

Which Social Media Can Assist Dissemination of Information About G20 Summit Bali ?

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ABSTRACT

Indonesia successfully hosted G20 Summit in Bali on November 15-16, 2022. The G20 Summit is the seventeenth multilateral cooperation summit forum attended by all Heads of G20 member states consisting of 19 main countries and European Union. The implementation of good governance of G20 Summit requires news publication activities that expand to various countries. This study aims to: (1). Explore what types of social media are used by e-government of the Ministry of Tourism and Creative Economy or Kemenparekraf to support the dissemination of information carried out during G20 Summit. (2). Explore the results of social media monitoring of the publication of G20 Summit. (3). Explore the simple information about multiplier effect on Indonesia Presidensi G20 for Balinese. Using term of reference of e-government, good governance, social media monitoring and tourism communication media, this study uses qualitative research method and qualitative text analysis method. This research includes two-way methodological approach with focuses in a case study ; primary and secondary as well. *First*, a descriptive qualitative approach and the data collection is carried out through direct observation at the conference venue, in-depth interviews with five informants from the Ministry of Tourism and Creative Economy and information from digital media. *Second*, it is based on the existing instagram from the Ministry of Tourism and Creative Economy with a qualitative text analysis. The results showed that instagram and twitter are types of social media that are widely used by the public in responding to G20 Summit and instagram of kemenparekraf.ri was the highest contributor for monitoring Indonesia's G20 2022 social media publications from November 14-16, 2022. The implication of this research is instagram of kemenparekraf.ri can be an Indonesian tourism communication media that can support the development of tourism businesses in Bali after being hit by covid-19.

Keywords : *e-government, good governance, instagram, social media monitoring, tourism communication*

INTRODUCTION

As a great multilateral cooperation summit forum, the committee of this special event requires news publication activities that expand to various countries. Indonesia successfully hosted G20 Summit in Bali on November 15-16, 2022. The G20 Summit is the seventeenth multilateral cooperation summit forum attended by all Heads of G20 member states consisting of 19 main countries, such as: South Africa, the United States, Saudi Arabia, Argentina, Australia, Brazil, India, Indonesia, Britain, Italy, Japan, Germany, Canada, Mexico, the Republic of Korea, Russia, France, China, Turkey and the European Union (EU).

Ministry of Tourism and Creative Economy of Republic of Indonesia (Kemenparekraft RI) bertanggung jawab dalam menyebar luaskan berita pertemuan internasional tingkat tinggi dengan memanfaatkan penggunaan media digital melalui kegiatan e-government. E-Government is one of the application of information and communication technology to realize better professional government services and support industrial revolution 4.0 (Wirawan, 2020). According to Shafira and Kurniasiwi (2021), e-government as a new mechanism for interaction between government and society with using information of technology, especially the internet, must be able to improve services to the public.

The implementation of the G20 Summit in Bali is a form of the realization of good governance. In Isabela's opinion (2022), governance is a shift in meaning from government. In government, the state becomes the sole actor that regulates all aspects of life. While in state governance only acts as a regulator and administrator. Governance can be said to be good or good if the resources and problems faced by the public are managed effectively and efficiently. Of course, by being oriented to meeting the needs of the community. The United Nations Development Program (UNDP) suggests that governance itself is a form of exercising political, economic, and administrative authority in managing problems faced by a nation by involving all sectors.

Building good governance does not only involve the government or bureaucrats who have certain authorities, but also the involvement of parties outside it. Isabela (2022) explained that in good governance, the government plays a role in creating a conducive political and legal climate and providing quality public services. To be able to create Good Governance, it must meet several basic elements, namely: Transparency (openness), Participatory (community role) and Accountability (measurable government performance).

One of the strategic choices to implement good governance in Indonesia is through the implementation of public services. There are several considerations why public services are strategic to start implementing good governance. Public services as the main mover are also considered important by all actors from the elements of good governance. Public officials, elements in civil society and the business world alike have an interest in improving the performance of public services.

