



STORYTELLING, INSTAGRAMABLE, TOURISM FILM PROMOTION (CASE STUDY: THE
HEART BEAT OF TOBA)

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ABSTRACT

This study aims to analyze a tourism promotion film with the title "The Heart beat of Toba" from KEMENPAREKRAF as a medium for promoting the beauty of nature and culture in Lake Toba. This research is analyzed with a semiotic approach, this approach seeks to find the meaning of the signs and markers in the film content in this study. The tourism promotion film with the title The Heart Beat Of Toba had a positive market response when it was first published on Instagram by the Minister of Tourism. at that time was Vishnu Tama. The meaning will be described through an analysis, namely a semiotic analysis in the form of a marker (The Signifier), a signified (The Signified) and the meaning (Meaning) of the Tourism promotion film "THE HEART BEAT OF TOBA". The findings will be this can be a strategic information to create models and strategies promo movie si Tourism.

Keyword: Film Promotion, Semiotic. Tourism

1. Introduction

Application of storytelling context in the promotional film wisata instagramable often have problems in its application. This is in accordance with the research conducted by Yuliarti (2021) when applying the analysis of storytelling aspects (Fog et al., 2010 and Gitner, 2016) in examining storytelling elements in tourism promotion films. Many studies that use the theory of Fog et al. (2010) and Gitner (2016) which state that the analysis of storytelling aspects must have (1) Setting, description of the place and time of story taking; (2) Characters, descriptions of people or characters that appear and

their roles in the story; (3) Conflict, describing the situation in the location that sometimes does not match expectations and how the character overcomes the situation; (4) Plot, is the plot of story presentation; and (5) Message, is a moral statement or premise (conclusion) that can be drawn from the story. (Sibarani, Robert. *et al*,2020; Sibarani, Robert. *et al* , 2021) Tourism promotion films have their own focus in several fields, such as when there is no need for the presence of characters in tourism promotion films and tends to review or display views of a landscape which will later be used as the spearhead to increase the motivation of visiting tourists to an area (Sinulingga, 2021). Likewise with conflict indicators, because the goal is to generate or increase tourist visits, the image or image displayed must be far from conflict and even seem to cover up conflicts that occur in that location. (Kuswanda, Wanda. *et al*, 2018 ; Sembiring et al., 2019, Halimatussakdiah. *et al*, 2020) The appearance of beauty, comfort and other positive things is the most important center in the display of tourism promotion films (Yavuz, 2016) with the aim of quickly recovering the condition of all tourism elements during the current COVID 19 period (Sinulingga, 2021).

The concept of instagramable storytelling in the scope of tourism has a simple goal, namely to convey briefly to potential tourists so that the element of curiosity, the element of existence, the element of appreciation and the element of increasing interest in traveling is immediately awakened in the shortest possible time, which is less than 60 seconds of impressions (Sinulingga, 2021) From this it can be seen that there is a difference between the concept of storytelling in an instagrammable context and the concept of story telling in a cinematic context. (Silaban, Immanuel. et al, 2020 ; Octavianna, Yessi. et al, 2020)

There are some major elements of the achievements of the film containing the instagramable storytelling in it, namely internal and external elements (Gill, 2011) that there is in the internal elements such as:

- 1) The self-worth indicator (Maslow, 1943) in question is the desire of prospective tourists to:
 - a) Meet the knowledge because of the many questions that are present in the minds of the audience after watching the film,
 - b) To test whether the place is in accordance with what is shown in the film that has been watched
- 2) The existence indicator (Basarah, 2018, Perbawasari, 2019 a & 2019b) (internal to the perpetrator) is the desire to be displayed in humans to other humans to look up to date, to be seen to follow the times, to be able to become a trendsetter, representation of existence, and inspiration for other humans so that Other humans are moved to ask travellers, the effect becomes addiction, pleasure and dopamine for the perpetrators in responding to questions and compliments from other humans.
- 3) The indicator of increasing interest (Fodness, 1994) is the application of the two elements above which are expected to have a direct impact such as tourist visits to tourist sites promoted in tourist films.

