



Policy Communication on Twitter Social Media: Development of Sustainable Tourism Destinations in West Nusa Tenggara

Ilham Zitri¹, Amil¹, Yudhi Lestanata¹, Al Fauzi Rahmat²

¹Universitas Muhammadiyah Mataram, Jl. KH. Ahmad Dahlan No.1 Pagesangan, Mataram, NTB

²Hungarian University of Agriculture and Life Sciences

ARTICLE INFORMATION	A B S T R A C T
<p>Received: March 10, 2023 Revised: December 09, 2024 Available online: January 30, 2024</p>	<p>This research explains Policy Communication on Twitter Social Media: Development of Sustainable Tourism Destinations in NTB Province. New media offers digitization, convergence, interaction, and development of networks related to creating and delivering messages. Digital media is a source of information and a platform for tourists or visitors to communicate. Digital technology has experienced significant growth. This study aims to identify policy communication for Sustainable Tourism Destination Development through social media communication tools. NTB Provincial Government Twitter Account @ntb_Prov and Personal Twitter Account @bangzul_ntb. This research uses a qualitative method with the Qualitative Data Analysis (QDA) Miner approach, used for content, network, and cloud analysis using Nvivo 12 Plus software. The findings show that the intensity of each account has provided an overview of how local governments disseminate information related to the policies they produce. The total tweet intensity and highest tweet intensity were made by the @ntb_Prov account, with quite a significant difference compared to the @bangzul_ntb account. In analyzing the information content shared regarding the theme of Sustainable Tourism Destination Development, each account has distributed information directly related to the Sustainable Tourism Destination Development policy. Policy communication on Twitter is also a means of gathering input and responses from the public regarding the development of sustainable tourism destinations in West Nusa Tenggara. Overall, policy communication on Twitter and social media regarding the development of sustainable tourism destinations in West Nusa Tenggara is an effort to increase public awareness and participation in sustainable tourism development in the region.</p>
<p>KEYWORDS</p> <p>Communication; Policy; Social Media; Tourism</p>	
<p>CORRESPONDENCE</p> <p>Name: Ilham Zitri E-mail: Ilham.Zitri@ummat.ac.id</p>	

INTRODUCTION

Indonesia has many tourist areas spread across various regions with various natural tourism objects, cultural tourism and even religious tourism. One area with so much tourism is the province of West Nusa Tenggara; in fact, West Nusa Tenggara has been designated as one of the tourist destination areas in Indonesia since 1987. The tourism sector is a sector that has great potential to be developed as a form of regional income (Winengan, 2019; zitri et al., 2020).

Tourism is one economic sector that plays a vital role in the world economy. When consumer preferences shifted towards leisure, tourism became the most accessible product to market. Seeing the opportunities that open up, the Indonesian government has launched several leading tourist areas. One of these areas is in the West Nusa Tenggara (NTB) province, namely the Mandalika Special Economic Zone, located in Central Lombok Regency. Various infrastructure projects have been launched to beautify the area, which will likely attract more local and foreign tourists. NTB has many other potential tourist attractions apart from the Mandalika area, and we hope each area will become its own tourist attraction. Receiving an award as the World's Best Halal Tourism Destination 2019, according to GMTI (Global et al.), gives NTB even more potential and more significant opportunities to develop its tourism. After the earthquake struck, NTB continued to improve and beautify itself to attract more attention from tourists.

It cannot be denied that tourism development will have both positive and negative impacts on the development of a region. With its various dynamics, tourism development will also impact

the achievement of sustainable development goals, especially for NTB Province, which is actively developing tourism. Sustainability is an essential aspect of the tourism sector because sustainability is necessary for the main tourism product to become increasingly obsolete and no longer friendly to its visitors. The main tourism product is based on natural resources and the attractions that accompany them. Natural wealth that is not maintained, infrastructure that is not maintained, and cultural wealth that is not maintained will be destroyed by time and cannot be enjoyed again.

The condition that this goal seeks to achieve is how economic growth can increase inclusively and sustainably. We also want to create a situation where job opportunities are open and feasible for every level of society. The unemployment rate in NTB Province is currently relatively low because it is below 5 per cent. However, this low unemployment rate does not guarantee that the job one is involved in is a decent job and can get someone out of poverty. The concept of sustainable development underlines the achievement of environmentally friendly goals. Greening, zero waste and going green are some jargon promoted to ensure environmental sustainability so that our children and grandchildren can enjoy it in the future. The living environment is a unified space with all objects, forces con, conditions and living creatures, including humans and their behaviour, influencing the continuity of life and welfare of humans and other living creatures. So it is clear that in the living environment, there is interaction between each component and relationships of mutualism, commensalism and even parasitism. A harmonious relationship between humans and nature is vital to preserve the environment.

Technological advances and the era of the Industrial Revolution 4.0 have greatly influenced the way the millennial generation travels (Lase, 2019). The millennial generation is relatively braver in taking tourist trips compared to the previous generation, namely Generation X. The millennial generation is relatively braver and does not give up, likes to do everything themselves by relying on technology so that this generation is more independent and prioritizes efficiency (Febrianto, 2021).

Digital media is a source of information and a platform for communication used by tourists or tourism visitors (Divinagracia & Divinagracia, 2012). Digital technology in Indonesia has experienced significant growth. In 2019, Indonesia experienced a growth of 10.12 percent from 2018 (CfDS, 2018). Based on data held by the Ministry of Communication and Information in 2019, internet users in Indonesia amounted to 143 million people out of the 265 million population of Indonesia or the equivalent of 54 per cent of the Indonesian population (Ministry of Communication and Information Technology, 2019). In the era of Industrial Revolution 4.0, all aspects have been digitized, and the internet has been utilized. The concept of the digital economy is starting to spread and infiltrate global economic activities. In this digital world, infrastructure is not only basic physical facilities but also social. What must be available is, of course, all internet-based facilities. If facilities are available, their use must be maximized to be able to explore and gain benefits from them.

Mobile phones are one means of accessing today's technology. Smart mobile phones can provide many conveniences for their users, including tourists. More than just a means of telecommunications, mobile phone internet is a connector between consumers and tourism producers. Tourists can use their cell phones to order modes of transportation and accommodation. On the other hand, tourism-based businesses can use mobile phones and the internet as marketing and promotional tools. The development of digital technology has also made it possible for banking and other financial transactions to use mobile phones.

