

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Indonesia's tourism sector is experiencing rapid growth and is becoming a driving force for the national economy. According to the 2023 Domestic Tourist Statistics publication from the Statistics Indonesia (BPS), domestic tourist travel is showing a recovery and growth trend compared to pre-pandemic times. Several estimates suggest that in 2022, domestic tourist trips will reach around 734 million. (Domestic Tourist Preferences 2023, 2024) East Java, including Lamongan, is a region with growing tourism potential. One prominent destination is the Gondang Outbound Educational Tour (WEGO) in Lamongan, which offers a combination of educational and recreational activities, ranging from outbound activities and water rides to environmental education. It features a Mini Zoo, Love Island, two fighter jets and a Boeing, a water park, and a flying fox. (Lamongan Tourism, 2020) This concept positions WEGO as a potential destination for families, students, and communities.

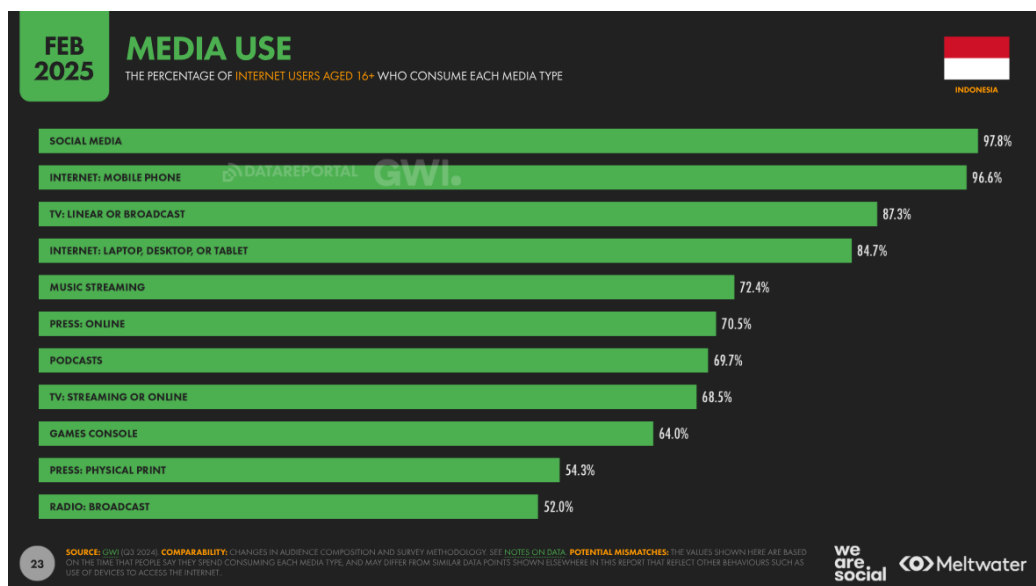


Figure 1.1 social media users digital report, 2025

(Source :Digital 2025: The essential guide to the global state of digital - We Are Social Indonesia, accessed on January 24, 2026)

On the other hand, social media has now become a primary channel for tourism promotion. The Digital 2024 Report, released by We Are Social in February 2024, noted that 97.8% of internet users in Indonesia aged 16 and over use social media. (Wearesocial, 2025). In line with this, SiteMinder's Changing Traveller Report 2023 revealed that the majority of

Indonesian tourists rely on social media to choose their destinations.(Prasetya, 2023)This shows that public perception of a destination's image is greatly influenced by communication strategies and the consistency of visual content on social media.

Based on data from *SiteMinder's Changing Traveler Report 2023* which revealed that the majority of tourists rely on social media to choose the tourist destinations they will visit, the relationship between the potential of the WEGO tourism sector and the role of social media is very close to the need for WEGO Lamongan social media promotion design. A consistent, attractive, and tourism-based promotional strategy is key to building brand awareness while increasing tourist interest in visiting. In line with research on the Influence of Social Media on Tourist Interest in Visiting the Sukawana Sunrise Tourist Attraction, it shows that social media promotion has an influence of 43.2% on tourist interest in visiting the tourist attraction, with Instagram as the most dominant media(Dewi, 2022)Therefore, this research focuses on how to design social media promotions that can represent WEGO's identity more optimally.