The tourism promotion film with the title *The Heart Beat Of Toba* had a positive market response when it was first published on Instagram on December 22, 2020 by the then Minister of Tourism,

Wisnu Tama. Because the goal is for those who use Instagram social media, almost all Instagram media engaged in the travel sector share this film hundreds of times. This factor then becomes a phenomenon that deserves to be studied, namely: What things are contained in the film *The Heart Beat Of Toba*, so as to provoke interest in traveling during the current COVID-19 pandemic. Findings on this matter can be strategic information in creating promotional film models and strategies after the COVID-19 pandemic passes in the future .

2. Conceptual Review

2.1. Semiotic

Semiotics is an analytical method used to explore the meaning contained in a sign. According to Susanne Langer "assessing a symbol or sign is something important, animal life is mediated through feelings (feeling), but human feelings are mediated by a number of concepts , symbols, and language. Semiotics merup will study of how to give meaning padasatu mark. Semiotics can also be interpreted as a concept of teaching humans to interpret the signs that exist in a particular object. The sign also points to something else, something that is hidden behind the sign itself. For example, smoke, the sign behind it refers to fire. Semiotics itself comes from the Greek, semion which means sign. Signs can represent something else that is still related to a particular object .

Text plays lead readers to be able to understand the message that t erdapat therein. Readers i western hunters treasure trove yangmembawa map, to understand the password contained in the mark - tandayang me nunjukkan But the true meaning of semiology is not just limited to text. The study of semiology can be in the form of signs and meanings in language found in art, mass media , music and all things that are produced to be shown to others (Marbun, *et al*, 2018; Sibarani, Robert, 2018: 8; Sibarani, Robert. 2020 : 254 ; Sibarani, Robert, *et al* , 2021b) .

3. Research Methods

The author in this study uses a qualitative method with a semiotic analysis approach from Charles Sanders Peirce. Data obtained through primary data and secondary data. Primary data used is filmpendek titled " THE HEART BEAT OF TOBA " the ad a youtube c , the work of Vishnu Main and Kemenparekraf the i Film promotion of natural and cultural beauty that is iconic of Batak Toba. Author clicking circuit analysis shots. The processed data is a combination of visual data and verbal data. For secondary data, the author uses related references from books, online articles, and other research journals related to this research .

4. Results and Discussion

4.1. Theme and Storyline Construction (*story line*) “The Heart Beat of Toba”

The heart beat of toba has several meaning approaches. To find out the creative element that the theme maker wants to convey, the meaning will be described through an analysis, namely semiotic analysis in the form of a signifier (The Signifier), the signified (The Signified) and the meaning (Meaning).

Table 1. *The Heart Beat of Toba*

The Heart Beat of Toba	
Bookmark	The Heart which means the heart, Beat is the beat, and Toba is Lake Toba and the entire Territory, Humans, Flora, Fauna, and culture in and around it.
marker	For humans, the heart and the resulting beat are symbols to express things that are: Crucial, Most Important, Sensitive, Key, Life, Main, Strategic and Essential Factors.
Mean	<p>The heart is a crucial part of the body. The heart is very important because it is responsible for circulating and pumping blood throughout the body. If other elements in the body other than the heart do not function normally, humans can still live even though they do not have consciousness anymore, whereas if the heart does not function normally or does not function at all, it is certain that human life will not last long. a symbol of life for humans. Because of this, humans often assume that the heart or heartbeat is the thing that reveals the main characteristics in an expression. Likewise with the assumption of the theme of the film the heart beat of toba. Described in the theme that the heartbeat of life in Lake Toba is a unique collaboration between the real, mystical and human nature in it. This collaboration then describes how the natural conditions found in Toba, how humans and their culture take care of Toba and certain symbols that serve as an illustration to customers or potential tourists how to enjoy, admire, participate in traveling at that location. 1) The heart is the main symbol that describes life in Toba, 2) Detak is a variety of activities that occur naturally, human activities and tourist activities when visiting the destination location and 3) Toba is a place where all these elements combine into one. So, the theme of The Heart Beat of Toba means that Toba has a variety of main symbols that become certain characteristics and cannot be separated from others, so that if you want to visit Toba, tourists must enjoy all of these elements such as nature, culture and culture. spiritual. This is what is to be described in a theme " The Heart Beat of Toba".</p> <p>This theme has a value content that wants to be conveyed to the audience, namely:</p> <p>1) Intrinsic Values: Customary Values, Spiritual Values, Art Values, Diversity Values, Historical Values, Struggle Values, Cultural Heritage Values, World Heritage Values, Tradition Values, Local Life Values</p>