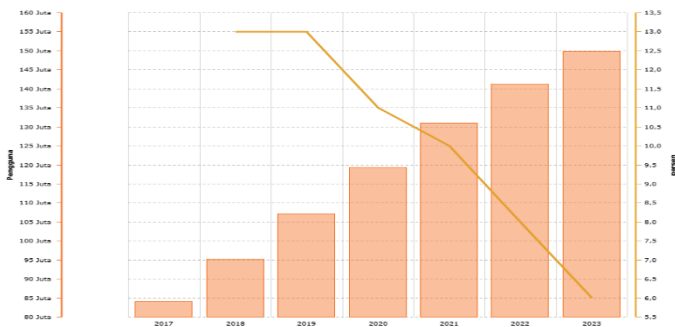


Figure 1. Projection of Internet Users in Indonesia 2017-2023
Source: BPS, 2022

Statista data in Figure 1 shows that internet users in Indonesia in 2018 were 95.2 million, growing 13.3% from 2017, when there were 84 million users. In the following year, internet users in Indonesia will continue to increase, with an average growth of 10.2% in 2018-2023. In 2019, the number of internet users in Indonesia is projected to grow by 12.6% compared to 2018, namely 107.2 million users. In 2023, the number of internet users in Indonesia is projected to reach 150 million. Statista also states that social media and mobile messaging are popular online activities in Indonesia. The most widely used social network is Facebook, with users reaching 48% of the population. Indonesia

is also one of the strongest markets for the LINE messaging application. The number of Indonesian internet users is in third place in Asia, behind China and India, which reach 829 million and 560 million, respectively. Meanwhile, South Korea has the highest internet in Asia, reaching 95.1% of the total population. This means that almost all residents in Ginseng Country have used the internet. Japan has the second largest internet penetration in Asia, which is 93.51% of the population.

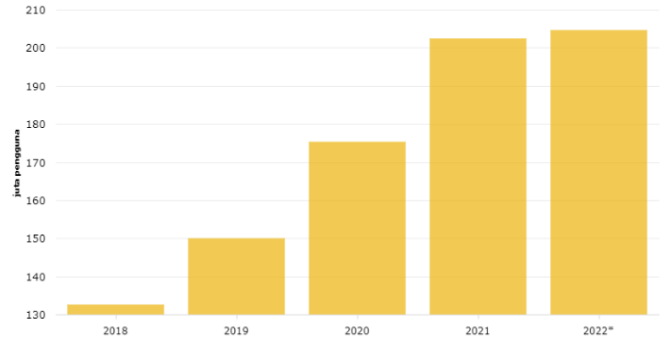


Figure 2. Number of Internet Users in Indonesia (2018-2022*)
Source: BPS, 2022

As seen in Figure 2, Indonesia is one of the countries with the largest population of internet users in the world. According to the We Are Social report, 204.7 million internet users were in the country as of January 2022. This number increased slightly by 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was 202.6 million. The trend in the number of internet users in Indonesia has continued to increase in the last five years. When compared with 2018, currently the number of national internet users has increased by 54.25%. Meanwhile, the internet level in Indonesia reached 73.7% of the total population in early 2022. It was recorded that the total population of Indonesia was 277.7 million people in January 2022. In 2018, the internet penetration rate in the country only reached 50% of the total population. This means that the national internet penetration rate has rapidly increased in recent years. It is hoped that the government can continue to support the expansion of internet coverage to all corners of the country. Because, in this digital era, the internet can help people access information for educational, business and entertainment purposes. Meanwhile, based on spatiality, Java is still the region with the most significant internet users in Indonesia, reaching 55%. The most significant internet users are Sumatra (21%) and Kalimantan (9%). Then Sulawesi, Maluku and Papua (10%) and Bali and Nusa Tenggara (5%).

Social media is the best means for developing social networks, including in the tourism industry, in the current era of Industrial Revolution 4.0 (Lase, 2019). An observation states that 90 per cent of companies use social networks to carry out their business marketing strategies (Lestari, 2020). Tourism is currently still included in Indonesia's five priority development sectors. Tourism in Indonesia has also encouraged the growth of other sectors, such as small industries in rural areas, agro-tourism, creative arts, culture and culinary industries (Rumeon, 2020). The world era has changed; digital companies dominate the world economy with their sharing economy concept (Sudirman, 2015). Indonesian tourism also had to adapt and transform to this new era, so the Digital Tourism policy program was born (Ferdiansyah, 2020). The large number of internet users today, facilitated by smartphones, has given birth to a Millennial

Generation—a generation that exists 80% in cyberspace, social media and digital media. The Ministry of Tourism seized this opportunity by giving birth to a community of modern netizens who are interested in tourism, and 80% are active in social media, namely GenPI (Generasi Pesona Indonesia) and GenWI (Generation Wonderful Indonesia) (Simarmata et al., 2020). West Nusa Tenggara consists of two large islands: Lombok Island and Sumbawa Island. On progress: The island of Lombok is progressing more quickly in the tourism sector because it is very close to the island of Bali, which was previously developed earlier in national tourism development. This strategic location brings blessings to Lombok tourism in taking advantage of existing conditions to accelerate the progress of tourism development (Lugra et al., 2016).

With social media having a broad reach worldwide, people are starting to change their promotional methods from conventional to more modern ones, namely by using social media. One of the promotional activities that is often carried out by users today is tourism promotion (Mafiroh, 2020). Among the promotional activities often carried out previously were holding special events, putting up banners or announcing them via radio or newspapers where these methods have decreased interest compared to more modern methods, namely by utilizing social media on smartphones (Sudarmadi, 2021).

Social media has become an effective medium for communication and socialization (Zamsuri et al., 2020). Social media can be understood as a collection of internet-based applications based on Web 2.0 ideologies and technologies that offer users flexibility in creating and exchanging content (Andrews et al., 2014). Extensive data is generated from the high level of people's activity on social media, giving rise to the concept of Big Data. Big Data appears in various areas of public life, including security, online education, Health, Tourism, and the Economy. It combines modern techniques for working with large data sets (Kuleshova et al., 2017). Big data in this context is produced from various activities of social media users in developing sustainable tourism destinations in NTB Province.

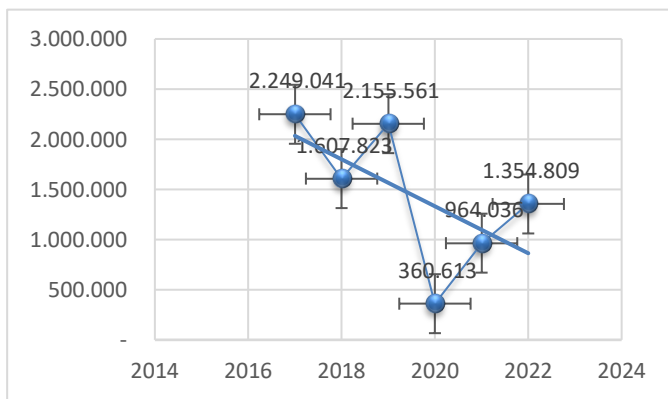


Figure 3. Number of Tourist Visits to NTB Province (2017-2022)
Source: BPS, 2022

Tourism is becoming a sector that is being considered or paid attention to in various developing and developed countries, including Indonesia. Indonesia, a vast territory supported by diverse natural and cultural resources, has great potential for processing and utilizing existing natural resources. Tourism offers support and facilities from the community, the state government, and its staff. It aims to meet every tourist's spiritual,

physical, and intellectual needs by travelling, increasing state income, and improving the welfare of the people in Indonesia.

