Effect Of Optimization Of Instagram Video In Stimulating English In The Tourism Community In Indonesia And Malaysia

K. Y.S. Putri
Lipur Sugiyanta
Saparuddin Mukhtar

Bio-Profile:

K. Y.S. Putri is a lecturer in Communication Studies at a Universitas Negeri Jakarta. She is also the Vice Dean of the academic section. She is also an Assistant Professor. She can be reached at kinkinsubarsa@unj.ac.id

Sugiyanta Lipur is a lecturer in Information Technology Study Program at Universitas Negeri Jakarta. He is also the Coordinator of Informatics Technology Study Program. He is also an Assistant Professor. He can be reached at lipurs@unj.ac.id

Saparuddin Mukhtar is a lecturer in the Marketing Management Program at Universitas Negeri Jakarta. He is also the vice dean of the public section. He is also an Associate Professor. He can be reached at saparuddin@unj.ac.id

Abstract

The economic empowerment carried out by the ASEAN community is very intense. Many Indonesian and Malaysian women business people conduct business activities through new media. The formulation of the problem of this study is whether there is an influence on the optimization of Intagram video on the stimulation of English language skills in the tourism area in Indonesia and Malaysia. The purpose of the study was to analyze the effect of optimizing Instagram videos on stimulating the English language skills of the local tourism community in Indonesia and Malaysia. The concepts used in tourism communication, new media and foreign language skills. The method used is quantitative by distributing questionnaires. Research reflection is the effect of optimizing the Instagram video has a strong influence on the English language skills of the local tourism community in Indonesia and Malaysia. This research is supported by previous research. Where previous research many women entrepreneurs in
identifying the needs and desires of consumers. Optimization of new media especially in English skills is very helpful for tourist areas in Indonesia, Malaysia. The tourism business activities that women are involved in are very fast and fulfill the details of consumers. So that consumers are satisfied and finally understand and are interested in going to tourist areas in Indonesia and Malaysia. Creative variants of messages in inviting tourists to visit tourist areas in Indonesia and Malaysia, done by women business people in attracting tourist areas in Indonesia and Malaysia. Research suggestions for women entrepreneurs to be more detailed and be able to take advantage of the needs and desires of their consumers by following current consumer trends.

**Keywords:** consumer trends, foreign language skills, new media, social media, tourism communication.

**Introduction**

New media is a tool for society in this aspect of life. Indonesia and Malaysia are ASEAN countries that have interesting tourist areas. This study uses five tourist areas namely Bukittinggi, Bandung, Yogyakarta, Banyuwangi and Bali. Sarawak is a beautiful tourist destination in Malaysia. New media especially Instagram videos are very helpful in promoting this tourist area.

Foreign language skills, especially English, are needed in the success of a country's tourism commodities. The community and the central and regional leadership apparatus must be able to provide tourism information and needs in the tourist areas. The Indonesian government must prepare the English skills of the people of the tourist areas. Besides public facilities and security and safety readiness for tourists who will come to tourist areas.

The potential of the e-commerce industry in Indonesia cannot be underestimated. From Ernst & Young's analysis data, it can be seen that the growth of online business sales in the country has increased 40 percent every year. There are around 93.4 million internet users and 71 million smartphone users in Indonesia. Online business sales today are very dynamic. Consumers no longer shop and use services through traditional businesses. But they do business through cyberspace, which according to consumers is very profitable.
Based on Google and Temasek research results (Gross Merchandise / GMV) online media in Southeast Asia reached 11.4 billion or equivalent to Rp 153 trillion in 2018. This figure consists of US $ 7 billion online advertising services, US $ 3 online games, 8 billion and US $ 0.4 billion in online music and video services. Online media transactions in the six ASEAN member countries grew 44% (CAGR) compared to 2015 values and will surge to US $ 32 billion by 2025. (https://databoks.katadata.co.id/datapublish/2018/12/05/transaksi-media-online-asia-tenggara-mencapai-us-114-miliar-pada-2018). Business transactions in ASEAN through online media are high. ASEAN consumers use a lot of new media, especially Instagram videos. Instagram videos are widely used by business people both services and products in marketing their products. Therefore this study uses Instagram video in the use of research objects.

Sarawak is one of the two States in the Malaysian Federation on Borneo Island. Sarawak is located in the southwest region of the island of Borneo, and is the state with the largest area in Malaysia. Kuching City, the capital of Sarawak, is the most populous city in Sarawak. Sarawak uses the two most widely used languages, namely Malay and English. English is more widely spoken in the capital city of Sarawak, Kuching, compared to other cities in Malaysia. (https://kemlu.go.id/kuching/id/pages/profil_negeri_sarawak/2779/etc-menu)

From the data above, this study has a problem statement is whether there is an influence on the optimization of Instagram videos in stimulating the English skills of the local tourism community in Indonesia and Malaysia? The purpose of the study was to analyze the effect of optimizing Instagram Video in stimulating the English skills of the tourism community in Indonesia and Malaysia.