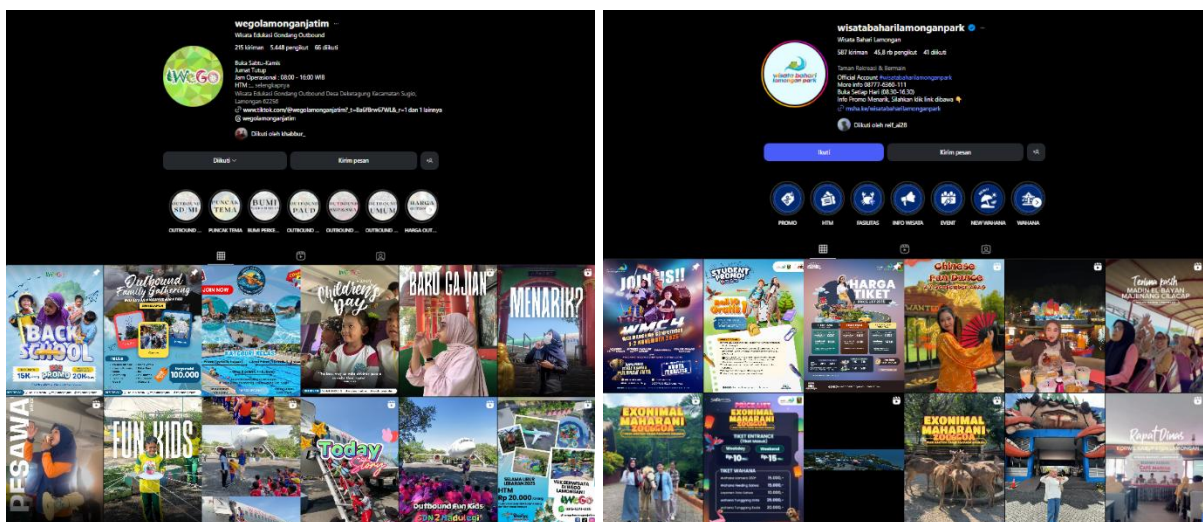


Figure 1.2 comparison of WEGO and WBL instagram

(Source:<https://www.instagram.com/wegolamonganjatim/>,<https://www.instagram.com/wisatabaharilamonganpark/>, accessed 24 January 2026)

WEGO's social media promotion is already underway through its official Instagram account (@wegolamonganjatim), but its activities are still not optimal in attracting tourists. Visual content tends to be inconsistent, posting frequency is irregular, and audience engagement remains low. This puts WEGO at a competitive disadvantage compared to other destinations in Lamongan that are more active in utilizing social media, such as Wisata Bahari Lamongan (WBL) or Maharani Zoo, which have more systematic digital content management practices.

The main problems obtained from the results of interviews with WEGO managers were found in WEGO's current social media promotions, including the lack of a consistent promotional design, consistent uploads of social media promotions that have not been properly scheduled, the lack of educational content, and the lack of an effective promotional strategy to attract visitors. From these main problems, it can be identified that the inconsistency of promotional design on WEGO's social media is suspected to be the cause of the low attraction formed in the minds of the audience, the irregularity of the upload schedule is suspected to make the level of audience engagement with WEGO content unstable, and the lack of a structured digital promotional strategy is suspected to be the reason for the low interest of tourists visiting WEGO. Therefore, it can be concluded that the three phenomena above are the main factors causing the weakening effectiveness of WEGO's social media as a channel for educational tourism promotion.

Apart from the main factors found in WEGO's social media promotion, another factor that caused WEGO tourist visits to decrease on weekdays was that several rides in WEGO were inactive, which was also caused by...This is due to the lack of visitors and the lack of strategic management from WEGO's management. This is a major factor in the low visitor numbers and is an important consideration for tourism managers and writers.

MatterWhat's offered in this design is social media promotion with a visual marketing approach that emphasizes persuasion through content. Creating an attractive and relevant visual display for the audience can build engagement and increase brand awareness.(Wardanu & Zagladi, 2024), and emphasizes WEGO's differentiation as an educational-recreational tourism destination compared to similar destinations in Lamongan.

1.2 Problem Identification

- a. The social media promotion for Gondang Outbound Educational Tourism (WEGO) in Lamongan hasn't been able to clearly represent its promotional design as an educational and recreational tourism destination. The content displayed is still general and doesn't emphasize WEGO's distinctive educational value.
- b. The consistency of uploading promotional content has not been well scheduled, which results in a low level of engagement (audience interaction) with WEGO content.
- c. Social media content that has not used a good promotional strategy to significantly increase brand awareness and audience engagement.

1.3 Problem Formulation

How to design social media promotions with promotional designs that are consistent, attractive, strategic and in accordance with WEGO's characteristics and target audience?

1.4 Problem Definition

- a. The research object is limited only to the Gondang Outbound Educational Tour (WEGO) Lamongan as a case study.
- b. The design focuses on digital promotional media through social media platforms Instagram, TikTok, and Facebook and does not discuss conventional promotional media (brochures, billboards, banners, etc.).
- c. This research focuses solely on developing a social media promotional design concept, encompassing visual design, communication style, content flow, and messaging strategy. The discussion does not cover tourism management, facility operations, financial analysis, or issues outside the realm of visual communication design.
- d. The target audience is limited to families, students, and communities as the main segments of WEGO visitors.

1.5 Design Objectives

- a. Designing social media promotions that are able to display and emphasize WEGO Lamongan's promotional design as an educational and recreational tourism destination through informative, persuasive, and relevant content with the characteristics of the tourism offered.
- b. Designing a structured and consistent social media content planning and scheduling system to increase the frequency and quality of audience engagement with WEGO content.
- c. Developing effective promotional strategies for social media content to significantly increase brand awareness and audience engagement.

