

# TAHURA WAN ABDUL RAHMAN ECOTOURISM ON SOCIAL MEDIA

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## Abstract

This study aims to analyze the representation of ecotourism of the Wan Abdul Rachman Forest Park (Tahura) on social media as part of a digital communication strategy in developing sustainable ecotourism. The method used is descriptive qualitative with a digital content analysis approach. Data were collected through the Brand24 and Google Trends platforms during the period March to June 2025. The results of the analysis show that mentions of Tahura on social media are still very limited and all come from non-social media such as news portals and scientific repositories. The sentiment that emerged was neutral, without the involvement of influencers or prominent digital campaigns. Meanwhile, Google Trends data shows that search interest in Tahura is very low and was only recorded in Lampung Province, with one spike in searches during the analysis period. This finding reflects that the digital presence of Tahura Wan Abdul Rachman is still minimal, both in the form of social media discussions and online searches, and is not yet widespread geographically.

**Keywords :** Tahura Wan Abdul Rachman, ecotourism, social media, digital communication.

## INTRODUCTION

Nature tourism or ecotourism is one form of tourism that is experiencing rapid development in the current digital era. Ecotourism not only offers a pleasant recreational experience, but also plays an important role in providing education and increasing environmental awareness to the wider community (Purnomo, 2020). In the context of sustainability, ecotourism functions as a tool for nature conservation as well as empowering local communities and an effective medium for conservation education (Journal of Tourism and Creativity, 2024).

One of the ecotourism destinations that has great potential is the Wan Abdul Rachman Forest Park (Tahura) located in Lampung Province. This area not only functions as a conservation area with high biodiversity, but also as a natural tourist destination that offers various ecotourism activities such as trekking trails, deer breeding, Youth Camp, and geological uniqueness such as layered rocks and caves. The existence of this area is close to the city center of Bandar Lampung and is supported by adequate transportation

infrastructure, making it very potential to be developed as a major ecotourism destination in Lampung. Ecotourism development in Tahura WAR refers to the Community Based Tourism (CBT) approach, namely involving local communities directly in the management and development of tourist destinations. This community participation is important to ensure the sustainability and balance between environmental conservation and improving the socio-economic welfare of the surrounding community.

Along with the rapid development of information technology, social media has become the main means of disseminating information, promoting tourist destinations, and building a positive image of tourist areas. Platforms such as Instagram, TikTok, and Facebook are used by tourists and destination managers to share experiences, convey information, and increase the appeal of ecotourism. In the context of Tahura Wan Abdul Rachman, social media also functions as an important indicator to measure public perception, the level of community involvement, and the narrative that develops about the destination. Through social media analysis, a deep understanding can be obtained of how Tahura Wan Abdul Rachman is represented in cyberspace, what are the main attractions according to tourists, and what campaign or promotion strategies are carried out by area managers. This study aims to explore the dynamics of the representation of Tahura Wan Abdul Rachman on social media as part of strengthening digital communication strategies in the development of sustainable ecotourism that can support environmental conservation as well as empower local communities.

## **LITERATURE REVIEW**

The development of digital technology has brought significant changes in the way tourism destinations are communicated and promoted, including in the field of ecotourism. Social media is currently the main platform used to disseminate information, build interactions, and shape public perceptions of conservation-based nature tourism destinations. Online research that examines discussions about ecotourism and environmental conservation plays an important role in understanding public perceptions and the effectiveness of communication strategies implemented through social media. Especially in destinations such as the Wan Abdul Rachman Forest Park (Tahura), social media functions as a space for interaction, a source of information, and a visual representation that shapes public understanding and interest in conservation-based nature tourism. Through analysis of

conversations and digital content on social media platforms, managers, academics, and policy makers can design more targeted communication strategies, identify public trends, and evaluate public perceptions of environmental policies and ecotourism programs.

