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The Role of Local Creativity in Cultural Tourism Development: Online Analysis of Social Media in Medan

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Abstract

Cultural tourism has an important role in promoting the richness of a region and strengthening local identity. However, in developing cultural tourism potential, aspects of local creativity often do not receive sufficient attention. This research aims to understand and explore the potential of local creativity as a valuable asset in enriching cultural tourism experiences by utilizing social media, especially in Medan. The research method used is a qualitative method. The research results show that the role of social media is very influential in the development of cultural tourism in Medan. The use of technology such as smartphones has become a daily activity for people to share experiences and creative content that promotes cultural tourism in Medan. However, the use of social media in the context of cultural tourism in Medan is not yet optimal, so further development efforts are needed. Thus, this research provides a strong basis for continuing the exploration and use of social media in the development of more effective and sustainable cultural tourism in Medan.

Keywords: Creativity; Cultural Tourism; Medan; Social Media

1. Introduction

Indonesia, with its abundant cultural riches, has long been a major tourism destination in the world. Its diverse cultural heritage, from rich local traditions to stunning natural beauty, has attracted the attention of millions of tourists from all over the world. Cultural tourism has become one of the main pillars in efforts to develop the economy and promote Indonesia's cultural heritage globally. As a country rich in cultural diversity, Indonesia offers a unique experience for tourists who want to explore the rich culture and history of each region. Medan, as one of the main cultural destinations in Indonesia, plays an important role in showcasing Indonesia's cultural diversity to the world. Therefore, in the context of developing cultural tourism, the role of local creativity and digital technology is very important in attracting tourist interest and promoting the cultural charm of Medan globally. In this context, the creativity of local communities reflects a region's unique cultural identity and can be a major attraction for tourists seeking authentic experiences. In addition, the development of digital technology, especially through social media, has changed the way tourism communication and promotion is carried out. Social media provides a wide platform for local people to promote their culture directly to potential tourists around the world.

Social media is digital technology that facilitates individuals to interact, communicate, produce and share messages with other people online [1]. This social media phenomenon has changed the way we communicate, share experiences, behave, and even consumer habits. In the tourism context, social media can function as a platform to promote destinations, influence travel decisions, and expand market reach.

Indonesia, with its abundant cultural riches, has long been a major tourism destination in the world. Its cultural diversity offers unique experiences for tourists [2] Medan, as one of Indonesia's cultural hubs, plays a vital role in showcasing this diversity globally. The role of local creativity and digital technology is crucial in this effort (Diana-[3]).

Social media, as a digital platform, facilitates interaction and communication [4]. It has transformed tourism promotion by enabling direct engagement between local communities and potential tourists. However, the role of local creativity in utilizing social media for cultural tourism in Medan remains underexplored [5]. This study aims to address this gap and examine how social media promotes Medan's cultural attractions.

However, although the importance of local creativity and the influence of social media in the development of cultural tourism has been widely recognized, there is still little research that specifically pays attention to the relationship between these two elements in the Medan region. Therefore, this research aims to fill this knowledge gap by analyzing online discourse on social media related to cultural tourism in Medan.

Several studies that discuss creativity and cultural tourism via social media:

1. Mukhles M. Al-Ababneh, 2020. Creative cultural tourism as a new model of the relationship between cultural heritage and tourism.
2. Diana-Cristina Pinte, Alina Badulescu, 2020. The Cultural And Creative Tourism-Sustainable Opportunity For Economic Development.
3. Yunice Zevanya Surentu, Desie M. D. Warouw, Meiske Rembang, (2020). The Importance of Websites as Information Media for Tourist Destinations at the Minahasa Regency Culture and Tourism Office.
4. Arif Zunaidi, Nofirman, Juliana, Rully Novie Wurarah, (2022). The Impact Of The Development Of Cultural Tourism On The Cultural, Economic, And Social Aspects Of Local Communities.
5. Ade Irma Suryani Sitorus, (2022). The Influence of Social Media Marketing on Tourists' Visiting Intentions at Natural Tourism Destinations in North Sumatra.

Through this approach, we can gain a deeper understanding of how local creativity is reflected and promoted through social media. Thus, this research not only provides new insights into the dynamics of cultural tourism in Medan, but also provides a solid basis for developing sustainable and highly competitive tourism strategies.

2. Literature Review

2.1. Definition of Social Media

Social media, according to Andreas Kaplan and Michael Haenlein, is "a digital phenomenon that has changed the way we communicate, interact and share information in the modern era." They explain that social media is a group of internet-based applications that allow users to create, share, and exchange independently generated content." Kietzmann also supports this definition by emphasizing that "Social media uses Web 2.0 technologies and ideologies to facilitate interactions between individuals in connected social networks." In this context, social media can be considered as an online ecosystem that allows us to connect with other people, express opinions, share experiences, and form social relationships without geographic or time limits. This shows how important the role of social media is in shaping social and cultural dynamics in the current digital era. These platforms serve as ecosystems that enable users to connect, share experiences, and influence travel decisions globally [6].

