

Communication Strategy of Jakarta Backpacker Community and Malaysia through Facebook for Tourism Destination Promotion

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Abstract

Introduction: Social media is growing rapidly and is used by individuals, groups and organisations. One of them is Facebook. Facebook is used by individuals, groups, governments, and communities. Including travelling communities such as Jakarta Backpackers and Malaysian Backpacker Buddies who use Facebook as a medium for promoting tourism destinations.

Methods: This study is a descriptive qualitative research that approaches the problem by analysing the communication strategy of Backpacker Jakarta and Backpackers Buddies Malaysia through Facebook to promote tourism destinations. The concept of communication strategy is used as a guide in this research.

Findings: The communication objectives of the Jakarta Backpacker Community and Malaysian Backpackers Buddies are to provide information and persuade Facebook users both in the Indonesian region and the world community. Facebook was chosen as a medium for sharing information on tourism destinations with consideration of the high number of Facebook users in both Indonesia and Malaysia. Promotion is the main objective of the message on the Jakarta Backpacker and Malaysian Backpackers Buddies Facebook accounts. The inclusion of content reference sources and content sustainability is an effort to create a sense of trust by these two travelling communities.

Originality: This research has novelty value because previous research did not focus on the Facebook community strategy in promoting tourism destinations in two countries, namely Malaysia and Indonesia. Whereas previous research focuses on the content used to plan travel. In previous studies, community and member engagement in social media conversations led to positive and negative information about gender-based destinations.

Keywords: Communication Strategy, Backpacker Community, Social Media Governance.

Introduction

Community-based tourism development has an important role in economic, social and environmental aspects. The attachment between members in the online traveller community makes the community develop on the basis of trust (El-Manstrly et al., 2020). In the economic aspect, the tourism sector contributes foreign exchange from foreign tourist visits and gross domestic product (GDP) and its components. One of them is income from non-equity affiliated hospitality companies that have high performance and have an impact on the economy of a tourist destination (Camisón et al., 2020). In the social aspect, tourism plays a role in employment, appreciation of the nation's arts, traditions and culture and increasing national identity, with the existence of social media influencers

can increase income through positive male influencer content to promote products such as culinary, crafts and have an impact on destination visits (Leung et al., 2022). In the environmental aspect, tourism, especially ecotourism, the orientation of environmental preservation is also influenced by the awareness of employees in carrying out their business processes specifically in the field of tourism dimensions (culinary, hotels and craftsmen) (Joshua et al., 2023). This means that the exploration done to promote tourism products and services as well as the richness and uniqueness of traditional culture and arts (RPJMN 2009-2014 in Nugroho, 2011) is in line with the behaviour that cares about the environment and sustainable tourism business. The government adopted good practices in developing business practices based on green products, i.e. the use of materials that are safe for the environment (Pekerşen & Canöz, 2022).

If a few decades ago, travelling was only done by people with economic capabilities, wealth motivation, arrogance became the character of travellers when posting travel and consumption photography (Russell et al., 2022). So now it is different, travelling is no longer segmented into certain groups of people, although the market at this time the situation is uncertain with post-pandemic changes and the adoption of energy innovations by hotels on carbon reduction has not been realized but the market acceptance is positive with innovation (Silva, 2022). Travellers who travel to visit various tourist destinations or who are called tourists are not only from the middle and upper economic classes, because the motive for visiting certain destinations depends on unique tourist characteristics such as the experience of getting a historical atmosphere, the atmosphere of the colonial era and beautiful natural scenery, so this is where the advantages of the tourism business are developed (Chen et al., 2011). The Indonesian and Malaysian backpacker communities in the last decade have a tendency to travel similarly, despite the different economic and income levels of the population.

The presence of various mass media information, regionalisation of media content in Korea that reaches global markets through standardisation in media production, where the 'Korean Wave' by producers adopts Korean Wave content to produce local music, television programs, and films that standardise popular culture (Ju, 2014). Tourism and its derivative dimensions related to natural beauty, richness of crops and processed products, gastronomic creativity, art and other cultures become objects in content production. Therefore, the mainstream media as a cultural centre creates various programmes that change people's life style, especially in tourism.