**Literature Review**

Indonesia and Malaysia can no longer rely solely on natural resources and physical abilities to achieve the welfare of their nation in this case to build tourism so that they are brought in by tourists, but must rely more on professional human resources. One of the requirements to achieve this is the ability to speak English, especially to communicate verbally and in writing. This mastery is very important because almost all global information sources in various aspects of life use English. The mastery of English is not only to achieve macro goals, but the progress of the
era is very demanding individuals to improve their capabilities, which in turn will support the achievement of macro goals. In addition to understanding how tourists use English as their daily language. And by communicating with each other this will be the theory of learning transfer Low-Road / High-Road learning that predicts in writing text messages and speaking English will increase the skill of using English automatically (Cingel, 2012: 12)

Language skills intertwined with kelindan (integrated). This is because, as stated by Baker (2019:3), people who know a language are referred to as speakers of that language, as if speaking includes all kinds of knowledge and many foreign language learners are interested in learning to speak (people who know a language are referred to as 'speakers' of that language, as if speaking included all other kinds of knowing; and many if not most foreign language learners are primarily interested in learning to speak). There are two goals for foreign language learners (English) to be interested and need (fluent) to speak, namely transactional goals and interactional goals. The first objective is related to the message-oriented goal, which is to give and receive information; while the second goal is related to meeting activities with sharing opinions and personal experiences, namely maintaining social relationships.

Talking about language skills including English consists of four things: reading, writing, listening and speaking. Speaking skills are the most demanded in mastering English, because at this time English is used for active communication especially in tourism areas where many tourists come from foreign countries with various languages. Therefore, people need to train them so that they have English-language skills, namely as a good international language (Baker, 2019:5).

Therefore, the organization of English teaching and learning activities should be aligned with that goal, namely developing oral fluency in the sense that it aims to improve communicative skills and develop the ability to express themselves intelligently.

Cingel (2012: 10) explains that English now plays an important role and the use of English is increasingly felt urgent to be able to keep abreast of developments. Development in the field of technology and science and information, English is no longer something that is foreign to our ears even now it becomes a basic need to master English because English as an international language, so it takes seriousness in new media such as Instagram, now people are able to stimulate to speak English well. English mastery is a tool for oral and written communication.
English has the function of language as a communication tool, this indicates that learning English is not only learning vocabulary and grammar in the sense of knowledge, but must try to use or apply that knowledge in communication activities.

New media (new media) is a terminology to explain the convergence between computerized digital communication technology and connected to the network. New media can channel information (intermediaries) from information sources to recipients of information. "The new media has two main elements, namely digitalization and convergence. The internet is evidence of convergence because it combines several other media functions such as audio, video and text "(McQuail's, 2006: 26). Most of the technologies described as "new media" are digital, integrative, interactive, can be manipulated, and are networked, compact, incompatible, and impartial.

West (2018: 2) argues that the new media is inseparable from McLuhan's view that the world will become a global village where existing products will be the taste of all people. Global Village explains that there is no longer a clear time and place. Information can move from one place to another in a very short time. Global Village is a concept regarding the development of communication technology in which the world is analogous to a very large village. McLuhan introduced this concept in the early 60s in his book Understanding Media: Extension of A Man.

West also said, he argued that it was not a 'village' that was said to be uniform, but people in a global network that were interconnected through New Media, Network society. According to him, the media is no longer a Mass Media but rather becomes a network media, or interactive multimedia network, which will make the world communication a giant net, a interconnected world.

Bennett (2014: 142) explains that there are several benefits of new media that make it easier for someone to get something they want, such as: (a) the flow of information that can be easily and quickly accessed anywhere and anytime, (b) as a medium for buying and selling , (c) as entertainment media, for example online games, social networking, video streaming, etc., (d) as an efficient communication media, (e) educational facilities in the presence of digital books. The audience uses the media to meet various needs and interests so that it can be said that the use of media by the audience is goal oriented, in this case to stimulate English language skills.
New media tends to be linked to the internet, because the internet is considered to include many things that cannot be done by print and electronic media. The existence of this means of communication has a significant impact in various fields such as social, economic, education, and other fields. Communication is not only done physically, but can be done with various social media such as cyberspace (Stevenson, 2016: 10).

