

Tourism site Conservation Knowledge of College Student as Social Media User in Malang East Java Indonesia

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Abstract

Indonesia categorized as a mega biodiversity country, with 25% of the species in the world. Because of that, awareness about conservation is urgent, especially for youngster as the next country hope. Lately Social Media has become a trend among youngster. They use it every time and everywhere. Some studies in Indonesia mostly still view social media as marketing advice. In fact, social media also plays an important role in regulating the perceptions of the people who come to the ecotourism site both from the content or the ease of access. Practically, from this research could determine how far student knowledge about Conservation. And it can be used for make an engagement strategy to improve knowledge about conservation. This research is descriptive type with quantitative approaches, with research locations in Malang. Research is done using online questionnaire with Google Form. The results are, Instagram is the most used social media by students in Malang. And for Knowledge about conservation, 81,3% student care about conservation, 94,4% know that tourism site conservation is must, and 81,9% involved in that tourism site conservation.

Keyword : Conservation, College Student, Social Media ,Tourism site,

I. INTRODUCTION

Indonesia is one of a country with a highest diversity of flora and fauna. Indonesia categorized as a mega biodiversity country, with 25% of the species in the world [1]. With abundant resources, need good management so it can be utilized maximally and for a long time sustainably. According to Indonesian Fundamental Law Number 32. Year 2009 about Natural resource and Environmental management, paragraph 1 verse 9, Natural resource composed of Biological resource and non-biological resource that make an ecosystem [2]. One of the uses of natural resources is in the tourism sector. Tourism is a variety of tourist activities, which are supported by facilities and provided by the community, entrepreneurs, government, and local government [2].

Tourism itself, has a big impact for economical side, Culture and Social, and also environmental side. For Economical side, will increasing income for anyone that involved, including local people around tourism site. For social side, tourism could increase working field especially for people around, for culture tourism will help to conserve local wisdom. And also tourism will have affected for Environmental conservation awareness [3].

Social Media, consisting by three parts, there are infrastructure, information, and tools used to produce and spread media content. Content in social media can be personal messages, news, ideas, and many more. Later, the role as producer and consumer of media content can be individuals, organizations, or even industries [4]. 2015 in Indonesia, from 255 million populations, 88.1 million were Internet users and 79 million of these internet users were active as social media users [5]. Most of the studies in Indonesia

mostly still view social media as marketing advice, although some have started using Social Media as an educational medium. Previous research in China said that social media also acts as a driver in social movements in society [6].

This study conducted in Malang, because Malang has been known to be educational city since the Colonialism era. In Malang, there are currently more than 88 colleges [7]. From the number of students themselves, it is estimated that there are more than 350 thousand students, with estimated New Students for UB in 2017/2018, around 10,000 students [8]. Aim from this research to understand social media that college student in Malang Prefer to use, and also how far they knowledge about conservation in tourism site.

II. MATERIAL AND METHODS

This study is descriptive type with quantitative approaches. This study conducted in Malang, because Malang has been known to be a city of education since the Colonialism era. In Malang, there are currently more than 88 colleges [7]. For the number of students themselves, it is estimated that there are more than 350 thousand students, with estimated New Students for UB in 2017/2018, around 10,000 students [8].

So with a high amount and diverse student population, assumed it can provide a clearer picture how far conservation at tourism site knowledge from the college student. The study was conducted for one month, starting from May 17, 2018 to June 17, 2018.

A. Data Collection

Data collection is done using Online Questionnaire via google form. The questionnaire itself is an indirect data retrieval technique. The questionnaire contained a list of questions that later have to be answered or responded by the respondents. Respondents have freedom to give answers according to their perceptions [9]. Research starting May 17 2018 to June 17, 2018. Questionnaire spread using Whatsapp media, Instagram, and there are also those taken directly.

B. Data Analysis

Recorded data from the questionnaire, later collected and then it calculated with Microsoft excel for later displayed as diagram for next step result analyse,

III. RESULT AND DISCUSSION

From data recorded from 138 respondents were students in Malang, with ages ranging from 19 to 30 years. Then for the most widely used social media platform by student, 79.2% of respondents use the Instagram Social Media Platform, then Facebook 8.3% and the rest are other Social Media. With 56.6% of respondents using social media more than two hours per day.