In Figure 3, you can see a graph of the pattern of tourist visits to NTB Province (2017-2022); in 2017, there were 2,249,041 tourists, which experienced a decrease in 2018 of 1,607,823 tourists. Meanwhile, in 2019, there was another increase of 2,155,561. Then, in 2020, Indonesia was hit by the COVID-19 virus, including NTB Province, which ignored the significant decline in tourists of 360,613. Meanwhile, in 2021, there was another increase of 964,036 tourists, and there will continue to be an increase in 2022 of 1,354,809 tourists. So, in the graph of tourist visit patterns in Figure 3, it can be seen that the most significant number of tourist visits to NTB Province was in 2017, amounting to 2,249,041 tourists. Researchers want to examine how government policy communication is carried out on social media to develop sustainable tourist destinations in NTB Province.

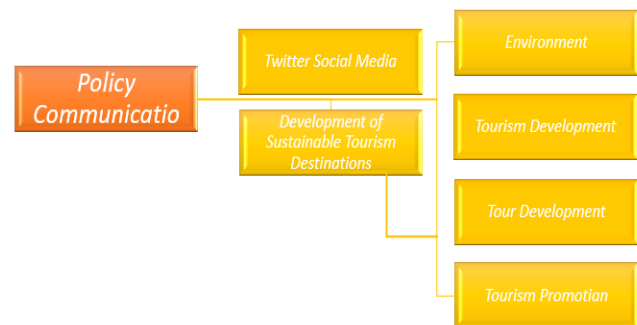


Figure 4. Framework for Thinking

The development of social media, especially Twitter, has changed the way of communication and interaction between government, society, and other stakeholders. Sustainable tourism is increasingly becoming a global concern due to the environmental, economic, and social challenges tourist destinations face. NTB Province (West Nusa Tenggara) has excellent potential in the tourism sector but requires an effective policy communication strategy to develop tourist destinations sustainably. More research needs to focus on policy communication on social media, especially in the context of developing sustainable tourism destinations in Indonesia. There is a need for more understanding of how policy communication on social media can influence public perception and participation in efforts to create sustainable tourist destinations. How does policy communication on Twitter and social media influence public perceptions regarding developing sustainable tourist destinations in NTB Province?

METHOD

Twitter social media has become a tool to build network communication between users (Anggarini, 2021). Communication that is carried out continuously builds various narratives from users through the tweets produced. Consequently, this research uses a qualitative methodology to investigate how Twitter has used the Government to develop Sustainable Tourism Destinations in NTB Province. Using a qualitative approach, information analysis on Twitter social media was carried out using a structured method (Silver & Lewins, 2007). This structured Qualitative Data Analysis (QDA) mining method focuses on content, network, and cloud. Media. Long et al., (2015) explains that QDA describes, classifies, and connects phenomena with researchers' concepts.

The decision to use Twitter compared to Facebook or Instagram depends on the needs and preferences of the user; Twitter is also known as a microblogging platform with a character limit of 280 characters per tweet. This makes it perfect for sharing quick thoughts, news, and concise updates. If someone prefers to communicate briefly and directly, Twitter may be a better fit than other platforms. Social media data has different types and sizes from data in general. For this reason, analytical tools are needed to explore social media data (Liyana et al., 2019). In this study, we used Nvivo 12 Plus as our analysis tool (Brandão et al., 2015). describes Nvivo 12 Plus as software that can help researchers process and understand qualitative data better. Data Collection and Data Processing Nvivo 12 Plus is a software application for computer-assisted qualitative data analysis (CAQDA) (Sotiriadou et al., 2014). In conducting data analysis, Nvivo 12 Plus uses word frequency features, group analysis, and text analysis of research data (Brandão et al., 2015). This research utilized Google N-capture, a tool developed by QSR International, to collect data. The resulting data can then be further processed with Nvivo 12 Plus. This study selected the official Twitter account of the NTB Provincial Government and the personal account of the NTB Governor, which is updated regularly. The official Twitter account of the NTB Provincial Government @NTB_Prov and the personal account of the Governor of NTB Zulkieflimansyah @bangzul_ntb are the data sources for this research. This study selected two accounts by considering their credibility as directly connected to the NTB Provincial government's official site.

The analysis software in this study uses Nvivo 12 Plus. Nvivo 12 plus as a qualitative analysis tool. The qualitative approach provides an exploration and description of the NTB Provincial Government's official Twitter account @NTB_Prov and NTB Governor Zulkieflimansyah's personal account @bangzul_ntb, descriptive use to provide information and an efficient explanation of data. This research data is primary data obtained from interviews and data from Twitter social media content. The focus of this research is the Twitter social media account. Nvivo 12 plus in this research is cluster analysis, word cloud analysis and content analysis. Using Nvivo as an analysis tool has five stages: (1) capturing data, (2) importing data, (3) coding data, (4) classifying data, and (5) displaying data. The data that has been displayed was submitted using qualitative data analysis methods. The data used by researchers is data that displays hashtags, mentions, hierarchy charts and word clouds. The data is then processed using Microsoft Excel tools to get results displayed in percentage form.

RESULTS AND DISCUSSION

Theoretically, the author has proven that the subject of policy communication is an essential and distinguishable part of existing topics. As a policy political communication platform, academics have developed a growing interest in the character and variety of online policy political discourse. The emotional power of digital communication is significant. Developing sustainable tourist destinations in West Nusa Tenggara (NTB) is an effort to increase tourism potential in the area. Through social media and Twitter, policy communication related to the development of sustainable tourist destinations can be conveyed to the broader community easily and quickly.

The development of sustainable tourist destinations must involve various parties such as local government, tourism actors, local communities, and so on. Therefore, through Twitter, policy

communication can be carried out by introducing the ongoing sustainable tourism destination development program in NTB and inviting the public to participate in the program. Local governments can use Twitter to convey information regarding tourism infrastructure development plans to improve the quality of tourist destinations in NTB. Apart from that, local governments can also provide information regarding training and skills development programs for tourism actors and local communities so that they can provide better services to tourists. Policy communication on Twitter and social media is becoming increasingly important in this digital era. Policies produced by the government, organizations or companies must be socialized effectively to be accepted by society. *Twitter* is a social media that can communicate policies quickly and effectively.