At present the widespread use of social media by the public is an impact caused by technological sophistication. Any information can be shared via a smartphone that is easy to carry anywhere. The use of social media to support the communication process in tourism areas in Indonesia and Malaysia. One of the social media that is loved by the public is Instagram (Bennett, 2014: 145).

Stevenson (2016: 10) revealed that with the rapid development of new media, it has had an impact on communication sites, from just email and chatting, to social media or social networks such as Facebook, Twitter, Instagram, Path, Snapchat. One of the social media that is currently being used by gadget users now is Instagram.

Linse (2006: 197) explains that Instagram is a photo and video sharing application that allows users to take videos, apply digital filters, and share them to various social networking services. Video is a technology for capturing or recording, transmitting and rearranging moving images. Usually using celluloid film, signal and electronic or digital media. Video itself is very closely related to motion and sound. As with analog video and digital video. The public can shoot, edit and upload photos or videos to the main Instagram page. Photos or videos that are shared will be displayed in the feeds of other users who become followers. In addition, each user can interact by giving comments and liking responses to shared photos or videos.

Utilization of Instagram in the process of stimulating base can be an alternative, especially in mastering English vocabulary. Vocabulary mastery in learning English becomes the main foundation that must be possessed. Because of the large amount of vocabulary in English, it is necessary to have a surefire way so that people can master it effectively and appropriately. Linse (2006: 197) revealed that the mastery of vocabulary can have an impact on people's reading and writing abilities.

Previous research was conducted by Reza Taghzideh, with the title pragmatic competence in the target language: a study pf Iraniah of English. (The Asian EFL Journal January 2020, Vol.24,
Issue 1. This research is about the competence of English language skills in Iran. The use of English in Iran is still not widely used by the public. The similarity between Taghzideh's research and this research is that English language skills can motivate the community in developing economic empowerment.

Previous research was conducted by Ikhfi Imaniah, entitled the influence of self esteem and reading habits on students' English essay writing (Journal of The Asian EFL Journal November 2019. Vol 23. Issue 6.3). This research is about the effect of self esteem and study habits on students in producing English essays. Equation with research is the use of English that can help English essay writing skills.

Previous research was conducted by Rafi'ah Nur, titled utilizing the Instagram videos to enhance the students' language acquisition writing composition. (Journal of The Asian EFL Journal November 2019. Vol 23. Issue 6.3). Rafi'ah's research is the use of English in the use of Instagram videos in English writing to strengthen English skills. What this research has in common with Rafiah is that both of these studies use Instagram videos to help students practice English skills.

This research had previously been conducted by Maulina with the title Whatsapp audio and video based instimulating students' self-confidence and innovation to speak English. (Journal of The Asian EFL Journal November 2019. Vol 23. Issue 6.3). Maulina's research uses new media to improve English in foreign language skills. The equation with this research is the use of new media in improving English language skills in the object of research study.

Previous research was carried out by with the title Acquisition of English Vocabulary English Language Students in the video-based CALL Program. (The Asian EFL Journal December 2010. Journal 12. Issue 4). Lu-Fang Lin's research uses video-based computers to help English learning programs. The research equation with Lu-Fang Lin's research is the second research using video media in helping English learning programs.

This research was previously conducted by Elena Maluskho with the title Development of foreign language listening competence of a master student in an authentic professional podcast environment of higher educational institutions. (The Asian EFL Journal May 2019 Journal. Vol 23. Issue 3.2). Elena Maluskho's research uses a podcast which is one of the new media to
develop communicative competence. The equation of this research with Elena Maluskho's research is that both of these studies use new media.

This research was previously conducted by Princess Love Nario with the title The Effects of Video Subtitles on the Grammar Proficiency of Grade Seven Students. (The Asian EFL Journal March 2019 Journal. Vol 21. Issue 2.2). Princess Love Nario's research uses video subtitles to improve grammar skills. What this research has in common with Princess Love Nario's research is that both of these studies use video media to help improve grammar skills.

This research was previously conducted by Dan Feng under the title Effects of English Subtitled Video on the Test Performance of Filipino Students Learning Mandarin. (The Asian EFL Journal May 2019 Journal. Vol 23. Issue 3.2). Dan Feng's research uses video subtitles for foreign language performance. The similarity of this research with Dan Feng's research is that both of these studies use video media to help improve the performance of foreign languages.