Social media platforms such as Instagram, TikTok, and Facebook are now the main channels for spreading narratives about nature tourism, environmental education, and sustainable lifestyles (Pubmedia, 2024). Research that focuses on analyzing keywords, hashtags, and public sentiment on social media provides important insights in designing ecotourism promotions and digital environmental awareness campaigns. This is very relevant to the conditions of Tahura Wan Abdul Rachman which has great potential as a conservation area and educational tourism destination.

Social media analysis is a systematic process that involves collecting, monitoring, analyzing, and visualizing data from various platforms to meet specific needs, especially in the context of tourism and conservation. Data obtained from hashtags used by users is very useful in assessing the image of a destination in the public eye and providing direction for improvements in digital communication strategies. In the context of Tahura, this analysis can reveal the extent to which the destination is understood as an educational, recreational, or conservative area.

Kaplan and Haenlein (2010) emphasized the importance of developing social media analysis tools that continue to develop along with the advancement of science, especially in the field of big data analytics. In the marketing and tourism industry, big data analysis allows industry players to monitor the interactions, emotions, and influence of social media users on tourist destinations. This approach can help area managers such as Tahura Wan Abdul Rachman in assessing the effectiveness of online campaigns, recognizing tourist preferences, and designing data-based promotional strategies.

Therefore, the study of the representation of Tahura Wan Abdul Rachman on social media is important to measure public perception, the effectiveness of digital promotion, and community participation in forest area conservation. This analysis not only enriches the understanding of the dynamics of environmental communication, but can also be the basis for formulating ecotourism policies that are evidence-based and responsive to public opinion.

## METHODOLOGY

This study uses a qualitative descriptive method with a digital content analysis approach. The main focus of the study is to analyze discussions about the ecotourism of the Wan Abdul Rachman Forest Park (Tahura) that took place on social media and in academic literature. Data were collected from two main sources over the past three months.

First, data was obtained from the Brand24 application, a social media monitoring tool used to track conversations related to certain topics or keywords. In this study, the keywords used include “Tahura Wan Abdul Rahman”. Brand24 allows identification of the social media platforms that most discuss the topic, the frequency of mentions, the context of the discussion, and public sentiment (positive, negative, or neutral). The data was taken on June 10, 2025, so the analysis time span covers the period from March 10 to June 10, 2025.

Second, data was obtained from Google Trends to see how the Tahura Wan Abdul Rachman ecotourism or related themes were discussed in public searches. The search was conducted using keywords such as “Tahura Wan Abdul Rachman (Mount Betung)”. The search results were then analyzed to map search trends, public interest in the topic, and changes in the level of attention in the last three months.

## RESULTS AND DISCUSSION

### Data from Brand24

#### Social and Non-Social Media

The analysis was conducted to determine how the TAHURA Wan Abdul Rachman ecotourism issue was discussed in the digital space, especially during the period from March 10 to June 10, 2025. The use of the Brand24 media monitoring tool allows researchers to track mentions, reach, sentiment, and the context of discussions that occurred during that period.

Based on Figure 1, in the last three-month analysis period, Brand24 noted that there were 5 mentions (mentions) related to TAHURA Wan Abdul Rachman. Of all the mentions, all came from non-social media (such as news portals and academic sites), and there were no mentions on social media such as Twitter, Facebook, or Instagram. This shows that discussions about TAHURA are still minimal in the realm of social media. Although the

mentions are low, the total reach of these five mentions reached around 94,000 audiences, which means that articles or content discussing TAHURA have been read or accessed by a fairly large number of readers. This shows that even though the number of discussions is small, the potential for TAHURA's visibility in online media still exists, especially through news and academic channels.