There are several things to pay attention to in policy communication articles on Twitter. First, use language that is easy for people to understand. Policies that are complicated to understand will be complex for the public to accept. Use simple, straightforward and easy-to-understand language. Second, use hashtags (#) to expand the reach of tweets. Relevant hashtags help increase the visibility of a tweet and make it easier to find people interested in the topic being discussed. Third, use images or videos to attract people's attention. Images or videos can provide a better understanding of the topics discussed. Additionally, images or videos can make tweets more exciting and easy for people to remember. Fourth, use relevant links to direct people to more detailed information sources. The link can direct the public to a web page that explains the policy in more detail or to the official website of the relevant organization or government. Fifth, use Twitter to interact with the community. Provide good answers or responses to questions or input from the community. This can help strengthen policy communication carried out via Twitter.

Policy communication on Twitter social media can be carried out effectively if it is done well and on target. It is essential to use easy-to-understand language, relevant hashtags, images or videos, relevant links, and interaction with the public to achieve the desired policy communication goals. Policy communication on Twitter and social media regarding the development of sustainable tourist destinations in West Nusa Tenggara can provide various positive results. Some possible results include Increasing public awareness. Policy communication via Twitter can help increase public awareness regarding the importance of developing sustainable tourist destinations in West Nusa Tenggara. Through social media, information about the benefits and positive impacts of sustainable tourism development can be spread more widely and quickly.

Increasing Community Participation Policy communication via Twitter can provide opportunities for the community to provide their input and opinions regarding developing sustainable tourist destinations in West Nusa Tenggara. A more responsive and inclusive policy can be created by providing space for participation in the community. Increasing Stakeholder Involvement Through Twitter, policy communication can include various stakeholders such as tourism industry players, local governments, NGOs and communities. In this way, collaboration and synergy can be created between all parties involved in developing sustainable tourist destinations in West Nusa Tenggara.

Increasing Tourism Promotion Through Twitter, information about sustainable tourism destinations in West Nusa Tenggara can be more easily accessed by potential tourists. This way,

effective promotions can be created and increase the number of tourists visiting West Nusa Tenggara. Increasing Transparency and Accountability Policy communication via Twitter can provide transparency and accountability in developing sustainable tourist destinations in West Nusa Tenggara. Information conveyed openly and clearly can help build public and stakeholder trust in the policies taken.

Account Intensity in Information Dissemination

Each account's presence in disseminating information has been carried out for years, as seen in the @NTB_Prov account, which joined Twitter Social Media in February 2017 and the @bangzul_ntb account, which joined Twitter Social Media in July 2018. The graph below also indicates that the account is official.

Repeated emphasis is needed through tweets produced at the information dissemination stage to produce maximum information dissemination. The intensity of activity of the Twitter accounts @ntb_Prov and @bangzul_ntb in producing tweet and retweet information can illustrate the extent of the regional government's efforts in socializing policies related to developing sustainable tourism destinations in West Nusa Tenggara. The image below shows the activity level of each account based on the classification of tweets and resulting retweets. Overall, the number of tweets and retweets produced shows that the @ntb_Prov account has 3250 tweets with details of 3235 tweets and 15 retweets. Meanwhile, the @bangzul_ntb account produced 2812 tweets of information with details of 2812 tweets and zero retweets. (Efrida & Diniati, 2020) explains that an account can represent and describe its function and role through its tweet content. Thus, the high intensity of accounts in the tweet section also shows that these accounts can produce information independently. Ultimately, this information is intended for all Twitter social media.

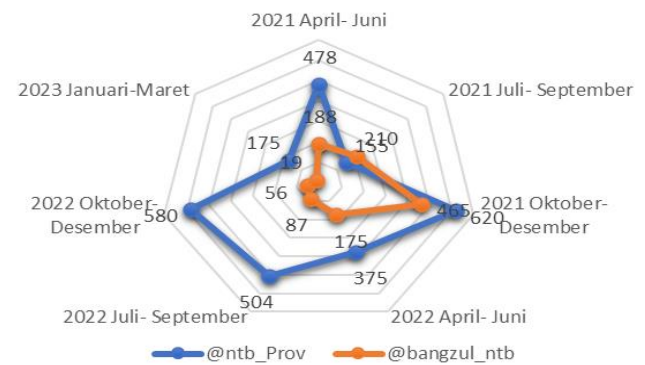


Figur 5. Account Profile View
Source: Twitter data is processed by the Author

To achieve the most significant possible level of information dissemination, it is necessary to focus consistently on all tweets that appear on the stage of information dissemination. The Activity level of Twitter accounts @ntb_Prov and @bangzul_ntb. Tweet and retweet information from both accounts can be used to show the extent to which the Regional Government carries out political communication via Twitter social media. The following figure presents the categorization of tweets and retweets generated due to an account's tweet and retweet activity. That is According to interpretation (Moro et al., 2023). The tweet content produced by the account can reflect and describe the account's duties and responsibilities. Consequently, the high intensity of accounts in the tweet section also shows that these

accounts can produce content independently. Ultimately, the material is intended for everyone using Twitter's social media platform.

The information intensity of each account can also be seen every quarter, as shown in the image below. Overall, the operational level of the @ntb_Prov account in disseminating information has a much higher intensity when compared to the quarterly intensity generated through the @bangzul_ntb account. On the @ntb_Prov account, the October-December 2021 quarter was the highest quarterly period for generating information with 620 tweets, while the July period of Dominant Hashtags appeared in Every Account. The September 2021 quarter was the lowest quarterly period generated, with 155 tweets. On the @bangzul_ntb account, the highest quarterly information intensity occurred in October-December 2021, resulting in 465 tweets. The October-December 2022 quarter was the lowest quarterly period for information dissemination, producing only 56 tweets.



Figur 6. Quarterly information intensity
Source: Processed using Nvivo 12 Plus by the Author

Dominant Hashtag that Appears on Every Account

Hashtag dominance is one of the important things to highlight in every analysis of social media accounts, especially Twitter. The appearance of specific hashtags on each account provides an idea of the identity of the information being conveyed. This can show the issue's focus brought to each account in disseminating information through the resulting tweets and retweets.