2.2. Social Media as a Means Of Promoting Cultural Tourism

Social media has become a very effective tool in promoting tourism culture throughout the world. With the ability to reach a global audience instantly, platforms like Instagram, Facebook and Twitter enable countries and tourism destinations to introduce their rich culture to the world. Through photos, videos, stories and reviews from users, social media allows destinations to showcase their natural beauty, cultural heritage, local cuisine, cultural events and other unique experiences directly to potential tourists. With the right content strategy and use of relevant hashtags, cultural tourism promotion campaigns on social media can create huge buzz and attract tourist interest. Direct interaction between tourists and tourism organizers through comments, private messages and live streaming also allows for deeper connections and more personalized experiences for potential tourists, which can influence their decision to visit the destination. Thus, social media has opened the door to promoting cultural tourism more easily, affordably and effectively, which in turn can increase public interest and participation in preserving and appreciating their own cultural heritage. The integration of social media amplifies its reach, allowing local creativity to gain international recognition [7].

3. Research Methods

This research aims to understand the role of local creativity in the development of cultural tourism in Medan using a qualitative approach. This approach allows us to explore content posted online by social media users related to cultural tourism in Medan. The research method used is a qualitative research method. Qualitative research methods are research methods that are rooted in philosophy and are used in scientific contexts, especially in experiments, where the researcher acts as the main instrument. This approach emphasizes the use of qualitative data collection and analysis techniques to explore and understand the meaning of the phenomenon being studied [8]

With data collected through analysis of content posted online on social media platforms such as Instagram, Twitter, and Facebook. Researchers conducted a search using keywords and hashtags related to cultural tourism in Medan to identify relevant content. To ensure qualitative warrantability, we followed the principle of triangulation by examining the consistency of findings between different social media platforms. This helps validate the findings and strengthen the reliability of the interpretation. By utilizing data found online through social media, this research aims to provide insight into the role of local creativity in the development of cultural tourism in Medan.

4. Results and Discussion

4.1. Instagram

As we know, Instagram is an application or social network that previously aimed to share photos with other users. But for now, Instagram can not only share photos, but can also share videos, discussion communities and also online shopping.

Therefore, researchers use this application as a material for analyzing the development of cultural tourism through local creativity in Medan. Several Instagram accounts used for analysis are @dinaspariwisatakotamedan, @exploremedan, @wisatamedansumut, @adventure_sumut and @explorewisatasumut. These accounts are examples of social media that promote cultural tourism in Medan with their own local creativity.

From these five accounts, it can be concluded that it is not only the tourism department as the government that is promoting Medan, but also local people are using their creativity to make Medan better known to the general public. While there are similarities in how they promote cultural destinations, there are also uniqueness and variations in the approaches used by each account. This shows that the people of Medan have various ways to express their cultural richness through social media platforms.

Thus, it can be concluded that the role of Instagram as a medium for promoting cultural tourism in Medan is very significant. Through the local creativity that radiates through these accounts, Medan is becoming more widely known and has a stronger attraction for local and foreign tourists.

4.2. Facebook

Like Instagram, Facebook is also a social network that allows users to connect with family, friends and other people around the world. Users can share status updates, photos, videos, as well as interact through comments, likes and various other features. Facebook also provides groups, pages, and events features that allow users to engage in various communities based on specific interests, locations, or topics. Therefore, this application is also often used by local communities and the government to be creative in promoting Medan cultural tourism.

It can be concluded from these accounts and hashtags that it is not only the Medan government that is promoting it but the local community is also playing a role. Even nowadays, influencers, artists, actors or celebrities also play a big role in introducing the city of Medan. The use of Facebook as a tool to promote Medan cultural tourism increasingly shows how important the role of social media is in introducing tourist destinations to a wide audience. Through various active accounts and hashtags, both from local governments, local communities and well-known figures, Medan has succeeded in continuing to gain positive exposure in the eyes of the public.

With a variety of shared content, including photos, videos and information related to cultural activities, Facebook provides a broad platform for all parties to contribute to promoting the beauty and cultural richness of the city of Medan. This also reflects the spirit of collaboration between various entities in advancing cultural tourism, both from the government level to individuals who care about local cultural heritage.

