Post Coronavirus Disease (COVID-19) Pandemic: The Power of Social Media to Call and Recall Visitor.

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- **Abstract:** Karimunjawa as one of the mainstay tourist destinations in Central Java Province, of course, will too. Moreover, Karimunjawa tourist visits from 2017-2019 decreased the number of tourist visits. One solution to this problem is the implementation of tourism strategy 4.0, through social media influencers. Indonesia is one of the countries that is still trying to reduce the number of cases infected with Covid- 19 even though the number of cases has decreased. The number of Covid-19 cases in Indonesia has experienced a very sharp decline so that several tourist attractions in Indonesia have opened and accepted visitors, although they are still limiting the number of visitors to maintain the condition of declining Covid-19 cases in Indonesia. This research uses a mixture of qualitative and quantitative methods by utilizing primary and secondary data. Primary data collection was carried out through filling out questionnaires with respondents being the tourist population who had visited Karimunjawa and through focus group discussions with community leaders both formal and informal as well as government officials authorized in Karimunjawa as key informants. Respondents have a tendency to always look at social media posts. Social media posts related to travel/ holidays are also known to attract respondents to travel. Including if the social media post featured certain places. In addition, it is also known that travel experiences displayed on social media can influence respondents in making choices in traveling. The role of social media influencers is important considering that respondents are also known to be more interested in the experiences. The role of social media accounts, websites to the internet as a whole is also very useful and contributes to determining one's travel planning. All stakeholders of Karimunjawa have to actively in promoting their tourism clearly both on the website and on social media accounts.
- **Keywords:** social media, stakeholders, tourism, pandemic