Through mainstream media programmes, the positive perception of the backpacker community travelling in finding information that has more value is due to the good Indonesia programme from On NET TV (Chandra & Pujiyono, 2016). Now days, improving the community's economy influenced by green marketing through post-pandemic Travel Decisions (Wahyuningtiyas & Novianto, 2022), in walking or travelling programs on both local and national television stations it cannot be denied that it has an impact on changes in the lifestyle of young people, and social media too impact lifestyle of young people (Wojdan et al., 2020) and social media makes the travel decision-making process easier (Briandana & Dwityas, 2017). For example, national television stations such as Trans TV with the flagship travelling programme My Trip My Adventure (Tegar & Agustari, 2021), Koper and Ransel, Trans 7 with Petualang Cantik and Jejak Petualang. The attractiveness of the programme, with beautiful, interesting and intelligent presenters, is an event programme with various segments, especially young people.

The programmes also encourage the emergence of a traveler community in Indonesia. Similar programmes also exist in Malaysia. It is no wonder that in Malaysia,

the low-budget travelling community is called the backpacker community. One of the travelling communities in Indonesia that has members and still exists with various travelling programs around Indonesia is Indonesian Backpacker. While in Malaysia there is a Malaysian backpacker travelling community. Both of these online communities conduct social interactions and develop dialogues that make their members get useful information on travelling issues. The credibility of online communities through trust built from honesty, openness and competence of community managers can provide satisfaction to backpackers (Choi et al., 2019).

The discussion above exposes us to two words with more or less the same meaning. Namely, traveller and backpacker. The identity of backpackers in the pragmatic, purist and eccentric categories, as young travellers who have a tendency to use cheap accommodation facilities, interact with other travellers and the local culture, are independent, have flexible itineraries and are motivated to stay longer at the destination - engaging in participatory holiday experiences, and not accentuating their success (Adam & Agyeiwaah, 2020).

People who travel to a place using various 'luxury' facilities over a relatively long period of time are commonly referred to as explorers. Their travel planning generally relies on social media and online reviews (Oktadiana et al., 2020). They follow influencers and other travellers, and look for destination videos and inspirational content. They are people who travel to a place either for business purposes according to their social situation, online communities narrate the social context of the demand for halal products and services in certain tourist destinations (Oktadiana et al., 2020) or just for recreation with friends and family. Backpackers emerge along with the times with various dynamics. Backpackers are travellers with low budgets and relatively short visit periods. Member Backpacker Indonesia reached 163.254 people. According Backpacker Jakarta community of low budget road lovers that has been established since 6 June 2011, members of the cross-professional community and come from various educational backgrounds, religions and diverse ethnic groups.

Apart from the travelling community in Indonesia, a similar community also exists in Malaysia under the name Backpackers Buddies Malaysia. This community was established in 2008. This community also has a strategic role in marketing tourism in Malaysia. The community creates brand although campaigns by developing interesting content, reaching the intended audience, with interaction by engaging in conversations and comments on the community's Facebook page are the key to success as marketers and educators related to tourism destinations. Community as a mediator in various marketing communications (Kumar & Jayasimha, 2019).

Tourism destinations are managed through online based on websites that highlight experiences in online conversations and information with the character of expediency and luxury, information managers can review and improve the design and content of websites from the perspective of tourist experience (Köchling & Lohmann, 2022). Communication tools using website attributes provide quality information and navigation to travelers, this affects travel intentions and behaviour. promotional tools with User Generated Content help convey about the atmosphere of tourist cities, city access, accommodation facilities and other important information. Managing digital tourism destinations to date has been done bottom up, the current phenomenon, the Malaysian backpacker community (Backpackers Buddies Malaysia) active since 2008 has 16.685, using Facebook as a medium of communication and promotion of tourism information in their respective countries, community involvement by utilising social media platforms for information

dissemination (Kaurav et al., 2022). This community activity is interesting considering the presence of Indonesia's facebook user penetration of 202.2 million in 2021 (Panggabean, 2024) Malaysia's facebook users of 30.2 million in 2022. Based on the above background, the focus of this research is how the online communication strategy of the Facebook platform of the Backpacker Indonesia and Backpackers Buddies Malaysia communities to disseminate information on tourist destinations and persuade Facebook users to plan a tour.