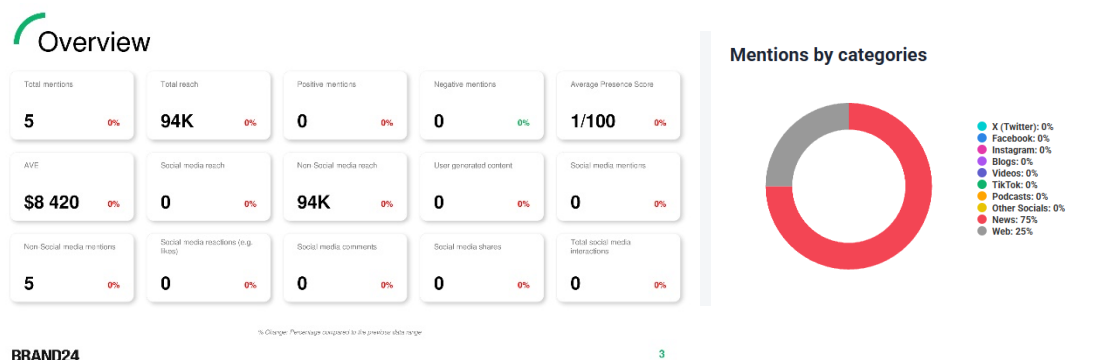


Figure 1 Overview and Mention by Categories

Based on figure 2, in these three months, there were four mentions that stood out the most:

- Academia.edu (June 4, 2025) calls TAHURA a conservation area.
- Neliti.com (June 4, 2025) raised the issue of tree biodiversity in TAHURA.
- Lapping.com (May 20, 2025) published an article entitled “Tahura Wan Abdul Rahman, Lampung’s Ecotourism Paradise Waiting to be Explored” as part of the coverage of the WSL Krui Pro 2025 event. This article highlights the potential for nature tourism and conservation as the main attractions of TAHURA.
- Labrak.co (June 4, 2025) highlights the adaptation of Timor deer in the TAHURA breeding area.

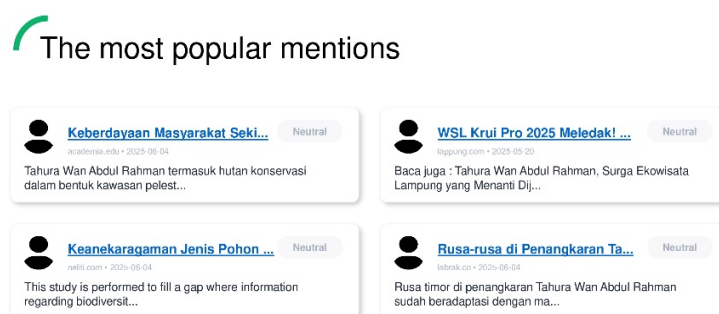
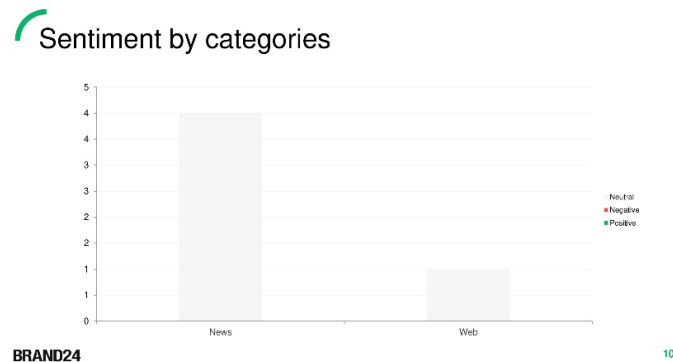


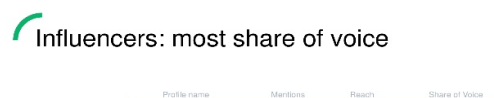
Figure 2 The Most Popular Mentions

These four mentions are neutral and reflect informative and environmentally promotional reporting, without any controversy or emotional involvement of the public.



*Figure 3 Sentiment by Categories*

Based on Figure 3, Brand24 noted that all mentions were neutral. No content with a positive or negative tone was found. This means that the discussion about TAHURA is more informational and has not touched on the realm of strong public opinion. The lack of negative sentiment also indicates that there is no significant controversy or problem being widely discussed regarding this area.