Along with the development of information and communication technology in today's global era, the presence of social media based on internet technology is very

important to distribute information to various countries in the world. Social media has the main advantage as a liaison of people in the world regardless of time and distance limits. The positive impact of social media can make it easier for us to interact with many people, expand associations, more easily express ourselves, and dissemination of information can take place quickly and cost-effectively.

The latest data published by Datareportal.com in the "Digital 2023 Indonesia" report shows that the number of internet users in Indonesia continues to increase significantly, and is expected to continue to grow to reach 215 million users by 2023. Based on the data released by We Are Social, January 2023 : Total Population / Total population of Indonesia is 276.4 million with connected mobile devices of 353.8 million (128% of the total population). There are 212.9 million internet users or 77% of the total population and active social media users there are 167 million people or 60.4% of the total population of Indonesia. Indonesia is the country with the 4th highest number of Instagram users in the world, which is 89.15 million users. Meanwhile, the number of Twitter users in Indonesia reaches 14.75 million as of April 2023 or ranked 6th in the world.

According to *Amperawati* (2022), social media is a type of media platform that emphasizes users' existence and supports their interactions and collaboration. Social media can therefore be viewed as a facilitator that improves user relationships and a sense of community. Social media also creates a network of users that grows via interaction and not only through the addition of new friends or followers. users as well as a social connection. Social media also creates a network of users that grows via interaction and not only through the addition of new friends or followers. Social media is unique media that serves as a platform for virtual world civilization. One of the most favored apps is instagram that can be used to share intersting photos and video to another social media networking.

Nezakati et al. (2015) said that social media have revolutionized communication in tourism industry. The tourism sector has an important role in supporting regional development, as well as being one of the most strategic factors in increasing people's income and economy. The tourism sector can provide a *multiplier effect* for economic growth, create jobs, reduce poverty and ultimately the output of all this is the creation of welfare for all levels of society and this is one of the benchmarks for the success of regional development.

According to the data of the *World Tourism Organization*, cultural tourism is among the most developed tourism types. Its market size is estimated to comprise around 40% of international tourism travel (UNWTO, 2018) and this rate is expected to increase further in the following years.

In this type of tourism, several different themes emerged, such as heritage, art, gastronomy, film and music, and tourism based on the creative industries (Richards, 2018).This study aims to: (1). Explore what types of social media are used by e-

government of the Ministry of Tourism and Creative Economy or Kemenparekraf to support the dissemination of information carried out during G20 Summit . (2). Explore the results of social media monitoring of the publication of G20 Summit. (3). Explain the simple information about multiplier effect on Indonesia Presidensi G20 for Balinese.

RESEARCH BACKGROUND

Peco-Torres, et al., (2021) said that as social media usage increases, the importance of using social media as a promotion tool for all industries increases. Its channels are increasingly used in the tourism industry, which has been greatly influenced by tourist destination image, dissemination of information, and word of mouth in recent years According to Karaca, Sukran (2022), in Turkey, tourists like using social media platforms to gather information before their travel, to share their memories and experiences during their travels, and to clearly reveal whether they are satisfied with their experiences after the trip. Moreover, they either encourage or discourage others. So that, tourism destinations should work in cooperation with all stakeholders for sharing all kinds of information that their customers need, and definitely get support from experts.

According to Iglesias-Sánchez et al. (2020), instagram is an attractive social media for sharing experiences and can influence tourism destination through the sharing of interesting pictures in Portugal (Algarve) and Spain (Costa del Sol). The visual content illustrates on instagram contribute to create tourism destination and emphasize the attractiveness of tourist area, therefore increasing interest in them. Shuqair, Saleh and Cragg, Philip (2017) explain that instagram images were effective in changing the viewers' impressions in many sectors and instagram images provide a medium that better communicate the functional attributes of some tourist destination and those together with a low viewers' organic perspective towards these attributes.