Methods

The constructivism paradigm is that reality can be understood in the form of diverse and irrevocable mental constructions, which are socially based and experiential, locally characterised and specific (although various elements are often shared by various individuals and even across cultures), and their form and content depend on humans or groups of individuals who have construction.(Creswell & Creswell, 2023). The nature of the research to be taken is descriptive. Descriptive research not only describes (analytical) but also combines (synthesis). Descriptive research only describes the situation, not looking for or explaining relationships, not testing hypotheses or making predictions. In this study, researchers will descriptively describe the research findings regarding communication strategies and the use of Facebook by the Backpacker Indonesia and Backpackers Buddies Malaysia communities in conducting tourism communication on social media to group members and followers on the account.

Results

The development of communication technology that presents new media as an alternative communication medium affects how media users behave towards humans. The use of Facebook social media as a new media is used by individuals, community groups and companies. The use of media by the community, for example, is used as a medium to communicate and share information with its members about their hobbies. As is done by Backpacker Jakarta and Backpackers Buddies Malaysia.

Backpacker Jakarta and Backpackers Buddies Malaysia are travelling communities or communities formed by a group of people who have a hobby of travelling. Both Backpacker Jakarta and Backpackers Buddies Malaysia have their own communication strategies in establishing communication with their audiences on Facebook accounts. The existence of this travel community is interesting to observe, considering that each community has a unique communication strategy in interacting with its audience. The community needs a strategy in order to survive and be accepted by the target audience. Another interesting thing is that the travel community is very large in various parts of the world and has fanpage accounts on various social media platforms. In line with the behavioural trends of the world's people who like to travel across countries.

According to the founder of the Jakarta Backpacker community, the reason for the formation of the travelling community is personal. Where the founder as a newcomer in the city of Jakarta was struggling to find his way around the city. Important factors in communicators in delivering communication are source attractiveness and source credibility. Related to this, the founder of the Jakarta Backpacker community has his own way. All content displayed on social media accounts, such as Facebook, is content produced by the community and not taken from other sources. The process of creating information messages shared on social media accounts is done through meetings with members of the organisation and then disseminating information to social media.

Information shared on the community's fanpage is related to the community's travel plans for three months, the type of trip/trips, costs and accommodation, the person in charge of each itinerary to an overview of the attractions to be visited. Next is to create a group for each trip which becomes a more personalised communication platform for those interested in travelling. There is a founder, person in charge and trip participants who are limited to a maximum of 20 to 30 people with 2 people in charge.

"We (Jakarta Backpacker Community) create our own content that we post on social media. Before sharing info with Social Media, we have a meeting to determine the duration of the three-month trip plan which usually trips every weekend. But also on weekdays. Indeed, every weekend after determining the type of tour, and several names of tourist destination cities, the next step is to make an itinerary, estimated cost, time and person in charge of the step."

The choice of media as a place to share information has an important role in the stages of communication strategy. In this regard, the founder of Backpacker Buddies Malaysia has a very simple answer why he chose Facebook as a communication medium. The reason for choosing Facebook as the media is because Facebook is the most popular social media and is widely used by the public. According to the founder, besides being a widely used social media platform in the world, Facebook is also a popular media in Malaysia. This is related to the reach and segmentation of the target message that the BBM community wants to convey.