2) Instrumental Values: Conservation Values, Adventure Values, Hospitality Values, Mutual Values, Environmental Values, Responsible Tourism Values, Compliance Values with Health Protocols,
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4.2 Storyline Construction

The construction of the storyline in the promotional film “The Heart Beat of Toba” is analyzed starting from the beginning to the end. It can be seen in the following Table :

Table 2. *Storyline Construction*

Storyline Construction (story line) “The Heart Beat of Toba”			
No	Minutes and Pictures	Analysis	Value Delivered by Filmmakers and Value Received by Potential Travelers
1	Seconds 01 - 05	<p>Bookmarks:</p> <p>A woman who uses a cloth commonly used in traditional rituals, tries to dance in the water. This visual the filmmaker symbolizes as <i>mother earth</i> or motherland</p> <p>Marker:</p> <p>The informant stated that this symbolizes that the water of Lake Toba is very clear, not described as dark and eerie as it looks real when visited, with mystical nuances contained in the depths of the water of Lake Toba.</p>	<p>1. Intrinsic Values: Spiritual Values, Art Values, Tradition Values.</p> <p>2. Instrumental Value: Environmental Value</p>
2	Seconds 06 – 30	<p>Bookmarks:</p> <p>The image shown is a panoramic shot of Lake Toba through bird eyes</p> <p>Marker:</p> <p>The informant stated that the image contains the concept of naturalness,</p>	<p>1. Intrinsic Value: Historical Value, World Heritage Value</p> <p>2. Instrumental Values: Environmental Values, Conservation Values, Adventure Values,</p>

		<p>mostly untouched, a rich variety of flora and fauna that must be enjoyed and visited if you have time. A symbol of great natural wealth, a symbol of 'old things' as the earth was adapting and forming in the past</p>	<p>Environmental Values.</p>
3	Seconds 43 – to minute 01.04	<p>Marker: a visitor is warmly welcomed by the local community and during the adventure visitors see local activities such as weaving traditional cloth and participating in pangir bathing activities.</p> <p>Marker: The symbol of the appearance of this film conveys that the area in Lake Toba has its own cultural authenticity that can only be found when visiting this location and that cultural authenticity can be carried out with the community during the visit.</p>	<p>1. Intrinsic Values: : Customary Values, Spiritual Values, Art Values, Values, Historical Values, Cultural Heritage Values, Tradition Values, Local Life Values</p> <p>2. Instrumental Values: Adventure Values, Hospitality Values, Togetherness Values,</p>
4	01.07 – 01-20	<p>Marker: a visitor who adventures using a bamboo canoe in the middle of a small and towering cliff , and seems to be enjoying also looking for other adventure paths. At the end of the adventure, the foreign tourist discovered that the origin of the water that the actor was passing was from a large and majestic waterfall called Ponot Waterfall.</p> <p>Signs : this film symbol signifies an adventure that must be passed by visitors when visiting the Lake Toba region. The process of traveling to Lake Toba does not necessarily just come, take pictures, just visit to enjoy nature or culture in a simple way, then return home. This film</p>	<p>1. Intrinsic Values: Spiritual Values, Struggle Values.</p> <p>2. Instrumental Value: Adventure Value</p>