With the continued development of the use of social media as a promotional tool, it can be hoped that Medan cultural tourism will continue to receive wider attention, both from domestic and foreign tourists. This will not only be beneficial for the growth of the tourism industry, but also for the maintenance and development of the cultural riches that are the identity of the city of Medan.

4.3. Facebook

Twitter is a social media platform that allows users to share thoughts, news, and information in a short text format called a "tweet." Launched in 2006, Twitter is popular for its ability to spread information quickly through its "retweet" feature. Additionally, users can follow other accounts to get the latest updates on topics of interest. Twitter is also used for discussions, debates, campaigns and communication between various entities such as media, politicians and celebrities. Therefore, Twitter is no less important than Instagram and Facebook as a medium for promoting cultural tourism and developing cultural and local tourism.

Twitter, like Facebook and Instagram, is a platform that is no less important in promoting and developing cultural and local tourism. Through features such as "tweet" and "retweet," information about Medan's cultural tourism destinations can quickly spread widely among Twitter users. Apart from that, hashtags can also be used to organize and follow conversations about Medan cultural tourism more regularly. With support from image media and active hashtags on Twitter, visitors' interest and curiosity about Medan cultural tourism can continue to increase. This opens up new opportunities for local governments, local communities and tourism industry players to collaborate in introducing and developing the cultural tourism potential of the city of Medan. Thus, Twitter has become an important tool in efforts to expand the reach of Medan's cultural tourism promotion and strengthen its position as an attractive tourist destination.

4.4. Tiktok

TikTok has emerged as a powerful medium for promoting Medan's cultural attractions. Creative short videos showcasing local festivals and traditions resonate with a broad audience, especially younger generations [9]. TikTok is a social media platform that allows users to create, edit, and share short videos of short duration, usually between 15 to 60 seconds. Launched in 2016,

TikTok has become extremely popular worldwide, especially among the younger generation. Users can add music, visual effects and filters to their videos, creating creative and entertaining content. TikTok has a big influence as a media for promoting cultural tourism in Medan and strengthening local creativity because this platform allows users to directly express the beauty and uniqueness of Medan culture through interesting short videos. TikTok users can share moments from cultural festivals, traditional arts performances, local culinary delights and other tourist attractions in an entertaining and engaging way.

Apart from that, TikTok also provides opportunities for local people, including artists, musicians and other cultural actors, to introduce their creativity to the world at large. By creating unique and interesting content, they can become Medan cultural tourism ambassadors on this platform, attracting potential tourists to visit the city. This can be seen through accounts such as the Medan city tourism office, the explore Medan hashtag, the Medan tourism hashtag and so on. Thus, TikTok is not only a forum for promoting Medan cultural tourism but is also an effective means of strengthening local cultural identity and increasing appreciation of the cultural heritage of the city of Medan.

It can be concluded that the use of various social media platforms such as Instagram, Facebook, Twitter and TikTok has become an effective strategy in promoting Medan cultural tourism. The various accounts and hashtags active on these platforms strengthen Medan's exposure as an attractive tourist destination, highlighting its rich culture and local uniqueness. Through local creativity reflected in the content shared by both the general public and local government, Medan has succeeded in gaining wider attention from various groups, including potential tourists. This shows that the local community and government have played quite an active role in promoting Medan cultural tourism through social media. However, there is still potential to further improve the promotion of Medan cultural tourism by involving more parties, such as tourism industry players, local communities and influencers. With strong collaboration between various entities, Medan cultural tourism can continue to develop and become a more popular destination for local and foreign tourists.

5. Conclusion

It emphasizes how social media platforms like Instagram, Facebook, Twitter, and TikTok have become instrumental in showcasing Medan's cultural richness to a global audience. Through these platforms, the local community and government have actively engaged in promoting Medan's cultural attractions, leveraging their creativity to attract tourists and increase public interest in the city's cultural heritage.

Furthermore, local narratives and myths, as explored in [10] can provide unique value to cultural tourism promotions. The research underscores the need for more focused studies on the relationship between local creativity and social media in Medan's cultural tourism context. Despite the acknowledged significance of both elements, there remains a gap in understanding how they intersect and contribute to the promotion of cultural tourism in the region. By analyzing online discourse on social media, the research aims to provide insights into the dynamics of this relationship, offering valuable perspectives for the development of sustainable tourism strategies.

In conclusion, the emphasizes the effectiveness of utilizing social media platforms as tools for promoting Medan's cultural tourism. It acknowledges the proactive involvement of the local community and government in leveraging their creativity to enhance Medan's appeal as a cultural destination. However, it also highlights the potential for further collaboration and improvement in cultural tourism promotion, suggesting opportunities for partnership with tourism industry players, local communities, and influencers to continue advancing Medan's cultural tourism sector.

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