Alam, Nur & Amin, Mukhlis (2020) observed that official government social media accounts and the results showed that social media has an important role in promoting tourism in Bulukumba (South Sulawesi – Indonesia). However, the results of observations on social media accounts belonging to the Bulukumba tourism office indicate that these accounts seem to have no important role in promoting Bulukumba tourism. This is due to the lack of effort by the account manager to increase the number of followers, likes and visitors of these social media accounts.

Government organizations need to be able to hear the public conversations taking place about the organizations in order to reach the right people at the best time with the most insightful content. Social media monitoring is exactly what we need to

achieve this. Many organizations might think that social media monitoring is just tracking mentions and replying when prompted. Actually, social media monitoring is the process of identifying and determining what is being said about tourist destination through different social and online channels.

According to Tao, Xia et al. (2023) in the People's Republic of China, social media monitoring can help charitable organizations grow. Media supervision can improve relationships between government employees and public members, monitor and control the behavior of government employees. In America, Patel, et al (2020) showed The Department of Homeland Security (DHS) uses social media monitoring in the name of national security and it is rapidly expanding its collection of social media information and using it to evaluate the security risks posed by foreign and American travelers.

METHODOLOGY

This research includes two-way methodological approach with focuses in a case study ; primary and secondary as well. *First*, a descriptive qualitative approach, which is a study that intends to understand the phenomenon of what is experienced by the research subject such as behavior, perception, motivation, action, etc. holistically and by means of description in the form of words and language in a special natural context and by utilizing various natural methods. In descriptive research, researchers want to describe a phenomenon or certain properties, not to find or explain the relationship between variables. Therefore, the data of this study are stated under reasonable circumstances.

Researchers use descriptive research because researchers want to explore in detail which social media can support dissemination of information about G20 Summit Bali. The data collection is carried out through direct observation at the conference venue, in-depth interviews with the key stakeholders or five informants from the Ministry of Tourism and Creative Economy and several information from digital media.

Second, it is based on the existing instagram from the Ministry of Tourism and Creative Economy with a qualitative text analysis that sought to understand how instagram as the most popular social media can be an Indonesian tourism communication media that can support the development of tourism businesses in Bali after being hit by covid-19 during G20 Summit.

RESULTS AND DISCUSSION

As a results of this research, exploring what types of social media are used by e-government of the Ministry of Tourism and Creative Economy or Kemenparekraf to support the dissemination of information carried out during G20 Summit, such as : (a). Twitter. (b). Instagram. (c). Facebook. (d). YouTube. (e). TikTok. There are three top visible contributors: Twitter (674 accounts), Instagram (255) and Facebook (60). During the G20 Summit (14-16 November 2022) in Bali, the results of exploration of various social media were obtained as shown in Table 1 below, namely:

Table 1 : The Result of Social Media Monitoring #G20 Update (14-16 November 2022)

| No.: | Platform : | Total Contributor : | Total Engagement : |
|------|------------|---------------------|--------------------|
|------|------------|---------------------|--------------------|

| | | | |
|----|-----------|-----|--------|
| 1. | Twitter | 674 | 1351 |
| 2. | Instagram | 255 | 292620 |
| 3. | Facebook | 60 | 3284 |
| 4. | YouTube | 5 | 256 |
| 5. | TikTok | 2 | 152 |

Source : Kementerian Pariwisata dan Ekonomi Kreatif (2022)

Based on the findings in Table 1. as the result of social media monitoring, it is known that the largest number of total engagements is **Instagram** social media which has the largest value of 292,620. compared to the total number of engagements on facebook, twitter, youtube, and TikTok. Here is Table 2 which can provide a more detailed explanation.