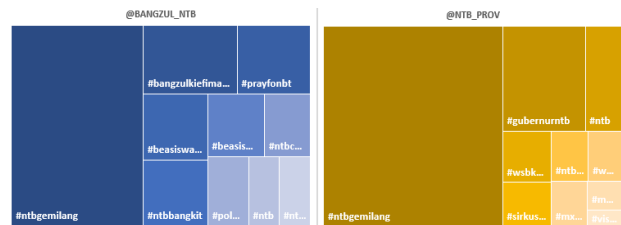


Figure 7. Treemapping Popular Hashtags in Source Accounts: Processed using Nvivo 12 Plus by the Author

The image above compares the intensity of each account in generating Hashtags. On the @ntb_Prov account, the highest hashtag is #ntbgemilang, with 1,647 appearances and the highest percentage reaching 31.70%. Meanwhile, on the @bangzul_ntb account, the highest number of hashtags is #ntbgemilang, with 37 appearances and 29.37%. Let us compare the highest number of hashtags on the @ntb_Prov account. It will feel very far from the

appearance of the highest hashtag on the @bangzul_ntb account. To further illustrate, in the table below, we present the top ten hashtags that appeared on each account. In addition, each account has a hashtag that describes the dissemination of information through the hashtag Development of Sustainable Tourism Destinations in West Nusa Tenggara. At @ntb_Prov, the hashtags #ntbgemilang, #ntbsejahteraanmandiri, and

#motogp2022 represent the issue of sustainable tourism. Meanwhile, on the @bangzul_ntb account, the hashtags #ntbgemilang, #ntbbangkit and #prayfontb are three hashtags that represent issues related to Sustainable Tourism in the distribution of tweet information produced by the @bangzul_ntb account.

Table 1. Ten Popular Hashtags in Each Account

Name Account	Hashtag	Amount	Total
@ntb_Prov	#ntbgemilang	1647	31,70%
	#gubernurntb	399	7,68%
	#ntb	179	3,45%
	#wsbk2022	133	2,18%
	#sirkusitmadalika	100	1,92%
	#ntbsejahteraanmandiri	84	1,62%
	#worldsuperbike	77	1,48%
	#mxgpsamota	77	1,48%
	#motogp2022	46	0,89%
	#visitlomboksumbawa	28	0,54%
@bangzul_ntb	#ntbgemilang	37	29,37%
	#bangzulkiefimansyahofficial	9	7,14%
	#prayfontb	7	5,56%
	#baesiswa2	6	4,76%
	#ntbbangkit	6	4,76%
	#beasiswantb	5	3,97%
	#ntbcerdas	4	3,17%
	#polandia	4	3,17%
	#ntb	3	2,38%
	#ntbbangkitkembali	3	2,38%

Source: Processed using Nvivo 12 Plus by the Author

3. Tweets related to policy information for developing sustainable tourism destinations

It analyses tweets and retweets via QDA NVivo 12 Plus using the world of exploration. In the frequency menu, we found several dominant issues generated by each account in its information dissemination activities. The image below shows the word frequency for each account, which illustrates the focus of the information issues generated. Each account disseminates information on various topics. Typically, this is based on each activity carried out by the respective Municipality. In other words, the Regional Government makes Twitter social media an information medium. These findings show that social media has become a medium for communication and information dissemination (Akbar et al., 2021). The information provided varies, such as City Government work schedules, campaign programs, weather information, disaster information, and developments in the pandemic situation. Sustainable Tourism Destinations. This information is then narrated as a Tweet on Twitter for each social media account.

The word frequency in the @ntb_Prov account is dominated by information related to Regional Government activities, which is indicated by several keywords, namely "Development", "ntbgemilang", "Environment", and "Tourism". Meanwhile, similar to the @ntb_Prov account, the @bangzul_ntb account produces word frequencies that represent the activities of the @bangzul_ntb account; some of the keywords that frequently appear are "Lombok", "Sumbawa", "Mandalika", "Motogp", and "Indonesia". When compared, the type of information produced on each account has a different delivery style. On the @ntb_Prov

account, the resulting data interaction is much friendlier and immediately gives a warm impression. However, despite all that, each account has various information conveyed.

After presenting the overall frequency of words related to information issues raised on each account through the tweets produced, we categorized the resulting tweets based on the theme of Sustainable Tourism Destination Development in West Nusa Tenggara. After identifying the tweets, we found three sub-themes of information related to the theme of Sustainable Tourism Destination Development in West Nusa Tenggara. The three sub-themes of information were environment, tourism development, and tourism promotion. Details can be seen in the image below.

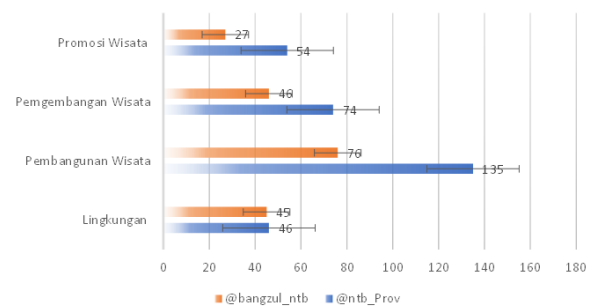


Figure 8. Intensity of the Presence of Covid-19 Subthemes in Each Account Source: Processed Using Nvivo 12 Plus by the Author

In these two accounts, the Tourism Development information sub-theme is the highest information sub-theme of the themes produced. However, when compared with intensity, the

@ntb_Prov account still far outperforms the @bangzul_ntb account with the completeness of the Tourism Development information produced, reaching 135 tweets or 43.69% on the @ntb_Prov account, and 76 tweets or 39.18% of the total information generated on the @bangzul_ntb account. The resulting distance comparison still feels reasonable because if you look at the level of account activity in developing information in the previous section, the @ntb_Prov account far outperforms the

@bangzul_ntb account. Furthermore, compared with the Tourism Development information subtheme Tourism Development, Tourism Promotion and the Environment, there was an inverse increase between the two accounts. Details can be seen in the table below.

Table 2. Intensity of Presence of the Sustainable Tourism Destination Development Subtheme in Each Account.

Name Account	Policy Issues	References Tweet	Coverage	Percentage
@ntb_Prov	Environment	46	1,42%	14,89%
	Tourism Development	135	4,15%	43,69%
	Tour Development	74	2,28%	23,95%
	Tourism Promotion	54	1,66%	17,48%
@bangzul_ntb	Environment	45	1,60%	23,2%
	Tourism Development	76	2,70%	39,18%
	Tour Development	46	1,63%	23,71%
	Tourism Promotion	27	0,96%	13,92%

Source: Processed using Nvivo 12 Plus by the Author

After knowing the sub-themes of information produced regarding Sustainable Tourism Destination Development above, we continued a more careful analysis of the four information sub-themes for Sustainable Tourism Destination Development, which were visualized using word frequency. The image below shows the frequency of words generated by each account. @ntb_Prov raised several dominant keywords, namely "Environment", "Tourism Development", "Tourism Development", "Tourism Promotion". Meanwhile, on Governor Zulkieflimansyah's personal account @bangzul_ntb, the dominant word frequencies

produced were "Covid", "Tourism", "Development", "Environment", and "Lombok". From the frequency of the dominant words, it can be seen that Twitter social media has become a communication medium for Regional Governments and Governor Zulkieflimansyah in socializing the Sustainable Tourism Destination Development Policy in their region. The emergence of dominant keywords in the collection of information disseminated by each of these accounts can also be observed as a form of policy that each regional government mainly carries out in handling tourism in its region.