"I mean Facebook is for entertainment. we entertain them because it provides info sharing from other pages, groups or other sources so I don't think they should be the reason when you open the facebook page page." Like the tagline used by the Malaysian Backpackers Buddies community, the content contained in the community's Facebook account is global. Covering various tourism destinations in various countries in the world. This includes using English as the world's lingua franca. According to the founder of Backpackers Buddies Malaysia (BBM), the purpose of creating the BBM fanpage is to accommodate the needs of people who have a hobby of travelling and who have a hobby of travelling. There is no specific reason other than just sharing information related to travelling activities.

Like the tagline used by the Backpackers Buddies Malaysia community, the content contained in the community's Facebook account is global. Covering various tourism destinations in various countries in the world. Including using English as the world's lingua franca. According to the founder of Backpackers Buddies Malaysia, the purpose of creating the BBM fanpage is to accommodate the needs of people who have a hobby of travelling and who have a hobby of travelling. There is no specific reason other than just sharing information related to travelling activities. The existence of the BBM account as an information sharing account is considered as an information media that is entertaining or entertaining for those who have a hobby of travelling. At least according to the founder of BBM, the various links contain information; The variety of natural and cultural wealth of various countries in the world is an effort to provide entertainment to those who have the desire and hobby of travelling.

"Just sharing about backpacker tourism for our readers their need for info. we entertain them because it provides sharing info from other pages, groups or other sources I don't think they should be the reason when you open the facebook page page. I mean Facebook is for entertainment."

In general, the content displayed on the Backpackers Buddies Malaysia Facebook page is information found by the founder. Usually, the founder looks for information

posted by someone either through personal or community accounts from Twitter, Facebook and other social media. As long as the information is still relevant and relevant to the hobby of travelling.

In order for the message sent to the audience to be easily received and understood, the role of the communicator is very important. Communicators or sources who share information are one of the keys to successful communication. Backpackers Buddies Malaysia (BBM) looks for sources of information related to various tourist destination information around the world that are selected based on the content needs on the BBM fanpage. Both from Facebook, Twitter, and other social media groups which are then shared are grouped and include links to the source information shared. *“Gather more info about places around the world ... A Traveller's story. On this page we want to bridge the needs of backpackers with how to get their needs such as the backpack itself.”*

Discussion

Community communication strategy through Facebook is a way of communicating the community through Facebook, so that the backpacker community's goal of promoting its activities (Confetto & Siano, 2018) and tourist destinations can be achieved. Facebook is a medium used to share experiences and provide information on tourism destinations, with digital literacy skills (Herdiana, 2018). Facebook managers consider content about tourism destinations sourced from self-produced community documentation and the source of the content is relevant information links that function as digital literacy (Herdiana, 2018). Facebook content is created by the community itself to develop community relationships and empower community members through regular travel agendas (Kaurav et al., 2022; Mendes-Filho et al., 2018). So the context of group communication in these two backpackers communities is different, when using Facebook and sharing information and developing community relationships through their activities according to Barker in (Littlejohn, S. W., Foss, K. A., & Oetzel, 2017) that group communication with Barker's assertive control uses a model of three strategies to control the behaviour of organisational members: (1) simple; is in accordance with the authority that established the group; (2) technology; technological control develops because of technological advances and also because of members' dissatisfaction with simple control.

Social media such as Facebook is a group communication channel that can be used to monitor members' behaviour and 'ensure' the closeness of their relationships. and (3) bureaucracy: members carry out their roles and functions in accordance with normative standards and develop with agreed rules, in the context of consertive control, the backpacker community consents together to achieve group goals with values that are jointly developed to make the backpacker community a community that channels the hobby of traveling and promoting tourist destinations. Consertive control carried out by backpacker communities in these two countries is different, the Indonesian backpacker community develops its community more consistently and organises various activities from rational activities that are undertaken with a regular agenda of joint tours by setting destinations in Indonesia only. While the Malaysian Buddies Backpackers community does not control its community members in a particular agenda, but the founder of the community conveys information on various interesting tourism destinations around the world. The destination orientation of the two backpacker communities is different, and the control of social media and community members is different. According to Philip Tompkins and George Cheney in (Littlejohn, S. W., Foss, K. A., & Oetzel, 2017), groups use assertive control to achieve their goals. Assertive control results from members'

consensus to develop normative rules that guide behaviour based on values established by the members themselves. In other words, group members identify common perspectives and rules that they feel are important and then use those rules to monitor their behaviour. Control rests with the members themselves and not with the leader. Members negotiate the rules of behaviour by determining what is valuable and important to achieve the tasks assigned to them, and Backpacker Jakarta are include assertive control community from interaction member (Reichenberger, 2017).