Table 2 : Kemenparekraft Instagram As The Highest Contributor
For Monitoring G20 Indonesia Social Media Publications 2022 (November 14-16, 2022)

| Instagram Contributors: Top 20 | | | | | |
|--------------------------------|---------------------|-------------|-----------|------------------|---------|
| No | Username | Kategori | Followers | Engagements Rate | Hashtag |
| 1 | kemenparekraf.ri | Kementerian | 934284 | 115107 | 14 |
| 2 | pesona.indonesia | Kementerian | 543724 | 76122 | 16 |
| 3 | kemenpupr | Kementerian | 921885 | 21288 | 4 |
| 4 | kemensetneg.ri | Kementerian | 606624 | 15581 | 22 |
| 5 | infobmkg | Lembaga | 4514026 | 9335 | 4 |
| 6 | kemendes_ri | Kementerian | 2566186 | 4961 | 2 |
| 7 | kemhanri | Kementerian | 303169 | 4271 | 6 |
| 8 | kementrianlhk | Kementerian | 356213 | 4208 | 10 |
| 9 | kementrianpertanian | Kementerian | 488848 | 3069 | 7 |
| 10 | kemenpora | Kementerian | 578406 | 3051 | 4 |

(Source : Kementerian Pariwisata dan Ekonomi Kreatif,2020)

Table 2 showed that instagram of kemenparekraft.ri was the highest contributor for monitoring Indonesia's G20 2022 social media publications from November 14-16, 2022. The implication of this research is instagram of kemenparekraft.ri can be an Indonesian tourism communication media that can support the development of tourism businesses in Bali after being hit by covid-19.

According to a report submitted by Arifin, ZN, (2022) in bali.tribunnews.com., the Ministry of Communication and Information as the person in charge of the media center and communication of the G20 Bali Presidency has provided a workspace with a large screen that will display the G20 Summit event from The Apurva Kempinski in real time so that media crews both at home and abroad get information up-to-date easily. The Ministry of Communication and Information prepared two floors at BICC The Westin Resort as a media center for coverage of the G20 Summit. The journalist's workspace in that room is equipped with 192 computer units and 192 LAN networks. and monitored bandwidth in real time. When journalists tribunbali.com speedtest on a PC computer there, download speeds reached 581.34 Mbps and upload speeds reached 868.45 Mbps.



Photo by Rena Laila Wuri

Figure 1. Foreign Media Praises G20 Bali Summit Media Center

Source : <https://wartaekonomi.co.id/>

From Almas, Ayu (2022) in wartaekonomi.com reported that thousands of journalists, both national and international, carried out live coverage of the summit on November 15 and 16, 2022. It was recorded that the total number of accredited journalists who attended was 2346 people. The number consists of 527 national journalists and 1,819 international journalists, with a total of 450 media, consisting of 105 national media and 345 international media. Not only work support facilities are considered, the personal needs of journalists are also well served. In addition to a good banquet, journalists were also provided with coffee breaks, drink spots containing isotonic drinks to juices and reflexology facilities.

There are several important information, by exploring information about exhibiton Indonesian products and *multiplier effect* on Indonesia Presidensi G20 based on analysing of text in instagram account : kemenparekraf.ri, such as :

(1). The First Lady in Idonesia : Mrs. Iriana invited The Spouses For Cultural Activities In Indonesia. Iriana invited them to see various cultural activities from different

regions of Indonesia held at the backyard of the resort, such as Papuan noken bag crafting; musical performances of Javanese gamelan, Balinese rindik, and North Sumatran gondang; performances of Merak dance from West Java province and Tor-tor dance from North Sumatra province; and children playing Snakes and Ladders game. The spouses were also invited to see a showcase of bamboo weaving products and several products from various regions of Indonesia before the meeting was ended with a luncheon. (<https://setkab.go.id>)

(2).Indonesia Introduces Nusantara Food Culture Through Food Theater Spouse Program at G20 Summit. The Spouse Program is packed with the theme "The First Time, Once In a Life Time Experiences, and Unforgettable", so that these spouses can experience firsthand the richness of Indonesian culture, including culinary. Dishes that presented in gastronomy format and packaged in the form of *Food Theater*, making the First Lady of the Republic of Indonesia Iriana Joko Widodo with the companions of the heads of state of the G20 Summit into an exotic adventure.