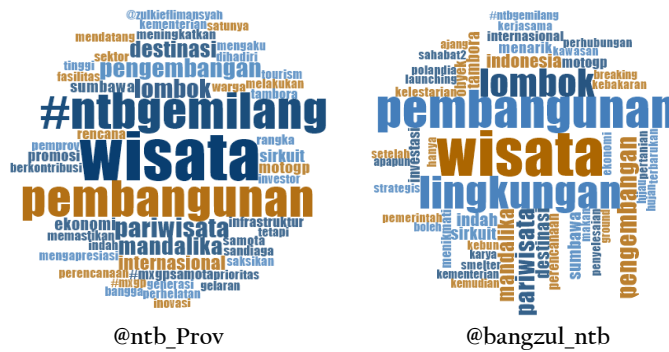


Figure 9. Focus Issues Related to the Theme "Tourism Development" in each account Source: Processed using Nvivo 12 Plus by the Author.

The tweets generated from these four sub-themes show that the regional government has developed tourism through policy. Apart from these policies, word frequency also shows other approaches that are already present and will provide support for the ongoing and future Tourism Development process. Policy communication conveyed via social media is expected to be able to understand the current conditions of NTB tourism and tourism development (Ahmed et al., 2020; Gupta et al., 2016).

Furthermore, Purnomo et al., (2021), in their research on Twitter social media accounts for communication in public transport, have classified several communication functions resulting from using Twitter social media.

These functions include Information Provider, Situation Reporting, Risk Communication, Mental Support Provider, and information services.

We can then adopt several of these functions to assess the availability of data produced by the Regional Government account @ntb_Prov and Governor Zulkieflimansyah @bangzul_ntb. Several examples of the resulting tweets can be seen in the table below.

Table 3. Examples of Tweet Categories Related to Sustainable Tourism Destination Development Policies

Category	Nama Account	
	@ntb_Prov	@bangzul_ntb
Giving Information	Ayo Datang Dan Saksikan Kemeriahan Malam Puncak “ Festival Pesona Bau Nyale 2023” Pada Tanggal 10 Sampai 11 Februari 2023, Yang Dimulai Dari Pukul 20.00 Di Pantai Tanjong Aan Festival Pesona Bau Nyale Ini Juga Di Meriahkan Oleh Baiq Gita Febiliyasni, Anya Fritzka. https://t.co/Q2aHPjWFAS	Tanggal 18 Desember Lusa Ground Breaking Kereta Gantung Akan Kita Lakukan Dan 2025 Insya Allah Selesai Dan Bisa Digunakan Dan Diikuti Oleh Pengembangan2 Lain Sehingga NTB Bisa Menjadi Kawasan Pariwisata Dunia Yang Lengkap.. https://t.co/XIH59Yx3oB
Reporting Situation	Tiket Wsbk Mahal?! Eits... Jangan Salah !! Hanya Dengan 100 Ribu Rupiah Saja, Penonton Sudah Bisa Menyaksikan Belapan Dengan Berbagao Event Pendukung Lainnya Iho..... Sst.. Ada Diskon 50% Untuk Warga Berktp Ntb Juga Iho! Tunggu Apa Lagi? #Worldsuperbike #Wsbk2022 #Worldsuperbike	Pagi Ini Mendengar Paparan Dari BPS Tentang Dampak Acara MXGP Terhadap Ekonomi NTB, Ternyata Luar Biasa Dampaknya... https://t.co/c01KwsdkXH
Risk Communication	Terima Kasih Para Petugas Kebersihan Yang Telah Membantu Menjaga Kebersihan Selama Event WSBK Digelar Di Sirkuit Mandalika Yuk Bantu Mereka Dengan Membuang Sampah Pada Tempatnya! Selengkapnya Di https://t.co/dGw2RKSHLw #Worldsuperbike #wsbk2022 #wsbk2022 #wsbk https://t.co/lhlfH4UsYV	Saya Tidak Mau Ada Kesalahpahaman Krn Miskomunikasi... Dan Kerja Keras Anak2 Muda Ini Memang Oke. Infront Happy, Dan Memastikan MXGP Bukan Hanya Tetap Terlaksana Di Samota, Tapi Mulai Tahun Depan Sampai 5 Th Ke Depan NTB Akan Menjadi Tuan Rumah Dari 2 Series MXGP... https://t.co/plUYBvPtCu
Providing Mental Support	Kata Millennial: WSBK-Mandalika Membanggakan Selengkapnya Di https://t.co/dGw2RK5Hlw #Worldsuperbike #wsbk2022 #wsbk2022 #wsbk #sirkuitmandalika #lomboksumbawafair #nusantarafestival #nusantarafestival2022 #sport #visitlomboksumbawa #pesonaindonesia #lombok #lombokisland http://t.co/HNTgkGG4YV	Alhamdulillah Sudah Keluar Jadwal MXGP Utk Tahun Depan Tahun 2023, Dan Alhamdulillah Kita Di Indonesia Dapat 2 Series MXGP Tahun Depan : Dan Dua2nya Alhamdulillah Di NTB : 25 June Di Sumbawa 02 July Di Lombok WHERE THERE IS A WILL, THERE IS A WAY !!!! https://t.co/VHFSR6IBBN
Service Information	Tiket WSBK 2022 DISCOUNT 75%!!! Sibat Gemilang.. Saat Ini Tiket Event WSBK 2023 (3-5 Maret 2023) Sudah Ready Lho... Dan Ada Promo Harga Tiket Discount 75% Sampai Dengan Tanggal 31 Januari 2023 Mendatang. Baruan Beli Jangan Samapai Kehabisan!!! #wsbk2023 #wsbk #worldsbk https://t.co/ISodMDcDcp	Menjadi Tuan Rumah PON 2028 Adl Kerja Besar, Kita Akan Mendatangan Banyak Sekali Tamu & Menggerakkan Bukan Hanyapariwisata Tp Juga Ekonomi Kita Secara Keseluruhan. Hotel, Restaurant, Moda Transportasi, Bandara, Pelabuhan, Sampai Fasilitas2 Lain Harus Berbenah Samapai Kita Perbaiki... https://t.co/VHFSR6IBBN

Source: Processed by the Author

The dissemination of information on social media on Twitter can be analyzed to identify the type of information generated (Bal et al., 2020; Chen et al., 2020) and what has been categorized in the table above. The variety of information produced by each account can then form interactions which can later influence the interactions that occur on social media (Benetoli et al., 2018). Apart from that, after knowing how information is disseminated

on each account, both in general and specifically with the Development of Sustainable Tourism Destinations.