The stages of technology control, namely social media as community control, communication management for the Jakarta backpacker and Malaysian Backpackers Buddies communities, starting with the selection of media involved with other social media, and community interaction rules set by the account manager and involving members in communications about digitally mediated tourist destinations. with camera frames, photos or panoramic windows (Seering et al., 2019). Communication objectives based on the character of the content shared provide information about tourist destinations in their respective countries and other countries, then persuasion to members to visit one of the destinations with various promos. Then invite travellers to join the Facebook community to update travelling activities. This means that the communication created by the community to plan content is based on the use of content needed by members to encourage travel planning that empowers community members and leads to making the right decisions for community members (Mendes-Filho et al., 2018).

Facebook as a new media is used by individuals, community groups and companies. The use of media by communities, for example, is used as a medium to communicate and share information with its members about their hobbies. As is done by Backpacker Jakarta and Backpackers Buddies Malaysia. Backpacker Jakarta and Backpackers Buddies Malaysia are travelling communities or communities formed by a group of people who have a hobby of travelling. Both Backpacker Jakarta and Backpackers Buddies Malaysia have their own communication strategies in establishing communication with their audiences on Facebook accounts. The concentration of sharing travel experiences on social media focuses on the sender of the message (Liu et al., 2022). Communication strategies and rhetorical skills have an influence on the credibility of the source of the message sender and it has a strategic role in the message delivery process (Ihlen, 2020).

The existence of travel communities that interact with different members, the Jakarta Backpackers Community is oriented to tourists who travel in Indonesia while the buddies backpackers community is oriented to tourists who travel in various countries. For this reason, each community has a unique communication strategy in interacting with its audience. The community needs a strategy in order to survive and be accepted by the target audience. Another interesting thing is that the travel community is very large in various parts of the world and has fanpage accounts on various social media platforms. Through social media, business and non-business based organisations increase and remember their followers by creating more specific content. Now days, business navigation by media social.

In line with the behavioural trends of the world's people who like to travel across countries. Sharing information through online media related to the world of tourism is something that is considered normal for modern society (Shen et al., 2020) Many tourists book tickets online (Withrow et al., 2024) and get information about tourism destinations through advertisements in online media (Verissimo et al., 2023). Alternative cheap tour packages (Nanlohy & Dedityatama, 2023), cheap local food (Jerez, 2023), experience a natural and original lifestyle (Fleuret, 2024). The stages or strategies carried out by the

backpacker community consist of two, namely the communication strategy of the backpacker community in strengthening its identity and the management of social media Facebook to highlight tourist destination information.

Communication strategy is an overall decision condition about the actions that must be taken to achieve goals. Communication strategy is an art or a way to determine the position and build the image of an organisation and must also be supported by good communication techniques, delivery methods and appropriate media selection (Verissimo et al., 2023). Online communication of the Jakarta backpackers community and Backpackers Buddies Malaysia can be described as follows:



Figure 1. Online communication process of Jakarta Backpacker travelling community and Malaysian Backpackers Buddies processed based on research findings (source: Research Data, 2024)

The picture above is the result of research findings made in the form of a chart. It illustrates the communication strategies of the Jakarta Backpackers and Malaysian Backpackers Buddies communities which have the same goal of disseminating information about tourism destinations and persuasion to audiences to visit these destinations (Confetto & Siano, 2018). The stages carried out by Jakarta Backpackers and Malaysian Backpackers Buddies start with establishing a critical tourism strategy, namely making cheap and impressive trips (Tribe & Paddison, 2023) and the following stages.