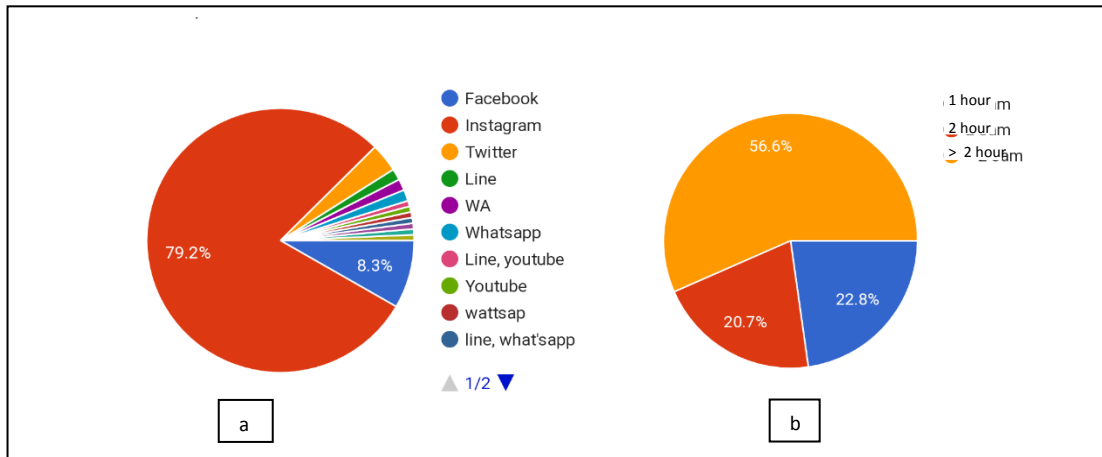


Fig 1. (a) Most Preferred Social Media by Student (b) Time spent using Social Media per day

The data obtained is accordance with the research that has been done before, the reason young people use Instagram as preferred social media because young people in the period to find they personal identity. And of course with Instagram they got spcae to express themselves because Instagram gives space to express the narcissistic nature that they have in order to look cool [10].

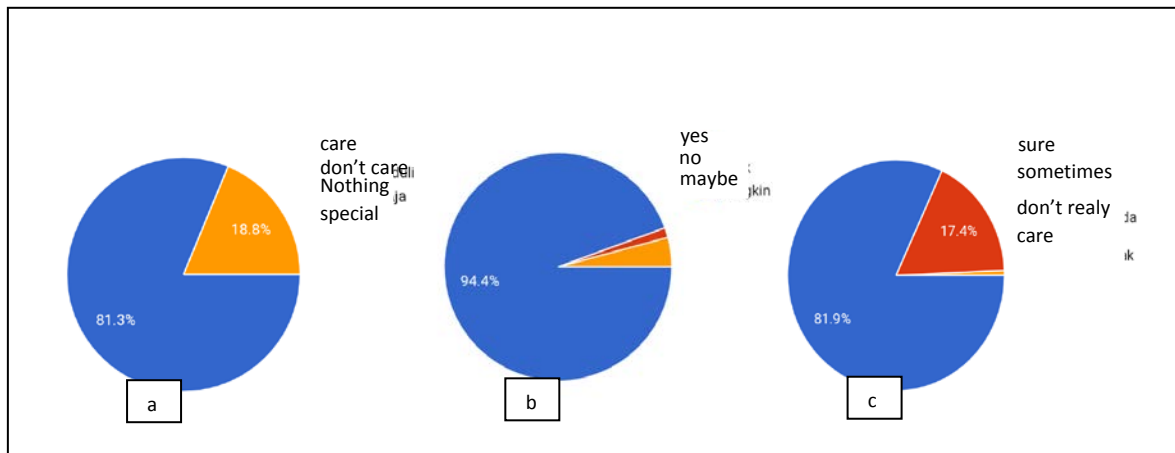


Fig 2. (a) Awareness about Conservation, (b) Knowledge about Conservation in tourism site, (c) Involvement in conservation at tourism site

From the data obtained, respondents concerns about conservation at tourism site are, 81.3% of respondents were concerned with conservation, and 94.4% knew that in tourist attractions also needed to be conserved. Then the involvement of respondents in protecting the environment 81.9% of respondents participate in maintaining cleanliness and 17.4% sometimes do it.

Tourism activity at certain areas does have positive and negative impacts. The positive impact is, there can increase income which can later be used for conservation and also additional costs to educate other tourists. The negative impact of the presence of tourists, can cause pollution both on land (garbage), or air pollution (transportation emissions), deforestation for the opening of tourist <http://dx.doi.org/10.29322/IJSRP.8.12.2018.p8458>

attractions, which later can disrupt diversity there [11]. With a high enough awareness according to the data obtained, we can be sure the negative impact of pollution that arises because the presence of visitors can be minimized.

IV. CONCLUSION

This research reveal that Instagram became most popular Social Media that used by College Student in Malang. For Spending time of social media usually more than 2 hour. And for Knowledge about conservation, 81,3% student care about conservation, 94,4% know that tourism site conservation is must, and 81,9% involved in that tourism site conservation.

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