This research was previously conducted by Uswatun Hasanah with the title Students' Perception on the Implementation of Islamic Science Integration in English Teaching Materials. (The Asian EFL Journal May 2019 Journal. Vol 23. Issue 3.4). Uswatun Hasanah's research explains that English has become an international language that is accepted in accordance with today's rapid world development. In addition, in the economic field requires people to have English language skills. The similarity of this research with Uswatun Hasanah's research is that both of these studies review that the use of English is important to be studied by the masses, both in economic terms such as tourism.

This research was previously conducted by Mehmet Haldun Kaya with the title Constructing, Reconstructing and Developing Teacher Identity in Supportive Contexts. (The Asian EFL Journal January 2019. Vol. 21. Issue 1). Rich Mehmet Haldun's research uses video as a tool to help teach something. The similarity of this research with Mehmet Haldun Kaya's research is that both of these studies use video media to help improve learning or stimulation.

This research was previously carried out by I Wy Dirgeyasa with the title The Study of Needs Analysis of Tourism Topics and English Linguistic Features through Local-based Needs at the Golden Triangle Tourism Destination in North Sumatra Province Indonesia. (Journal of The Asian EFL Journal August 2015. Issue 86). I Wy Dirgeyasa research get relevant topics using
English. The equation of this study with the study of I Wy. Dirgeyasa is the second of this research using English to stimulate English in tourism.

This research had previously been carried out by Ángel Garralda Ortega with the title A Case for Blended EAP in Hong Kong Higher Education. (Journal of The Asian EFL Journal September 2018. Vol 20. Issue 9.2). Ángel Garralda Ortega's research uses video as a tool to help stimulate students to remember learning in school. The similarity of this research with Ángel Garralda Ortega's research is that both of these studies use video media to help learn something.

This research was previously conducted by Tusyanah Tusyanah with the title Utilizing Local Guide to Improve EFL Students' English Writing Skill: An Outdoor Learning Process Strategy. (Journal of The Asian EFL Journal September 2018. Vol 20. Issue 9.1). Tusyanah Research Tusyanah uses google maps to help students who want to learn English, google maps is a new type of media. The similarity of this research with Tusyanah Tusyanah research is that both of these studies use new media as a tool for learning media in English.

This research was previously conducted by Shu-Chin Su with the title A Qualitative Research of the Difference in Learning Styles between Chinese and Taiwanese English Major Students. (The Asian EFL Journal June 2018 Journal. Vol 20. Issue 6). Shu-Chin Su's research uses videos to teach English skills to students because the use of videos can be more effective for them to understand. The similarity of this research with the Shu-Chin Su research is that both of these studies use video as a tool for English learning media, because video is more interesting.

This research was previously conducted by Mufeeda Irshad with the title Self-instructional material-centered multimedia computer programs: A solution to the challenges of large heterogeneous teacher-fronted classes. (Journal of The Asian EFL Journal June 2018. Vol 20. Issue 6). Mufeeda Irshad's research in improving English language skills, so he applied it by watching videos, this is because people can see and listen to reading. Because watching will be more effective than just reading and this is also done so that people are interested in learning it. The similarity of this research with Mufeeda Irshad's research is that both of these studies use video as a tool for English learning media, to stimulate the public to be more interested in improving their English language skills.
This research was previously conducted by Chin-Wen Chien with the title Taiwanese EFL undergraduates' self-correction of pronunciation problems and their strategies. (The Asian EFL Journal June 2018 Journal. Vol 20. Issue 6). The Chin-Wen Chien study explained that respondents felt they benefited from watching a video about explanation and introduction in the use of English. He revealed by watching the video, there was an explanation of how to use pronunciation patterns correctly that could help him. The similarity of this research with the Chin-Wen Chien research is that both of these studies can be seen that video has a good visual communication goal to the public.

This research was previously conducted by Renia Lopez-Ozieblo with the title Testing task difficulty evaluating parameters and identifying gestures as a valid indicator. (Journal of The Asian EFL Journal June 2018. Vol 20. Issue 6). Renia Lopez-Ozieblo's research explained that the respondents found it easy to learn English language skills using video. This can be seen in the results of his research, that 60% of respondents felt the use of video can facilitate them in understanding. The similarity of this research with Renia Lopez-Ozieblo's research is that both of these studies can be seen that the video in delivering messages is very good.

This research was previously conducted by Fatimah Alhamamah with the title Saudi Female EFL Learners' Perceptions of Their Language Learning Experiences: A Metaphor Analysis. (Journal of The Asian EFL Journal June 2018. Vol 20. Issue 6). Fatimah Alhamamah's research explains that her respondents learn English, by overshadowing the conversations they hear in video games. Video games themselves belong to a new type of media, just like Instagram. The similarity of this research with Fatimah Alhamamah's research is that both of these studies use new media.