The stages carried out by Jakarta Backpackers and Backpackers Buddies Malaysian use the concepts offered by Effendy, namely:

1. Know the purpose of communication, creating communication goals with a community identity and brand, Jakarta Backpackers have decided to become leading backpackers, meaning strengthening community identity (Nanlohy & Dedyatama, 2023) while Backpackers Buddies Malaysia visit truly Malaysia, namely natural tourism, meaning strengthening promotions with products that valuable (Guerreiro et al., 2019).
2. Selection of communication media, social media and the nature of information disseminated is open and closed, Jakarta Backpackers have an open community character and choose social media integration while Malaysian Backpackers Buddies are private for certain groups on one social media (El-Manstrly et al., 2020).
3. Learn the purpose of communication messages, the purpose of Jakarta Backpacker Facebook content is to strengthen Indonesia's identity and tourist destinations, making them interesting and unique to visit (Chotijah et al., n.d.), while the purpose of Malaysian Backpacker Buddies content is to convey information on interesting destinations to visit around the world (Lu et al., 2022).
4. The role of the communicator in communication. Important factors in communicators in delivering communication, namely source attractiveness and source credibility. Account owners and admins who manage the information cycle are actors

who play a very important role in managing content and backpacker members participate in activities through comments, likes or reposts. Both communities use social media features as two-way communication and as a resource for planning community activities. sustainably either in co-creation (Pham et al., 2022) or in a joint tour and this was found on the Jakarta Backpackers community Facebook. Meanwhile, activities to disseminate information and provide assessments about destinations are carried out by the Malaysian Backpackers Buddies community.

In accordance with James Barker's thoughts in (Littlejohn, S. W., Foss, K. A., & Oetzel, 2017) a community communication strategy that develops a control system based on a consensus of the values of its members, and the control can be tighter than traditional bureaucratic systems, the power held by Facebook account owners and admins plays an important role. in conveying communication, namely the attractiveness of the source and the credibility of the source, part of the community's identity in line with the vision, where the Jakarta Backpacker becomes a leading community while the Malaysian Backpackers Buddies strengthen the backpacker concept by experiencing real tourism. The strategy that really determines the closeness of relationships in online communication and traveling together is the management of the social media content of the backpacker community in promoting itself and tourist destinations along with an overview of social media management of the backpacker community. The following is an overview of Backpacker community content management.

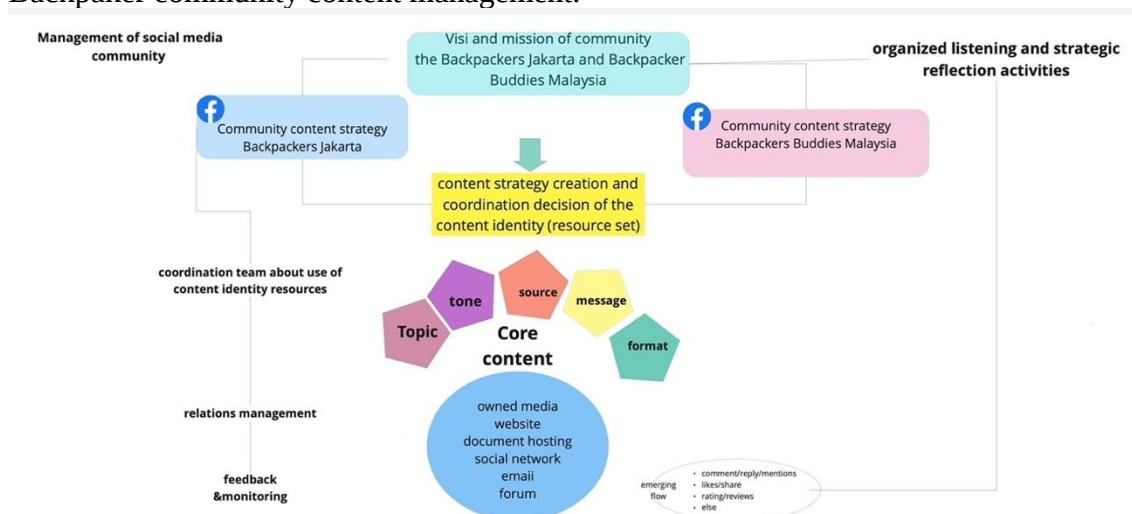


Figure 2. Mangament of Social Media for the Backpacker community in promoting itself and Tourist Destinations (source: Research Data, 2024)