*Figure 4 Influencers: most share of voice*





Based on Figure 4, no activity was found from public accounts or influencers discussing TAHURA during the monitoring period. This shows that the TAHURA issue has not yet become a concern for digitally influential figures or communities.



*Figure 5 Trending Hashtags and Links*

The data in Figure 5 shows that there are no hashtags or links trending in the past three months. This indicates a lack of digital campaigns or online community involvement in raising the issue of TAHURA ecotourism.

### Most active sites

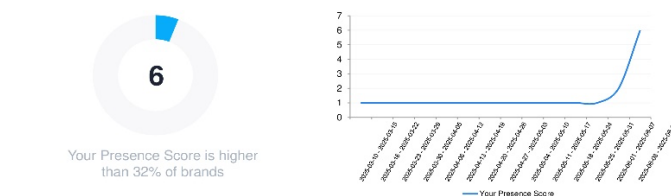
Source	Mentions
 academia.edu	2
 neliti.com	1
 lapping.com	1
 labrak.co	1

BRAND24

Figure 6 Most Active Sites

The data in Figure 6 shows that the sites that are the main sources of news related to TAHURA include lapping.com, academia.edu, neliti.com, and labrak.co. This shows that TAHURA's digital exposure still relies heavily on local media and scientific repositories.

### Current Presence Score



BRAND24

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Figure 7 Current Presence Score

In Figure 7, Brand24 displays the Presence Score for the TAHURA Wan Abdul Rachman topic during the monitoring period of March 10 – June 10, 2025. The results show that the Presence Score is at 6, and Brand24 notes that this value is higher than 32% of other monitored brands.

Presence Score is a combined indicator calculated based on the number of mentions, reach, and level of digital interaction of a topic in online media. The score ranges from 1 to 100. A low score such as 6 indicates that the topic still has a very limited digital presence, and has not become a major concern in public digital conversations.

However, this value is still higher than a third of other topics on the Brand24 platform, which could mean that the TAHURA issue has the potential to grow if it receives promotional support or strengthening of digital communication.

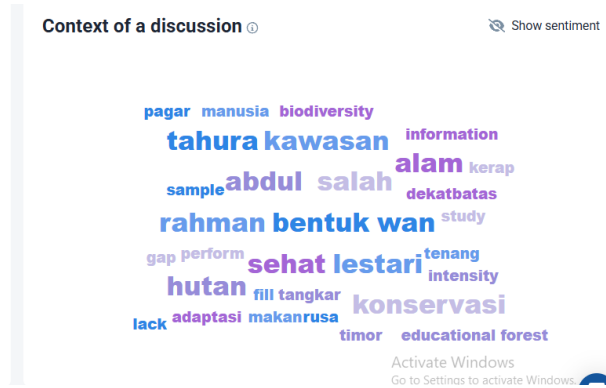


Figure 8Context of Discussion

In the context of a discussion feature in Figure 8 , Brand24 displays a word cloud showing words that often appear in conversations about TAHURA. The dominant words include: tahura, rahman, wan, daerah, alam, lestari, konsultan, sehat, which indicate discussion topics around ecotourism, preservation, and environmental health. However, words such as: salah, sering, gap, lack also appear, which imply indications of problems or deficiencies, such as minimal public information, limited infrastructure, or obstacles in managing conservation areas.

The results of the analysis show that the issue of TAHURA Wan Abdul Rachman ecotourism has not become a popular topic on social media, but has an existence in non-social media such as scientific articles and local news portals. The narrative formed is informative and tends to be neutral, with little indication of problems that arise in the discussion. The lack of public involvement and the absence of promotion through influencers or viral hashtags indicate the need for a stronger digital communication strategy to increase the visibility of this area as a leading ecotourism destination. Collaboration with public figures, social media, and promotion through community-based digital campaigns can be strategic steps forward.