In developing Sustainable Tourism Destinations, we can find out the characteristics of each account in disseminating information. (Loilatu et al., 2021) Assess that social media has superior features for conveying information. Each account leads to a clear vision based on the information disseminated

(Kavanaugh et al., 2012). This information becomes part of a complete identity in characterizing the social media activity generated on each account.

Apart from that, in the research findings described above, the appearance of tweets related to the theme of sustainable tourism destination development on two Twitter accounts confirms that social media has become a communication tool in tourism outreach. Information at any time (Park et al., 2021). Including promotions and policies carried out by local governments. With a high level of social media users accompanied by good information dissemination, social media will become the primary information medium for people on these two accounts to get the information they want; this is in line with what was stated by (Szmuda et al., 2020) that Social media has become the primary source of information about the development of the tourism crisis.

The sustainable tourism destination development policy aims to improve the tourism industry's economic, environmental and social sustainability. Some policies that can be implemented include Encouraging local community participation in developing and managing tourist destinations so that all local communities can feel the benefits of tourism—applying ecotourism principles to preserve nature and the environment around tourist destinations, such as reducing waste, saving water and renewable energy. Introduce training and education programs to improve workforce capabilities in the tourism industry and ensure that necessary skills are available for tourism destination development. They provide adequate infrastructure such as transportation, accommodation and health facilities to facilitate tourist arrivals.

Regulate and monitor the number of tourists visiting tourist destinations to maintain a balance between tourism and the environment. Encourage the use of environmentally friendly technology to promote sustainable tourism development. Develop marketing strategies to attract visitors who are aware of the environment and local culture. By implementing sustainable tourism destination development policies, we can ensure that the tourism industry can contribute positively to economic, environmental and social sustainability in developing regions.

CONCLUSION

Based on research, policy communication on Twitter social media regarding the development of sustainable tourist destinations in West Nusa Tenggara is as follows: The development of sustainable tourist destinations in West Nusa Tenggara has received attention from the central and regional governments, as well as the wider community who participate in discussions on Twitter. Various parties, including government officials, influencers, tourism industry players, and the general public, communicate policy on Twitter. These parties conveyed information on developing sustainable tourist destinations in West Nusa Tenggara, such as infrastructure development plans, natural resource management, tourism promotion, and community participation in destination development.

Several important issues that emerged in discussions on Twitter included environmental sustainability, community participation, natural resource management, and promotion of sustainable tourism. Policy communication on Twitter is also a means of gathering input and responses from the public regarding the development of sustainable tourism destinations in West Nusa Tenggara. Overall, policy communication on Twitter and social media regarding the development of sustainable tourism

destinations in West Nusa Tenggara is an effort to increase public awareness and participation in sustainable tourism development in the region.

ACKNOWLEDGEMENT

The writing team would like to thank the Institute for Research and Community Service (LPPM) Muhammadiyah University of Mataram for funding this research activity so that it was carried out well and to all parties who have helped this research to completion.

REFERENCES

- Ahmed, A., Ali, H., Galan, M., Jiang, J., & Lingiah, V. (2020). Concurrent Langerhans Cell Histiocytosis and Autoimmune Hepatitis: A Case and Review of the Literature. *Cureus*. <https://doi.org/10.7759/cureus.11808>
- Akbar, R., Robert, P. A., Pavlović, M., Jeliakov, J. R., Snapkov, I., Slabodkin, A., Weber, C. R., Scheffer, L., Miho, E., Haff, I. H., Haug, D. T. T., Lund-Johansen, F., Safonova, Y., Sandve, G. K., & Greiff, V. (2021). A compact vocabulary of paratope-epitope interactions enables predictability of antibody-antigen binding. *Cell Reports*. <https://doi.org/10.1016/j.celrep.2021.108856>
- Andrews, H. L., Bakkali Taheri, F., Barros, J., Bartolini, R., Bharadwaj, V., Clarke, C., Delerue, N., Doucas, G., Fuster-Martinez, N., Vieille-Grosjean, M., Konoplev, I. V., Labat, M., Le Corre, S., Perry, C., Reichold, A., & Stevenson, S. (2014). Reconstruction of the time profile of 20.35 GeV, subpicosecond long electron bunches by means of coherent Smith-Purcell radiation reconstruction of the time profile of 20.35 ... H.L. Andrews et al. *Physical Review Special Topics - Accelerators and Beams*. <https://doi.org/10.1103/PhysRevSTAB.17.052802>
- Anggarini, D. T. (2021). Faktor-Faktor yang Mempengaruhi Personal Branding dalam Membangun Citra dan Popularitas dalam Media Sosial. *Business Innovation and Entrepreneurship Journal*. <https://doi.org/10.35899/biej.v3i4.341>
- Bal, R., de Graaff, B., van de Bovenkamp, H., & Wallenburg, I. (2020). Practicing Corona – Towards a research agenda of health policies. In *Health Policy*. <https://doi.org/10.1016/j.healthpol.2020.05.010>
- Benetoli, A., Chen, T. F., & Aslani, P. (2018). How patients' use of social media impacts their interactions with healthcare professionals. *Patient Education and Counseling*. <https://doi.org/10.1016/j.pec.2017.08.015>
- Brandão, F., Horodecki, M., Ng, N., Oppenheim, J., & Wehner, S. (2015). The second laws of quantum thermodynamics. *Proceedings of the National Academy of Sciences of the United States of America*. <https://doi.org/10.1073/pnas.1411728112>
- CfDS. (2018). Profil Pengguna Internet Indonesia 2014. *Apjii*.
- Chen, E., Lerman, K., & Ferrara, E. (2020). Tracking social media discourse about the COVID-19 pandemic: Development of a public coronavirus Twitter data set. *JMIR Public Health and Surveillance*. <https://doi.org/10.2196/19273>
- Divinagracia, M. R. G., & Divinagracia, L. A. (2012). Students' Attitudinal Constraints towards Workplace Diversity – Managing Innovation in International Business Education. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2012.03.164>
- Efrida, S., & Diniati, A. (2020). Pemanfaatan fitur media sosial