		implies that there is a long journey process when you visit this destination, and at the end of the story, if you want to take adventure seriously, you can find big things that become the true meaning of life.	
6	01-51 – 03-59 and 04.09 to 04-10	<p>Markers: adventure and exploration of the beauty of Lake Toba using efoil, mountain bikes, seeing cranes nests on the outskirts of Lake Toba, white water rafting using kayaks and paragliding</p> <p>Signs : in addition to the cultural authenticity found in Lake Toba, visitors can also find the authenticity of nature which is the basis for the world heritage icon given by UNESCO to this destination.</p>	<p>1. Intrinsic Value: Historical Value, Cultural Heritage Value, World Heritage Value.</p> <p>2. Instrumental Values: Conservation Values, Adventure Values, Environmental Values, Responsible Tourism Values</p>
7	04.15 – 04.16	<p>Markers: mask dance in the water of Lake Toba, playing with children in the village and greeting local residents who are seen wearing masks when welcoming visitors</p> <p>The sign: the customs and culture that are displayed by the community in their interacting life are the happy endings to be conveyed at the end of the video. Behind all the strengths displayed in the destination, the screenwriter inserts a message to keep traveling and traveling to various areas on Lake Toba but must comply with health protocols to minimize the spread of COVID-19 that is happening in various countries today (Warae et al., 2021)</p>	<p>1. Intrinsic Value: Diversity Value, Local Life Value Nilai</p> <p>2. Instrumental Values: Mutual Values, Responsible Tourism Values, Compliance Values with Health Protocols,</p>

4.3. Construction of Tourist Destination Attributes in Tourism Promotion Films

The attributes shown in promotional films are essentially the most important or phenomenal icons of all tourism attractions presented in a tourist destination. It is hoped that some of the main components used as film content can boost the motivation of potential tourists to visit and travel to the targeted locations. In the context of storytelling and instagramable tourism films. In particular, the context of instagramable storytelling will usually only show a few attractions, amenities and anselaries in the content of the film, but is expected to be able to cover the entire 4A component (according to Cooper, 2005) which is the main symbol of tourism. The things that are shown in the tourism promotion film are:

a. Natural Attractions :

Ponot waterfall, Sipoholon Hot spring, Gua Sigalapang, Hole island, Paralayang di Huta Ginjang, cycling in Bukit Holbung, Asahan river Rafting, Rafting Katasa waterfall

b. Cultural attractions :

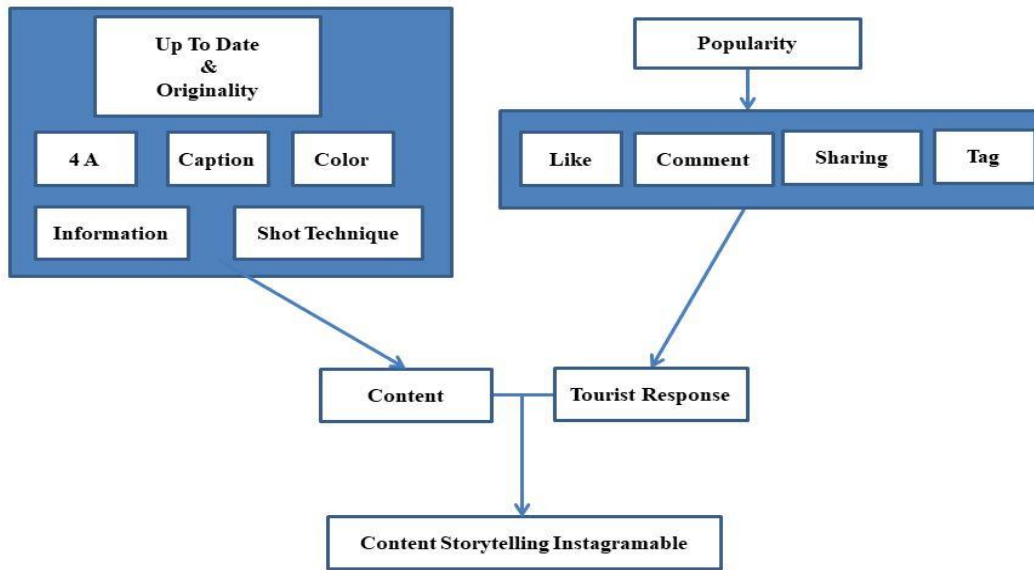
Simarmata, Desa Budaya Huta Bolon, Tarian Topeng Batak, Bermain Musik Tradisional Batak, Mandi Pangir, Tor Tor, Martonun (menenun kain/ulos), Kehidupan Peladang