The critical tourism strategy fundamentally calls for changes in tourism guidelines that have values, including tourism focusing on power, interests and management for emancipation (Tribe & Paddison, 2023). The word backpacker means traveling at low cost, natural destinations, cheap accommodation (Nanlohy & Dedyatama, 2023) and mingling with society, authentic food and not long travel duration. So the character of managing Facebook content follows the identity of a backpacker (Martins & Costa, 2023) with a simple lifestyle, mastering technology or digital nomads (Agyeiwaah & Zhao, 2024). Principles participation and good relationships that channel shared hobbies and fun and mutual coordination with the community team for decisions on content and travel agendas together is carried out by Jakarta Backpacker, while Malaysia Backpackers Buddies manages content that highlights information about destinations in the world that are interesting for backpackers to visit (Morshed & Hernández-Lara, 2024; Onamusi,

2021; Wang, 2024). This means that the social media management of these two communities is different even though the topics follow activities and adapt to the identity and alignment of the sources and messages conveyed with the interests of the community owners, namely managers and members. So the implication is that Jakarta Backpacker community communication is conservative control and backpacker community communication is traditional control. When managing a Facebook community, evaluations of comments, likes and reposts become references and part of the process of hearing about members. This is used as a self-reflection by the community for further activity agendas.

In the end, the community's actions in producing content in the digital world will have an impact on the physical world or vice versa (Buhalis et al., 2023). The decision to travel is decided by oneself by both the Jakarta backpacker community and Malaysian Buddies Backpackers, the community as a support system in personal decision making (Lin et al., 2022). The message management that is designed is adjusted to the vision and goals that the community has built. Backpacker Jakarta, for example, has a mission to find friends who can travel together so that travel costs can be saved and is also expected to provide a comfortable and safe effect because the trip is not done alone but in groups. This digital-based community communication strategy with integration through Facebook and Instagram, YouTube and the website empowers the involvement of various users, both as tourists, tourism actors, finally involving in the stages of planning, developing, implementing and managing products based on cultural heritage values (Muangasame & Tan, 2022).

This is considered to potentially reduce the risk of being fooled by others in places that tourists have just visited. Those who take trips can be non-members and members, they travel to places outside their usual environment and stay for a relatively short time (Liu et al., 2022). The Jakarta backpacker community opens opportunities for non-members who take part in tourist trips to join. Meanwhile, Backpackers Buddies Malaysia built a travelling community in cyberspace with a simple idea to provide information to anyone in the world who needs information about various tourist destinations in the world. both of these communities are the same travelling community but the communities they build have different 'forms'. The Jakarta Backpacker Community not only interacts on social media such as Facebook but will also continue travelling together, creating a whats app group. While Backpackers Buddies Malaysia is a virtual information provider community whose activities are mostly in cyberspace/online. The character of these two communities is also different. Backpacker Jakarta is a community open to the public, while Backpackers Buddies Malaysia is a closed group. So the conditions for joining this community are different.

Backpacker Jakarta has the main segment of Indonesian teenagers in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas as their main audience on Facebook social media. However, this community does not limit who is the audience for the messages they convey on the Jakarta Backpacker Facebook fanpage account. Meanwhile, Malaysia Backpacker Buddies chooses the target of communication aimed at the world community. This can be seen from the difference in content and language use between these two travelling community accounts which are very different. Of course, the content including the use of language in the Backpacker Jakarta and Backpackers Buddies Malaysia Facebook communities will be adjusted to their target audience. The similarity of information shared on Facebook pages with the reality of the situation and conditions of

tourism destinations will have an impact on satisfaction and positive responses from social media users, and satisfaction can affect other users (Kim & Kim, 2020).