1.6 Benefits of Design Results

This social media promotion design is expected to provide benefits, including:

- a. For the Community
 - a) Make it easier for the public to obtain clear and interesting information about WEGO as an educational and recreational tourism destination.
 - b) Increase interest in visiting by presenting informative and communicative promotional content

- b. For Students
 - a) Become a reference in designing promotional strategies based on visual marketing on social media.
 - b) Provides examples of the application of visual communication design that can increase engagement and brand awareness.
- c. For Stakeholders
 - a) Serve as a reference in developing a more targeted and consistent social media promotion strategy.
 - b) Increase brand awareness and WEGO's image as an educational and recreational tourism destination.
 - c) Increase audience interaction (engagement) and potential tourist visits.

1.7 Design Framework

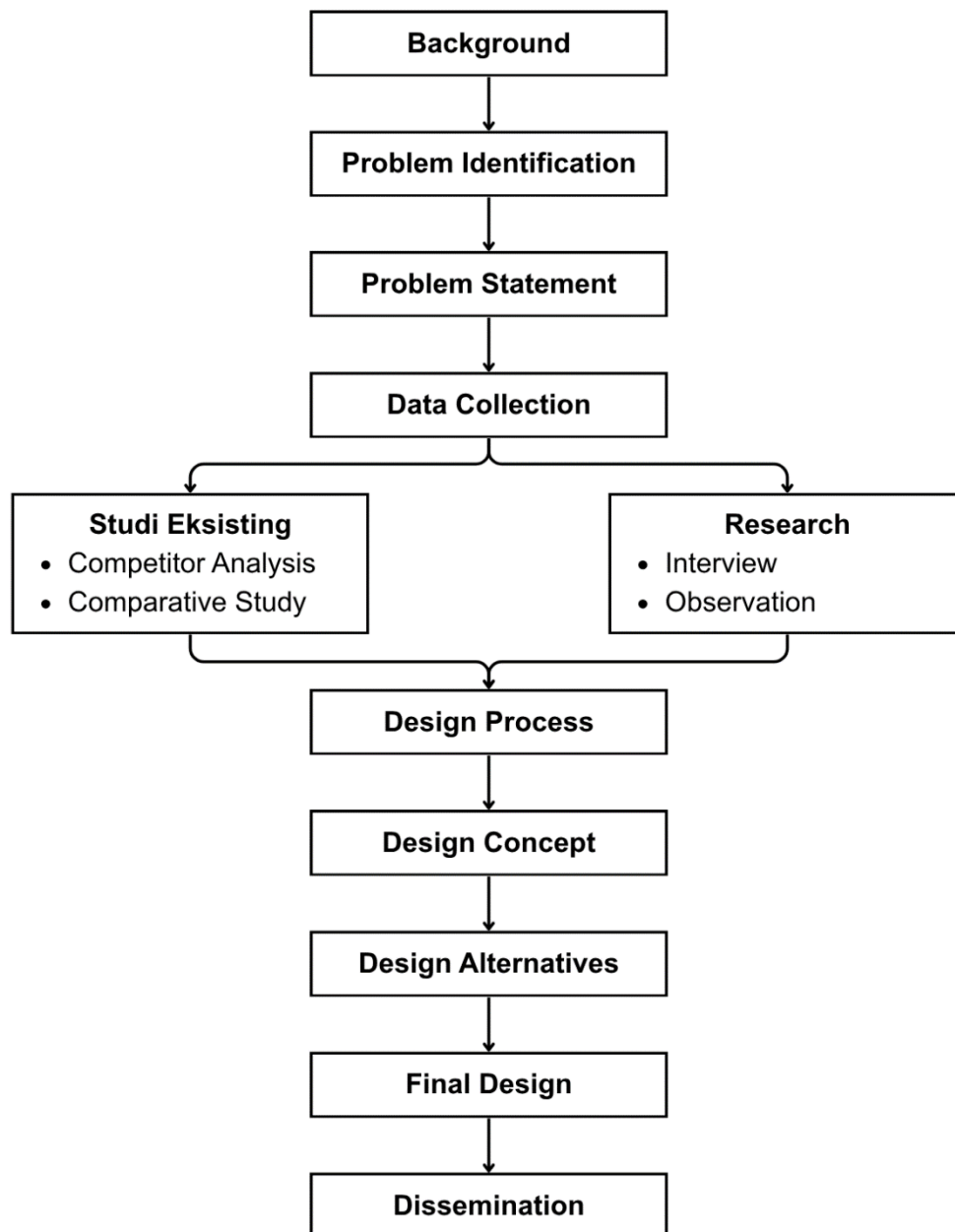


Figure 1.3 Design Framework

Source: Personal Document