This research was previously conducted by Chi-yin Hong with the title Learning Culinary English through Food Projects - What do Students Think ?. (The Asian ESP Journal Journal December 2019. Vol 15. Issue 3). Chi-yin Hong's research explains that now with growing international tourism trends, more attention will be directed towards English communication skills. Because of the need to develop English communication skills in a tourism area, little pedagogical attention has been given to those from the surrounding community. This may be due to their low motivation to learn English, which in turn can cause their English usage performance to be relatively lower. The similarity of this research with Chi-yin Hong's research is that both of
these studies reviewed the importance of English language skills by the people around the tourism area.

This research was previously conducted by Dexter Sigan John with the title The GrandLit Prix Platform: A Constructive Tool to Support Literature Learning. (The Asian ESP Journal Journal October 2019. Vol 15. Issue 2). Dexter Sigan John's research explains that technology is constantly evolving, so that people are aggressively using video games as a means of entertainment and also to increase skills in the use of English. Video games are a new type of media, where Instagram is also included in new media, besides that Instagram also has the same video features as video games. The similarity of this research with Dexter Sigan John's research is that both of these studies are reviewing in terms of new media.

This research was previously conducted by Nadya Supian with the title The A Case Study on Vocabulary Learning Strategies in Malaysia: Implications for Teaching and Learning. (The Asian ESP Journal Journal October 2019. Vol 15. Issue 2). Nadya Supian's research explains that recently, new directions in vocabulary learning have become bolder, as researchers now explore learning English vocabulary through massive video games and multiplayer online role-playing games. The use of learning English skills with video games which is a new type of media is also the same as Instagram, where Instagram is used by the community to add to their skills in English. The similarity of this research with Nadya Supian's research is that both of these studies review in terms of new media, where new media is able to influence the public in learning English skills.

This research was previously conducted by Tran Thi Thu Huong with the title English Language Needs in Listening and Speaking Skills of Police Officers in Vietnam: Basis for ESP Syllabus Design. (The Asian ESP Journal Journal December 2018. Vol 14. Issue 7.2). Tran Thi Thu Huong's research explains the importance of English language skills for communicating with foreign visitors, this is because it enriches the response. The similarity of this research with Tran Thi Thu Huong research is that both of these studies reviewed the importance of English language skills for communicating with foreign tourists.

This research was previously conducted by Tran Tryanti Abdulrahman with the title TED Talks as Listening Teaching Strategy in EAP Classroom. (The Asian ESP Journal Journal November 2018. Vol 14. Issue 6). Tran Tryanti Abdulrahman's research revealed that students preferred
learning to use video and this would improve their listening skills including accent, vocabulary, pronunciation, word meaning and sentence patterns. The similarity of this research with Tran Tryanti Abdulrahman's research is that both of these studies reviewed that the public now prefers the use of video as a learning tool.

This research was previously conducted by Jovila S. De Vera with the title Oral Communication Skills in English among Grade 11 Humanities and Social Sciences (HUMSS) Students. (The Asian ESP Journal Journal October 2018. Vol 14. Issue 5). Jovila S. De Vera's research revealed that in the Philippines lack of English language skills in. The use of English in Iran is still not widely used by the public. The similarity of this research with Jovila S. De Vera's research is that both these studies of English language skills can motivate the community in building economic empowerment.

This research was previously conducted by Khusnul Khotimah with the title Video Project in ESP Classroom: A Way to Promote Autonomous Learning in a Big Class. (The Asian ESP Journal Journal October 2018. Vol 14. Issue 5). Khusnul Khotimah's research revealed that teachers must train students to be more independent in learning English. This study investigates how video projects can help students learn English use skills. The similarity of this research with the research of Khusnul Khotimah is that both of these studies of English language skills can motivate people to improve their English skills.

This research was previously conducted by Nurhuda Mohamad Nazri with the title The Effectiveness of using Mindomo as a Pre-Writing Tool in Improving Writing Scores among ESL students. (The Asian ESP Journal Journal October 2018. Vol 14. Issue 5). Nurhuda Mohamad Nazri's research revealed that the use of video can maximize one's skills in the use of English. This study investigates how videos can help students learn additional information about topics and also act as stimuli to generate more thoughts about English and also produce more production and idea development. The study also revealed that the video project can be used as a medium in improving pronunciation, grammar and writing skills. The similarity of this research with Nurhuda Mohamad Nazri's research is that both of these studies use video to improve English language skills, so that people can focus more on essay content and mechanics such as spelling, punctuation and sentence structure.
This study was previously conducted by Troy Miller under the title each Interactive Strategy with Video Clips (Journal of The Asian EFL Journal October 2012. Vol 63). Troy's research uses video as a way to model interactive strategies. This paper discusses the theoretical background behind interactive strategies, interactions and learning, and NPRMing. The similarity of this research with Troy Miller's research is that both of these studies use video media in helping to learn something.