## Data from Google Trends

The search was conducted through Google Trends with the keyword "Tahura Wan Abdul Rachman (Gunung Betung)" to find out the extent of public interest in this



ecotourism area in the digital realm. The search parameters were set to the Indonesian region, with the type of web search, and the time period for the last 90 days (around March to June 2025).

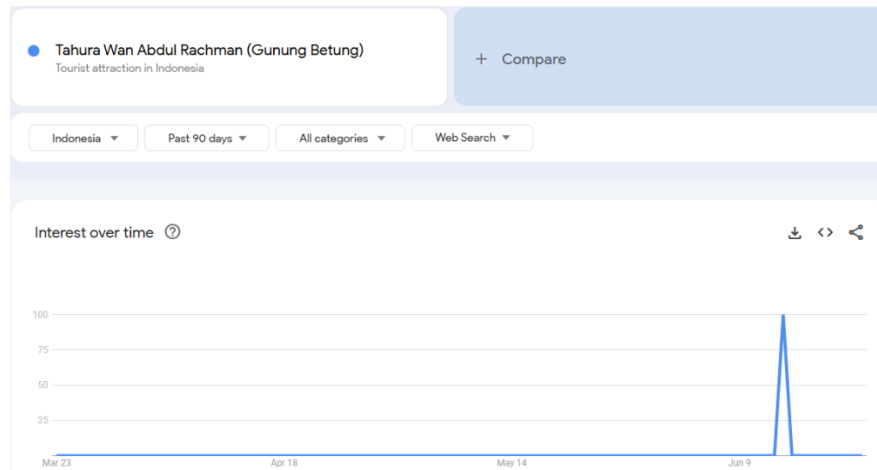


Figure 9 Interest Over Time

Based on the visualization results in the "Interest Over Time" graph in Figure 9, it can be seen that the search rate for this keyword tends to be very low. In a span of 90 days, there was only one point of increased search interest, which was recorded in mid-June 2025. This point was the only spike that appeared in the graph. Outside of that time, the graph shows a flat line throughout the search period, indicating that the search volume was at zero or very minimal. This means that for most of the time in the last three months, there was no significant search activity for the keyword "Tahura Wan Abdul Rachman (Mount Betung)" on Google. This finding shows that overall, the topic has not received widespread public attention in the digital realm, at least in the form of active searches via search engines.

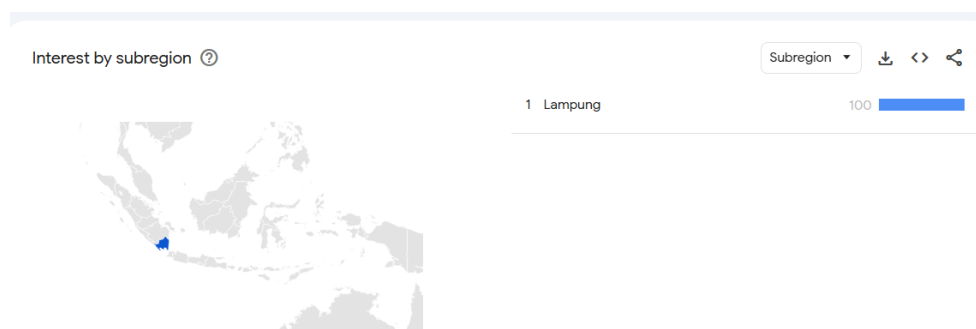


Figure 10 Interest By Subregion

In addition to viewing trends over time, Google Trends also displays interest data based on search regions on a map and a list of "Interest by subregion" in Figure 10. The

results show that only Lampung Province is recorded as having searches for this keyword, with an index value of 100. This number indicates that all recorded search volumes come from the Lampung region. Meanwhile, no other provinces in Indonesia are recorded as having searches for the same keyword, or if there are, the value is so small that it does not appear in the Google Trends visualization.

This means that searches related to Tahura Wan Abdul Rachman are very geographically focused, namely only in the area where the area is located. There is no apparent spread of interest from other areas, either within Sumatra Island or outside the island.

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