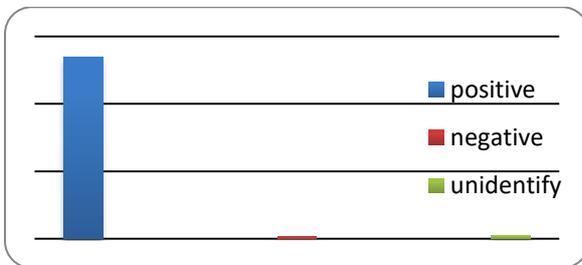
Total like: 886.006  
 Total positive comment 1.603  
 Total negative comment: 9  
 Total unidentify comment: 153 (see Figure 2).



**Figure 2. The facebook data 2015**

Data on the graph above has showing that the facebook anylisis data in 2015 has given an significant impact on the the efectiveness of sosial media for the improvement of Bali tourism image in the future. Afterwards will be continued by the fact of twitter data in 2013, and here are the factual data recorded from twitter analysis in 2013

Total follower: 2.607.460  
 Total positive commnts: 1344  
 Total negative commnts: 13  
 Total unidentified commnts: 26 (see Figure 3).

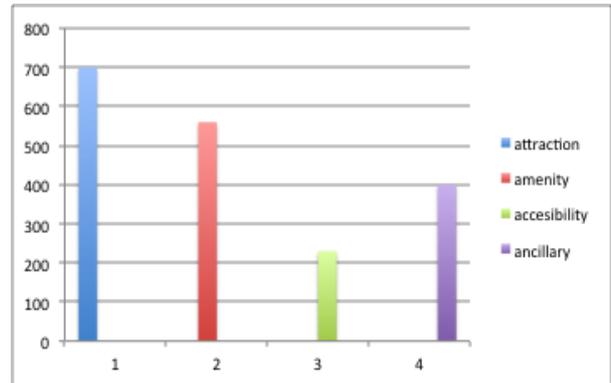


**Figure 3. Twitter Data Analysis 2015**

**Image of Bali tourism Social Networking Media**

Images of Bali tourism has been summarized the data obtained from data sources which has classified into two types of social networks, namely Facebook, and Twitter, as well as homepage, and field research data. One by one will be discussed here based on summary data that has been obtained. n the discussion this tourism image used a hypodermic needle theory where this theory explained that through mass media may give enormous impact on the society. If the goal is on the right tract then the results will be in satisfactory.

Through the media used on the Internet media, precisely on social networking media that is the important part of internet. Currently internet media has become a trending topic today in public. This is the fact that public cannot be separated from social media.

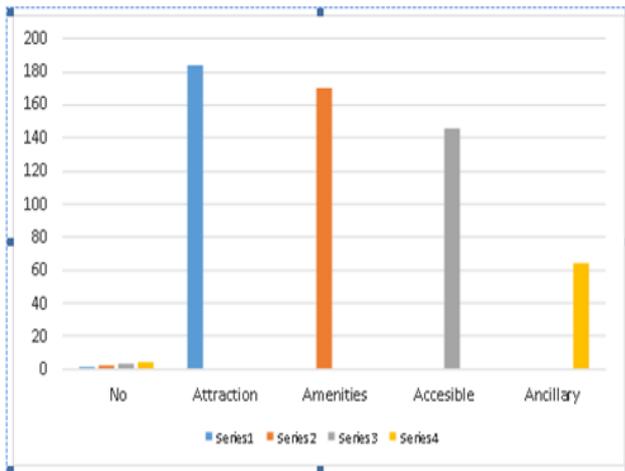


**Figure 4. Data analysis on facebook representing 4A approach**

From the graph above, it can be concluded that the graph obtain the data from the analysis of social networking media especially on Facebook which includes Hotel, Villa, SPA, Restaurant, Tourist Attraction, Airlines, a travel agencies can be seen from the chart of Attraction which placed the highest rank. The second rating followed by amenities at the second position, then Ancillary at the third position, the last one is accesible. This fact shows that Facebook data acquisition in the analysis of 4 A approach indicating the image of Bali tourism is strongly influenced by the attraction (tourist attraction), and in second image of Bali tourism is strongly influenced by the Hotel facilities (facilities) that support the performance of the tourism product itself. The relationship will be very important for both in supporting how the progress of Bali tourism in the future. Third is ancillary (institutional) in which it is becoming an important thing and also considered in the running of a company in engaged the tourism itself, due to cooperation among all areas both in terms of promotion and so on to be waged and balanced.