Curator and Narrator of the Spouse Program, Helianti Hilman, said that the Spouse Program presents various food ingredients from Aceh to Papua to be introduced to the companions of heads of state, which are presented in an integrated performance, which features a stage act to bring characters in short films to life to meet speakers who will explain about Indonesian food. For the appetizer menu, there is a fruit rojak, which consists of mango, salak, and grapefruit. As for the main course, there are Urap, Sumatran Duck cooked stews, Tum Ayam, Sayur Lodeh. As for dessert, Lak-Lak Balinese Pancake is served with Coconut Ice Puter. "We also have a vegetarian version of the menu option for the companion of the head of state who is vegetarian. Like Tum Ayam we use coconut flowers, coconut flowers are like chicken texture, now if duck can be replaced with banana heart, "said Helianti. "So our vegan alternative is too quite a lot. We make sambal balado, so it tastes similar to balado meat, only it's not made of meat but it's fermented cempedak skin, and this is the knowledge of the Dayak tribe, we brought it from Kalimantan, "said Helianti. For each raw material used on the menu, the dishes are also narrated on the booklet menu so that the companions of the G20 Summit heads of state can better understand what is told in the short film and stage act shown. (<https://maritim.go.id>).

(3). Companion of Head of State Joins Handicraft Workshop in G20 Summit Spouse Program. The companions attended a workshop on decorating with decoupage techniques or media transfer on palm leaf-based crafts has the form of a bag or hat. Workshop Speaker and Trainer, Paul Amron, said that this workshop highlighted palm leaf material because he wanted to explain to the companions of the G20 Summit Heads of State, that palm leaves can be a unique handicraft and produce high economic value. "Palm leaves are one of the leaves that we have used for a long time since ancient times as a necessity and we try to increase its economic

value by being used as creative economy products such as bags, wallets, hats," Paul said.



(Source: Antara Foto /Media Center G20 Indonesia/Zabur Karuru/nym.,2022)

Figure 2. Weaving Craft Workshop at G20 Bali Summit Program

The Spouse Program raised the theme "The Journey: Indonesian Sustainable Living Culture", as part of a series of G20 Indonesia Summits prepared for companions of heads of state aimed at strengthening communication and socialization between participants and spouses. As for a number of other activity agendas conducted in this Spouse Program include traditional textile showcases/displays; showcase of traditional Indonesian art activities such as Merak Dance, Pendet Dance, Mama Noken Papua, Tor Tor Dance and Gondang Batak, Rindik Bali, as well as Kolintang and Keroncong. In addition, there are exhibitions in the form of showcases/displays of Modern Indonesia (SMEs and Leading SMEs with product types such as Home Décor and Craft, Healthy Food & Beverage, Accessories & Beauty, Fashion & Wastra, Healthcare & Wellness.

(4). Multiplier Effect of Indonesia's G20 Presidency for the People of Bali

Angelica (2022) from *kompas.com* reported that the G20 Summit in Bali provides economic and infrastructure benefits. Chairman of the Indonesian Tourism Industry Association (GIPI) Bali Ida Bagus Agung Partha Adnyana stated that the G20 Summit provided 1.5-2 times greater benefits in aggregate than the holding of the IMF (International Monetary Fund) World Bank Annual Meeting in Bali in 2018. "One example of the positive impact of many activities ahead of the

summit is the increasing occupancy rate of hotels in the activity area and its surroundings," he said in an online press conference through an official statement in Jakarta (kompas.com).