Other supporting factors such as the friendliness of the residents, the appearance of a clean location, the display of various activities that tourists can do later.

4.4. Finding Instagramable Storytelling Levels in the Tourism Promotion Film “ *The Heart Beat of Toba* ”

The existence of the core component of tourism, namely 4A, does not seem to be seriously reflected in this promotional film. This seems to lead to a new form of an instagramable visual storytelling . Storytelling and instagramable content is a new form of message delivery where tourists are required to be independent to find data on how to get to the tourist destinations that have been displayed. This is where the *engagement* of potential tourists who follow an Instagram account, tourists who have a great interest must provide questions and appreciation through the comments column or messages from the information provider. From this it can be concluded that the delivery of storytelling content on Instagram does not have to be conveyed in its entirety, such as explaining the amenities, access to the anselary. It is enough for content creators to only display the main attractions, and apart from the main content, they can be asked directly to content creators, either through messages or in the comments column. This is where the new form of Instagramable storytelling content is meant. Stroytelling content that is instragramable is not just about the content, but takes other influencing factors, as shown in the Figure 1 below:

Figure 1. Stroytelling content



Measured from this context, then look for the level or level of content that is said to have instagramable storytelling content. From the results of this study, there are 3 things that are described as storytelling and instagramable content levels, namely:

Figure 2. Storytelling And Instagramable Content Levels



The inventory level in instagramable storytelling content is an information level that only relies on simple aspects such as accompaniment of images with music, the aspects used are also not comprehensively displaying the 4A component. Usually content creators only show the main attractions on Instagram content. *Up to date* and originality aspects are highly promoted at this level, followed by captions and shot techniques. In terms of information, this level only displays small information to the audience, but the main context in this level is the high level of questions from the audience. Why is it that at the inventory level, the question becomes bigger? Because the content is

only displayed when it is on location, it does not explain in detail, how to access it, how the bathroom is and other things; because not all are reviewed so that it creates a high curiosity for the audience.

News level is an information level that uses the audio or sound of the creator's content as a communication technique to the audience. Here, content creators cover the main specs in component 4A in a simple way. Expressions that provoke interest are used so that the audience understands what things they will get when visiting a destination. At this level, a balance will occur, the level of audience response in the form of questions begins to decrease because as the information presented becomes more complete. Cinematic level is a level that has been considered in detail the things what that will be achieved after publishing a movie made. The development of the story to the delivery of information is also packaged neatly following the rules of the filmmaking system. At this level, the audience usually doesn't have a lot of questions, but appreciation will be conveyed. Appreciation is a form of appreciation received by filmmakers, both in the form of large likes or love, as well as high praise in the comments column. The weakness of this cinematic level that is worth worrying about is the misdirection of motivation. The filmmaker hopes that by watching the film, the audience is motivated to travel, but an error occurs, where at the end of the show, the audience is not interested in coming or asking about the existence of tourist destinations, but growing motivation to make films or reviewing the great film techniques that have been done.

5. Conclusion

Of the three levels, the results of the study reveal that the tourism promotion film "The Heart Beat Of Toba", is at the inventory level, which explains one aspect of 4A, namely a collection of scenes that show the main attractions in the lake. The heart beat of toba has several meaning approaches. To find out the creative element that the theme maker wants to convey, the meaning will be described through an analysis, namely semiotic analysis in the form of a signifier (The Signifier), the signified (The Signified) and the meaning (Meaning).

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