At accesible level (transport) should also be considered a similar things in order to all can be harmonized in order to achieve a good relationship in managing the tourism product, because it is a means of transport should be

improved so that all issues can be clearly monitored and can provide results for the best services.



**Figure 5. Twitter Data Analysis based on 4A approach**

The figure above we can conclude that from 4A approach analysis can be obtained data on social networking media especially on twitter about tourism accommodation includes hotels, villas, SPA, Restaurant, Tourist Attraction, Airlines, a travel agencies. The attraction data placed on the highest rank, then followed by amenity at the second position, then accesible to the third position, and the latter is ancillary

The twitter data acquisition on 4a approach analysis has been indicating the image of Bali tourism is strongly influenced by the Attraction. On the second position the image of Bali tourism is strongly influenced by amenity (facilities) that support the performance of the tourism product itself, and it is becoming one of the basic thing that greatly affects how the tourism product can influenced the tourists. This shown on how The traveler satisfaction can be reflected when they enjoy all forms of facilities they get while visiting Bali, the relationship will be very important in supporting the Bali tourism in the future progress. Accesible (transport) as the third position should be kept as it is becoming very important in order to support the running of tourism in Bali, because customer satisfaction is the main thing in the sector of Bali tourism. In the final position can be seen that there is ancillary (institutional) in which this is represented the institutional to a

company where the tourism product is very important because there will be a promotion, and all the forms of things that support the sustainability of the tourism product in the future. Based on the data from questionnaire there are several things should be consider regarding the result of the company working on tourism sector. The result were gained from a hundred visitor who came to Bali for holiday. The results were:

1. In accommodation sector the result is excellent
2. In restaurant sector the result is excellent
3. In SPA sector the result is Good
4. In travel agent sector the result is Good
5. In money changer sector the result is Good
6. In media the result is Good
7. In airlines sector the result is very good
8. In tourist attraction sector the result is excellent

### Conclusion and Recommendation

#### Conclusion

Social media was effectively used in this reserach. Social networking media was an instrumental in explored the data associated with a number of companies engaged in tourism sector in Bali. Many companies in the field of tourism in Bali used the services of Facebook and Twitter. From the analysis of existing has been mentioned that positive comments was higher than negative comments or unidentify comment. The high number of positive comments represented the data on Facebook and Twitter were effective used in measuring the image of Bali tourism in social networking media, and Bali tourism is continously placed on positive rank.

In accordance with the existed studies on the image of Bali tourism on the social networking site has explaine that, with the 4A approach studies has provided an evidences that tourism in Bali much influenced by the attraction (consists of scenery and its atmosphiere) that is able to attract many visitor to come to Bali. Besides it has followed by amenitiyt (facility and services). There are several things needs to be improved in tourism sector in Bali, namely accesible (access to transport) and ancillary (institutional service).

Based on the research has been conducted in the field research has also given an indication that tourism in Bali still remains positive, it is obtained by the questionnaires filled by the hundred visitor who came to Bali.

### Recommendation

Tourism Company in Bali needs to improve the quality of services in the field of ancillary and accessibility because these two areas showed the lower data calculation, compare to the field of attraction and amenities. Need to do the research on the effectiveness of social media due to examine the theory of mass media influenced by the society.

Research on smart tourism should be developed because tourists are getting smarter enough in choosing a tourism destination through online media. Image of Bali tourism could be measure using a social networking media and may collected a variety of public response / rating on the image of a tourist destination itself.

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