This research was previously conducted by Mehmet Asmalı with the title The Effects of the Synectics Model on Vocabulary Learning, Attitude and Desire to Learn English (The Asian EFL Journal September 2016. Journal Vol. 18 Issue 3). Mehmet Asmalı's research improves the Synectics Model in vocabulary learning. The similarity of this research with Mehmet Asmalı's research is that both of these studies study English.

This research was previously carried out by Nadezhda Chubko entitled Video making as a way to improve students' grammar knowledge: A case study of teaching grammar in the academic English classroom (Journal of The Asian EFL Journal February 2017. Issue 98). Nadezhda Chubko's research uses video to improve the performance of grammar tests. The similarity of this research with Nadezhda Chubko's research is that both of these studies study using video as a medium for improving English grammar.

This research was previously conducted by Handoyo Puji Widodo entitled Video-mediated listening tasks in the EAL classroom: associopragmatic perspective (Journal of The Asian EFL Journal January 2015. Issue 81). Handoyo Puji Widodo's research uses video using video as a tool. The similarity of this research with Handoyo Puji Widodo's research is that both of these studies study using video as the medium.

Previously, this research was conducted by Takeshi Sato entitled Do multimedia-oriented visual glosses really facilitate EFL vocabulary learning? A comparison of planar images with three-dimensional images (Journal of The Asian EFL Journal December 2010. Vol 12. Issue 4). Takeshi Sato's research examines the superiority of multimedia-oriented gloss compared to traditional glosses. The similarity of this research with Takeshi Sato's research is that both of these studies study using new media.
This research was previously carried out by Gay Maribel Lynda M. Mina, the title Do multimedia-oriented visual glosses really facilitate EFL vocabulary learning? : A comparison of planar images with three-dimensional images (The Asian EFL Journal May 2019 Journal. Vol 23. Issue 3.4). Gay Research Maribel Lynda M. Mina explores the pedagogical practices of general preschool teachers throughout the development of children's language skills. Specifically, this illustrates the extent of the use of pedagogical practices by general preschool teachers along developmental domains such as language skills. The similarity of this research with Gay Maribel Lynda M. Mina's research is to improve practice for language skills.

This research was previously carried out by Kasnadi entitled Integrating Humanitarian Values in Teaching Translation of Indonesian Aphorisms into English (Journal of The Asian EFL Journal May 2019. Vol 23. Issue 3.4). Kasnadi's research examines the excellence of exploring the quality of students' translation of traditional Indonesian aphorisms into English. What this research has in common with Kasnadi's research is that both of these studies use English for teaching translation of traditional Indonesian pearls of wisdom that are included in Indonesian culture.

This research had previously been carried out by Irawinne Rizky Wahyu Kusuma entitled Impact of Tourism Industry-driven Media Communication in Students' Speaking Ability (Journal of The Asian EFL Journal November 2019. Vol 23. Issue 6.3). Irawinne Rizky Wahyu Kusuma's research improves his quality as a prospective workforce, one of which is the provisioning or training in English speaking skills. The similarity of this research with Irawinne Rizky Wahyu Kusuma's research is that both of these studies improve English speaking skills for tourism.

This research had previously been conducted by Franscy entitled The Effectiveness of Contextual Teaching and Learning Approach on the Students' Argumentative Writing Skills (Journal of The Asian EFL Journal October 2019. Vol 25. Issue 5.1). Franscy's research measures the effectiveness of contextual teaching and learning approaches (community learning techniques and inquiry learning techniques) on the argumentative writing skills of students in English Language Education Program students. The similarity of this research with Franscy's research is that both of these studies improve the ability to write in English.

This research was previously conducted by Syafrial entitled The Empowerment of Facebook in Language Learning at The University (The Asian EFL Journal October 2019. Vol 25. Issue 5.1).
Syafrial's research applies Facebook as a medium to increase student participation and creativity. The similarity of this research with Syafrial's research is that both of these studies use new media.

This research had previously been conducted by Siti Hajar Larekeng entitled Spices Learning Model in Maximizing the Students’ Writing Skills (Journal of The Asian EFL Journal November 2018. Vol 20. Issue 11). Siti Hajar Larekeng's research applying the SPICES learning model significantly maximizes writing skills. The similarity of this research with the research is Siti Hajar Larekeng, both of these studies improve writing skills in English.