The target audience of Jakarta Backpackers is aimed specifically at Indonesians who use Facebook as an information search medium. So the language used in Facebook communication content is Indonesian and with the typical style of Indonesian youth. This is in accordance with the community's target audience, which is generally young people who like to travel around Indonesia. Meanwhile, Backpackers Buddies Malaysia, with a segmentation of communities around the world who have a hobby of travelling, chose to use English as the language of instruction. It is hoped that the message shared on the Facebook page will be more easily understood by its audience segment.

Facebook is the first choice for these two communities as a medium for sharing information related to the world of travelling. This is based on the high number of Facebook users in the world, including in Indonesia and Malaysia. Almost every teenager and adult has a Facebook account and people all over the world use the account. This is the reason why Facebook is considered as a strategic media for travelling communities in both countries (Indonesia and Malaysia).

Backpackers Buddies Malaysia specifically revealed that the main purpose of creating a Backpackers Buddies Malaysia account on Facebook is to provide information to the world community who wants to know information on world tourist destinations. So the main purpose is informative. Meanwhile, Backpacker Jakarta has a different purpose in creating a Facebook account which has an impact on the production of message usage by online communities in Indonesia. The main purpose of the backpacker community in creating Facebook media messages is to provide information to Indonesian citizens and world Facebook users about tourism destinations in Indonesia. In addition, the message is also packaged to persuade online Facebook users in Indonesia, especially in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas to be part of the trip they planned for three months. Another goal besides providing information from the message they designed was to persuade the Facebook audience to be part of their community activities. Therefore, the information they share on Facebook is very detailed and allows for personalised conversations that initially take place on the community's Facebook page to continue to direct conversations via the WhatsApp application.

The utilisation of Facebook media as a medium for the Jakarta Backpacker community and Malaysian Backpackers Buddies in sharing information has a strategic role in supporting the process of sharing information about tourism destinations (Adam & Agyeiwaah, 2020). Unlimited members on Facebook allow social media as a tool for the development of sustainable tourism resilience (Safitri et al., 2023) to be based on online community empowerment (Hutagalung et al., 2022). The use of Facebook by the Jakarta Backpacker community and Malaysian Backpacker Buddies can increase the trust of members and Facebook users who search for information related to tourist destinations. Online media is a separate study in tourism communication, therefore online media can not only be used as a marketing medium, but can also be used for various purposes in the world of tourism (Bungin, 2015).

Conclusion

The traveling community plays a role in disseminating information about tourism destinations through Facebook. Where Facebook is one of the social media platforms that is widely used by people around the world. Backpackers Buddies Malaysia is a traveling community in Malaysia that aims to help anyone who wants to travel to various parts of

the world. Namely by sharing various information on its fanpage on Facebook. The target of the global community has an impact on the use of language in Backpackers Buddies Malaysia content which generally uses English as an international language. Almost all content on the Backpackers Buddies Malaysia fanpage is content taken from various communities and personal references on YouTube, websites, personal blogs, and twitter media which are then redistributed to the Backpackers Buddies Malaysia fanpage account. In an effort to convince the public of the credibility of the information they share on the Backpackers Buddies Malaysia fanpage account, the original source is always included in every piece of information they share. Meanwhile, Backpacker Jakarta has a different way of implementing communication strategies on Facebook social media. As a community that aims to promote various tourist destinations in Indonesia with the target of the Indonesian/national community. Facebook media was chosen as the reason for the high number of Facebook users in Indonesia and the world. All content is produced by the community using contemporary Indonesian language (Indonesian language slang) to be more 'friendly' to the target audience. In building the credibility of information sources through content produced by the community. Both by the management and trip participants. In addition, creating a regular meeting agenda is a way to create trust from community members/audiences to the community.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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