- Instagram dalam membangun personal branding Miss International 2017. *Jurnal Kajian Komunikasi*. <https://doi.org/10.24198/jkk.v8i1.23365>
- Febrianto, I. G. A. (2021). PERSEPSI DAN SIKAP WISATAWAN MILENIAL TERHADAP PARIWISATA DI ERA COVID 19. *JURNAL KEPARIWISATAAN*. <https://doi.org/10.52352/jpar.v20i1.435>
- Ferdiansyah, H. (2020). PENGEMBANGAN PARIWISATA HALAL DI INDONESIA MELALUI KONSEP SMART TOURISM. *Tornare*. <https://doi.org/10.24198/tornare.v2i1.25831>
- Gupta, R., Lee, S. J., Min, C. W., Kim, S. W., Park, K. H., Bae, D. W., Lee, B. W., Agrawal, G. K., Rakwal, R., & Kim, S. T. (2016). Proteome data associated with the leaf senescence in Glycine max. *Data in Brief*. <https://doi.org/10.1016/j.dib.2016.08.045>
- Kavanaugh, A., Sheetz, S. D., Hassan, R., Yang, S., Elmongui, H. G., Fox, E. A., Magdy, M., & Shoemaker, D. J. (2012). Between a rock and a cell phone: Communication and information technology use during the 2011 Egyptian uprising. *ISCRAM 2012 Conference Proceedings - 9th International Conference on Information Systems for Crisis Response and Management*.
- Kuleshova, M. L., Danchenko, N. N., Kosorukov, V. L., Sergeev, V. I., & Shimko, T. G. (2017). Study on strontium and caesium sorption-desorption on bentonites of the different composition. *Moscow University Bulletin. Series 4. Geology*. <https://doi.org/10.33623/0579-9406-2017-3-59-67>
- Lase, D. (2019). Pendidikan di Era Revolusi Industri 4.0. *SUNDERMANN: Jurnal Ilmiah Teologi, Pendidikan, Sains, Humaniora Dan Kebudayaan*. <https://doi.org/10.36588/sundermann.v1i1.18>
- Lestari, N. P. (2020). Digitalisasi Majukan UMKM. *Arsip Publikasi Ilmiah Biro Administrasi Akademik*.
- Liyana, C. I., Sajarwa, S., & Abdulllah, I. (2019). Kontruksi Gaya Hidup Syar'i Perkotaan: Analisis Semiotika Sosial pada Iklan Baliho di Yogyakarta. *Deskripsi Bahasa*. <https://doi.org/10.22146/db.v2i2.388>
- Loilatu, M. J., Irawan, B., Salahudin, S., & Sihidi, I. T. (2021). Analysis of Twitter's Function as a Media communication of Public Transportation. *Jurnal Komunikasi*. <https://doi.org/10.24912/jk.v13i1.8707>
- Long, J., Allen, M., Porak, W., & Suski, C. (2015). A Historical perspective of black bass management in the United States. *American Fisheries Society Symposium*.
- Lugra, W., Wahib, A., Darlan, Y., & Zuraida, R. (2016). PELUANG PENGEMBANGAN WILAYAH PESISIR PANTAI SUMBAWA BARAT, NUSA TENGGARA BARAT DITINJAU DARI ASPEK KARAKTERISTIK DAN GEJALA PERUBAHAN GARIS PANTAI. *JURNAL GEOLOGI KELAUTAN*. <https://doi.org/10.32693/jgk.1.2.2003.94>
- Mafiroh, F. (2020). Utilization of Instagram Social Media by Account @Tamanwisatagenilagit as A Promotion Media in Increasing Visitors' Interest of Taman Geni Langit. *QAU LAN: Journal of Islamic Communication*. <https://doi.org/10.21154/qaulan.v1i0.2383>
- Moro, A., Radić, N., & Truong, V. (2023). To Tweet or not to Tweet? The Determinants of Tweeting Activity in Initial Coin Offerings. *British Journal of Management*, 0, 1–19. <https://doi.org/10.1111/1467-8551.12709>
- Park, H., Kim, H. S., & Park, H. W. (2021). A Scientometric Study of Digital Literacy, ICT Literacy, Information Literacy, and Media Literacy. *Journal of Data and Information Science*. <https://doi.org/10.2478/jdis-2021-0001>
- Purnomo, E. P., Loilatu, M. J., Nurmandi, A., Salahudin, Qodir, Z., Sihidi, I. T., & Lutfi, M. (2021). How Public Transportation Use Social Media Platform during Covid-19: Study on Jakarta Public Transportations' Twitter Accounts? *Webology*. <https://doi.org/10.14704/WEB/V18II/WEB18001>
- Rumeon, S. (2020). Tinjauan Dampak Pandemi COVID-19 Terhadap Sektor Wisata Bahari Indonesia. *Journal of Chemical Information and Modeling*.
- Silver, C., & Lewins, A. (2007). QDA Miner 3. 2 (with WordStat & Simstat) Distinguishing features and functions. *Database*.
- Simarmata, J., Chaerul, M., Mukti, R. C., Purba, D. W., Tamrin, A. F., Jamaludin, Suhelayanti, Ronal Watrianthos, & Andi Arfan Sahabuddin, A. M. (2020). Teknologi Informasi: Aplikasi dan Penerapannya. In *Yayasan Kita Menulis*.
- Sudarmadi, T. (2021). Pencitraan (Branding) Dan Promosi Desa Wisata Pengkol, Kecamatan Ngunter, Kabupaten Sukoharjo, Jawa Tengah. *Bakti Budaya*. <https://doi.org/10.22146/bakti.2467>
- Sudirman, S. (2015). Aplikasi Teknologi Informasi dalam Pendidikan. *EFISIENSI - KAJIAN ILMU ADMINISTRASI*. <https://doi.org/10.21831/efisiensi.v3i2.3800>
- Szmuda, T., Özdemiir, C., Ali, S., Singh, A., Syed, M. T., & Słoniewski, P. (2020). Readability of online patient education material for the novel coronavirus disease (COVID-19): a cross-sectional health literacy study. *Public Health*. <https://doi.org/10.1016/j.puhe.2020.05.041>
- Winengan, D. (2019). Politisasi Kebijakan Pengembangan Kawasan Relasi kekuasaan Aktor politik lokal. In *Sanabil 2019*.
- Zamsuri, A., Syafitri, W., & Febriadi, B. (2020). DESAIN KONTEN PROMOSI DAN SOSIALISASI ORGANISASI MASYARAKAT. *Jurnal Pengabdian Masyarakat Multidisiplin*. <https://doi.org/10.36341/jpm.v3i2.1225>
- Zitri, Ilham et al. (2020). Strategi Pemerintah Desa dalam Pengembangan Obyek Wisata Berbasis Masyarakat (Community Based Tourism). *Indonesian Governance Journal: Kajian Politik-Pemerintahan*, 3(2), 99–113. <https://doi.org/10.24905/igj.v3i2.1531>