Jatmiko (2022) from kompas.com reported that the G20 Summit Spouse Program presents a variety of creative economy products created by the nation's children. Products from micro, small, medium enterprises (MSMEs) in the country are present in a program specifically for companions of the Head of State or spouse who are present at the 2022 G20 Indonesia Summit. This event was attended by six companions of the Head of State and was held at Sofitel Bali Nusa Dua Beach Resort, Wednesday (11/15/2022). There are MSMEs brands present in this Spouse Program, ranging from brands of food products, clothing, woven fabrics, handicrafts to health such as Javara, Du'Anyam, Atsiri, and many more. There are also Javara products owned by Helianti Hilman. Javara sells a variety of the best organic, natural, and artisanal food products originating from various regions in the Indonesian archipelago.

Five MSMEs from Bali whose work is used as the main souvenir of the G20 Summit on November 15-16, 2022, ranging from accessories to health products, namely accessories owned by Maharani Craft and handicrafts purses owned by Hape. In addition, products Adem Juice and Smoothies were also selected, Samsara's health products, and bag crafts from Lima Menara Sejahtera. Bali Deputy Governor Cokorda Oka Artha Ardana Sukawati or Cok Ace is proud and hopes that in the future not only the five MSMEs will go global, but followed by other entrepreneurs from Bali. MSMEs that participated as G20 souvenir providers were selected based on Smesco curation. Of the total 1,024 MSMEs throughout Indonesia, 22 were screened, five of which came from the Island of the Gods.

Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency (Menparekraf/Kabaparekraf) Sandiaga Salahuddin Uno said the G20 Indonesian Presidency which was filled with various series of activities with the summit of the G20 Heads of State meeting on November 15-16 in Bali had a major impact on the recovery of the country's tourism sector. In a statement received by InfoPublik from indonesia.go.id, Sandiaga said, the G20 Summit in Bali 2022 is a strong driver for the recovery of Indonesia's tourism sector. "This can be seen from the surge in the level of lodging occupancy in Bali," said Sandiaga. The Minister of Tourism and Creative Economy revealed that the G20 Summit provides a multiplier effect in the tourism industry starting from upstream to downstream. Starting from transportation by land, sea, air, travel agencies, hotels, and restaurants are all positively affected. This also encourages the opening of business opportunities and new quality jobs.

"The MSME sector also feels the impact such as tourist attractions, tour guides, local culinary, handicrafts, and souvenirs," said the Minister of Tourism and Creative Economy. Sandiaga is optimistic that foreign exchange in the tourism sector can reach the target of 1.7 billion US dollars or equivalent to Rp26.35 trillion

(exchange rate of Rp15,502). Not only seen from the holding of the G20 Summit, but also various other international events in Indonesia. The momentum of the G20 which was also carried out in various regions of Indonesia has also been able to restore the confidence of foreign tourists to return to travel to Indonesia. Indonesia became the center of world attention, where during the summit activities of the G20 Summit thousands of journalists from various countries attended and simultaneously conveyed information. Not only the activities of the presidency, but also the natural beauty and variety of cultural wealth owned by Indonesia. Such as traditional dance, handicrafts, and what has also always been the flagship of Indonesian tourism is hospitality.

"This is a means of promotion so that we can meet the target of 3.6 million (foreign tourist visits) with a total upper limit foreign exchange of 1.7 billion US dollars," said Sandiaga. Creative economy MSME players in Bali, I Gede Guntur Juniarta, admitted that he felt the positive impact of holding the G20 Summit on his business. The owner of MaiKubu Tigawasa presents a variety of woven bamboo products at Bali Collection. He was blessed with the amount of turnover achieved. "We are very happy to participate in enlivening G20 events like this, and the impact is very pronounced for us, where there is an increase in sales, around 20 percent," said Guntur.

The same thing was conveyed by the owner of Dinz Handmade, Dina Widiawan. Home industries with bag creations made from natural dyes made are in great demand by G20 Summit delegates. "Because I am still a cottage industry, I still do everything by myself. My average turnover before this G20 ranged Rp20-25 million per month. But since there is a G20 event, I have generated a turnover that is usually per month this week," Dina said.