This research had previously been conducted by Afif Rofii entitled The Effectiveness of Contextual-Based Academic Writing Learning Model (The Asian EFL Journal November 2019 Journal. Vol 23. Issue 6.3). Afif Rofii's research applies testing the effectiveness of a hypothetical learning model of writing. The similarity of this research with the research is Afif Rofii both of these studies improve writing skills in English.

This research was previously conducted by Liesel Hibbert entitled Improving Student's Performance in English as Language of Learning and Teaching in Teacher Pre-service Education (Journal of The Asian EFL Journal 2019. Vol 14. Issue 2). Liesel Hibbert's research creates space for students' ability to read and respond to texts and build confidence in their abilities. The similarity of this research with the research is Liesel Hibbert both of these studies improve writing skills in English.

This research was previously carried out by Chili Li entitled Language Difficulties of EAP Learners at English-medium Contexts: A Case Study of Chinese Tertiary Students at XJTLU in Mainland China (The Asian EFL Journal 2019 Journal. Vol 69). Chili Li's research investigates sources of language difficulties among EAP students studying at English-language universities in Mainland China. The similarity of this research with the research is Liesel Hibbert both of these studies improve writing skills in English.

This research was previously carried out by Mahmoud A. Al-Khatib entitled English In The Workplace: An Analysis Of The Communication Needs Of Tourism And Banking Personnel (The Asian EFL Journal Journal. Vol 7. Issue 2). Mahmoud A. Al-Khatib's research examines the communication needs of personnel at work by explaining their perceptions of needs, wants
and shortcomings. It also seeks to explore workers' attitudes towards English and the use of English in the workplace. The similarity of this research with the research is Mahmoud A. Al-Khatib both of these studies improve English skills.

Tourism communication plan is tourism depends heavily on communication either to communicate the interaction, or to communicate between companies, among other factors. In technological and media terms, tourism communication takes place in various forms, either printed, television, radio, internet, among others. (https://germantourist.marketing/tourism-marketing-plan-definition/)

Enabling skills for communication listening comprehension is enable by a number of sub skills. These have been presented as a taxonomics and lists of varying length and level of detail. (https://books.google.co.id/books?id=7C4lDwAAQBAJ&pg=PA215&dq=definition+skill+of+second+language&hl=en&sa=X&ved=0ahUKEwifw4-ysKvnAhUYb30KHdZTCnsQ6AEIKDAA#v=onepage&q=definition%20skill%20of%20second%20language&f=false)

New media as new cultural forms which are native to computer or rely on computers for distribution web sites. human-computer interface, virtual worlds, VR, multimedia, computer games, computer animation, digital video, special effects in cinema and net films, interactive computer installations. (https://books.google.co.id/books?id=Z8RhVp7B5uAC&printsec=frontcover&dq=new+media+definition&hl=en&sa=X&ved=0ahUKEwjz1KqYx6vnAhXFSH0KHQhpAQ8Q6AEIKTAA#v=onepage&q=new%20media%20definition&f=false)

Image 1

Tourism Communication Plan
Method

This research uses quantitative. Questionnaires were distributed to five tourist areas in Indonesia, namely the cities of Bukittinggi, Bandung, Yogyakarta, Banyuwangi and Bali and Sarawak. The number of respondents was 117. Respondents were tourists who visited the five regions throughout 2018 and 2019. And provided opinions on Instagram video accounts of five tourist destinations in Indonesia and Sarawak.

The validation and reliability of the instruments obtained by this study are valid and reliable. Both of these variables are valid and reliable, so they can proceed to the next stage.

**Table 1**

**Validity and Reliability of Research Variables**

<table>
<thead>
<tr>
<th>Validity</th>
<th>Reliability</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New media variable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KMO = .88</td>
<td>r = .89</td>
<td></td>
</tr>
<tr>
<td>Significant = .000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable foreign language skills</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KMO = .78</td>
<td>r = .82</td>
<td></td>
</tr>
<tr>
<td>Significant = .000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Results

New media has descriptive values which are generally positive. In the variable tourism communication there are dimensions of communication goals, communication strategy, advertising media, media and responsibility and performance. While the dependent variable is foreign language skills, consisting of dimensions presented as a taxonomies and lists of varying lengths and levels of detail. The following results describe the results of this study.