Kamalina (2022) from Bisnis.com reported that throughout the event, Bali was the main location chosen. For the peak of the event on November 15-16, 2022, Rai reported that as many as 24 hotels in Badung Regency, including Kuta and Nusa Dua were fully booked during the G20 event. The occupancy rate also increased to 75 percent for hotels around the area. The Central Statistics Agency (BPS) recorded that the occupancy of star-rated hotels in Bali as of September 2022 was 46.45 percent, up 8.08 percent from August 2022. The crowded visits of delegates and foreign tourists to Bali this month are predicted to increase occupancy for the November 2022 period. Not only are hotels full, continued Rai, tourist destinations in tourist attractions are also crowded because many of these delegates made visits. "If we monitor in tourist destinations, in object objects, in addition to attending the G20, they also visit and have an impact on tourism destinations and MSMEs involved, so the multiplier effect is very extraordinary," he continued.

In addition, the Garuda Wisnu Kencana (GWK) tourist attraction was chosen by President Joko Widodo (Jokowi) as a banquet area for the heads of delegations. Although it has not been calculated how much nominal business actors

get from the event, Rai further sees that the G20 can help restore the tourism sector because all media in the world broadcast the beauty of Bali. "G20 is covered by media from all over the world, this is a free promotion of Indonesian tourism. We are very optimistic that Bali's tourism growth will be better in 2023," Rai said. The Deputy Chairman of the Association of the Indonesian Tours and Travel Agencies (Asita) Budijanto Ardiansyah said that travel agent business actors also felt the impact of the G20, but unfortunately not all regions felt.

Pangastuti, Triyan (2022) reported that the most tangible result of the G20 Summit was cooperation in the food and energy transition. The leaders' statement agreement is vital to maintain food supply chains with cooperation among other countries to prevent food crises. This is anticipated to support Indonesia to overcome the threat of volatile food inflation. At that time, regarding the energy transition, at the G20 Summit, developed countries declared their funding loyalty for energy transition worth up to US \$ 20 billion or around Rp310 trillion. Indonesia benefits a lot of from the very big funding because it is in line with the target of decreasing carbon emissions. Green finance is expected to accelerate new jobs and enlarge tax contributions.

Comparing this event for monitoring public information, Singh, Prabhsimran et al. (2020) stated that in India, so many efforts are being done to bridge down the perception gap between the policy makers and the general public, for whom these policies are actually designed and implemented. The governments are also proactive in terms of adopting newer technologies for making access to enhanced better services to its citizens and social media platforms have emerged as the significantly powerful tool for the governments all around the world to communicate and provide quality services to its citizens.

Berhanu, Kassegn & Raj, Sahil (2020) explained that in Ethiopia, the visitors with the age of 18–35 years tend to have a higher level of positive images towards the trustworthiness of travel information sources of social media than elders. With relatively reasonable cost, social media marketing should provide an advantage of reaching targeted customers or visitors around the world. Most importantly, tourism and hospitality companies should adopt specific destination travel application sites that can help visitors to find much information in Ethiopia and provide the facilities of internet or Wi-Fi in many places where visitors spend time.



Figure 3. Display of Content in Instagram Account : kemenparekraft.ri

CONCLUSION

The results of exploration of social media monitoring, namely: (a). Twitter. (b). Instagram. (c). Facebook. (d). YouTube. (e). TikTok are used by e-government of the Ministry of Tourism and Creative Economy or Kemenparekraft to support the dissemination of information carried out during G20 Summit in Bali. The instagram account of kemenparekraft.ri was the highest contributor for monitoring Indonesia's G20 2022 social media publications from November 14-16, 2022. In other word, instagram of kemenparekraft.ri can be an Indonesian tourism communication media that can support the development of tourism businesses in Bali after being hit by covid-19. The multiplier effect on Indonesia The G20 Presidency for Balinese regarding the labor sector has absorbed more than 33,000 workers in the transportation, accommodation : hotel, MICE, to Micro, Small and Medium Enterprises (MSMEs) sectors.

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