Table 2

<table>
<thead>
<tr>
<th>Variabel</th>
<th>4 Agree Positive</th>
<th>3 Positive</th>
<th>2 Disagree</th>
<th>1 Extreme Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Communication goals</td>
<td>81%</td>
<td>1%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>2. Communication Strategy</td>
<td>73%</td>
<td>6%</td>
<td>18%</td>
<td>3%</td>
</tr>
<tr>
<td>3. Advertising Media</td>
<td>82%</td>
<td>2%</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>4. Timing and Responsibility</td>
<td>79%</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>
5. Performance Review

Foreign language skills

1. presented taxonomics

2. lists of varying length and level of detail

One form of statement of new media variables on the communication goals dimension is:

1. The Instagram video "Harau, in Bukittinggi" is very beautiful:
   1) Very Not Beautiful
   2) Not Beautiful
   3) Beautiful
   4) Very Beautiful

2. Instagram video "Harau in Bukittinggi" effective video duration:
   1) Very ineffective
   2) Not effective
   3) Effective
   4) Very Effective

The form of statement of foreign language skills variables is English:

1. The text in the Instagram video "Gunung Mulu National Park" is very organized
   1) Very irregular
2) Irregular
3) Organized
4) Very organized

2. Short text in Instagram videos, although very brief, but can provide information about the destination that I am going to:
   1) Very ineffective
   2) Not effective
   3) Effective
   4) Very effective

Simple regression results that get the results of the study have a simple linear regression value is a value of $r = .89$, meaning that the value of $r$ square is a strong influence of new media on foreign language skills.

Because the video has a sound that can be heard by the public. Then these two variables can have a very strong influence. The null hypothesis is rejected because it is accepted in the reality of the results of this study.

**Discussion**

The dimension of communication goals in the new media of this research is the positive tendency of positive responses from respondents is very large. It can be seen that Instagram video has a good visual communication purpose in the video which is a marketing destination for tourist destinations in Indonesia and Malaysia. There were also some respondents who stated negative directions because the purpose of delivering messages on Instagram videos was not understood by consumers.

The dimension of communication strategy has positive goals. This was responded by respondents in responding to Instagram video tourist areas in Indonesia and Malaysia. It can be seen that Instagram video in conveying the message of tourist destinations is very good. Because respondents gave very positive responses. But there are also some who stated negative. According to respondents the communication strategy used in Instagram videos is not very good. Because the message is piling up in several videos.
The dimensions of advertising media were responded by respondents very positively. All respondents' answers were positive. Indonesian respondents strongly respond to advertising media as an important part of delivering information today. Because respondents can immediately see advertisements offered for tourist destinations. There are some respondents who answered negative. Because this dimension is no different from advertisements in mainstream media.

The Timing and responsibility dimension has a very good response from respondents. Respondents responded to the research statement well. They stated the timing and responsibility of Instagram video is very appropriate in showing videos of tourist destinations that tourists will visit. There are also some respondents who stated negative. Because according to them the timing and responsibility cannot find out more information. Users only know a little information, desired tourist destinations.

The performance review dimension has positive descriptive values. Respondents stated that the review performance from Instagram videos was very positive. Because with the beauty of images in videos placed on Instagram. Currently many users have Instagram accounts. Because only pictures and videos can be placed in this media. However, there are some respondents who answer with negative content. Because they don't like Instagram videos that are very short in duration. While tourists need more information about the tourist areas they are going to.

While the next variable presented as a taxonomics has a positive descriptive value in responding to statements from respondents. Although the text in Instagram videos is very short. But taking pictures will determine the results of an interesting Instagram video. There are some respondents who responded non-positively. For some Instagram visitors the video is very short. While respondents need complete information.

The next dimension is the list of varying lengths and levels of detail. The second dimension of the dependent variable is also positive. Respondents considered the varying length of detail to be very appropriate in the Instagram video on the destination tour. But there are some things that are negative results.

The results of these two new media variables have a strong influence on foreign language skills in the tourist area. This can be seen by descriptive of both variables. Both variables get positive
descriptive results both. And an impact on the simple regression of these two variables. Like previous research by Reza Taghizadeh. Both of these studies have acceptable alternative hypotheses. Likewise, previous research conducted by Ikhfi Imaniah where alternative hypotheses can be accepted.

**Conclusion**

Descriptive data of the two variables of this study are all positive. So that the two variables are continued in linear regression. And the result is that these two variables have a strong influence. And the results of the study are the same as previous studies. Both the results of descriptive and simple linear regression.

**Acknowledgment**

The researcher and team would like to thank the Dean of the Faculty of Social Sciences and head of research, Universitas Negeri Jakarta, Indonesia; The regional governments of West Sumatra, West Java, Jakarta, Yogyakarta, Banyuwangi and Bali. The researcher also thanked the research team so that the results of this research were good.

**References**


