Questioning Sustainability: Instagramable Tourism in Indonesia

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Abstract

This paper focuses on the blooming use of social media platforms for *Instagramable* tourism in Indonesia. Social media, particularly Instagram, has been utilized for tourism in Indonesia in the last five years. The utilization of social media for tourism has also been supported by the Indonesian Ministry of Tourism through the launching of *digital tourist destinations*, as they fit the lifestyle of young people who like selfies and prefer domestic destinations. This initiative has shown success in many places, as the development of tourist destinations has been very quick; Instagram makes it easy to spread the word about the existence of touristic attractions, which encourages more people to visit. By employing this technique, new tourist destinations have attracted many visitors only months after opening to the public. These potentials, however, have been accompanied by several, sometimes negative, consequences. In some cases, there has been resistance to tourist development, mainly by local people living in the area. Another consequence is that as the Instagram trend spreads, tourist destinations have to keep improvising to offer new Instagram photo spots and spectacles while trying to maintain a culturally relevant identity.

In this paper, we try to evaluate the sustainability of Instagramable tourism in Indonesia based on Ritchie and Crouch's five concepts of competitiveness. The results show that while there are no significant issues regarding political, environmental, or technological competitiveness, many digital tourist destinations have issues related to sociocultural and economic competitiveness. In this paper, we argue that to make the development of Instagramable tourism sustainable, there must be an effort to evaluate and consolidate with locals to reduce social impacts while continually improvising the services offered for tourists.

Keywords: sustainable tourism, tourism, Instagram, social media

1 Introduction

Today's social media is an important part of people's lives. The role of social media ranges from private communication to marketing, learning, obtaining information, and even the facilitation of political and social movements. Social media, with its ease of access and real time properties, has much potential for those purposes. Those properties have made social media a very strong influence in today's world.

A global survey found that Indonesia was one of the countries that spends the most daily time on social media (Kemp, 2018, slide 58), and one the countries with the most year-on-year increase in overall social media users (slide 56). The role of social media in any aspect of life in Indonesia cannot be ignored, as most people depend on this media to help them run their everyday lives. One of the most popular forms of social media is Instagram. This platform is based on the concept of the visual image and is popular with young people, especially in Indonesia. Based on a 2018 survey, the number of Instagram users in Indonesia was about 53 million, the third highest number of Instagram users in the world (Ganesha, 2017).

Restaurants all over the world use Instagram to promote themselves and attract visitors. This ability to attract people is one of the potential assets of Instagram, in that people will want to visit when the visuals of the place are promoted through this platform. As this ability has helped in attracting visitors to restaurants, Instagram is also useful to attract people to come to places. This is very useful for tourism. Nowadays in Indonesia, most tourist destinations provide selfie spots designed specifically for Instagram users. As local governments try to promote tourism in their respective areas, which is an effect of decentralization, every city and neighborhood has put effort into being identified as a tourist destination, particularly as being *Instagramable*.

Being Instagramable has proven to be very effective in attracting visitors to a particular place. Some cases in Indonesia have shown that sharing Instagram images of locations can attract more visitors to those places. One example is Amaryllis Garden in Gunung Kidul, a regency in Central Java that is part of the Yogyakarta Special Region. When the images of the place circulated through Instagram, many visitors were attracted, resulting in the destruction of the garden by those who wanted to take selfies wherever they chose regardless of the damage caused (Windratie, 2015). The Gunung Kidul garden case has shown that the strength of social media—in this case Instagram—in dispersing information and attracting people is very powerful but can be destructive, in fact, if not controlled. This conclusion is in line with other studies that have found that the use of social media is very powerful for marketing purposes (Kaplan & Haenlein,

2012). Another notable case occurring in Indonesia is *Kampung Pelangi.* Literally meaning rainbow village, Kampung Pelangi, is a name popularly used for any settlement area painted in rainbow colors, particularly for tourism. In 2019, there were at least ten Kampung Pelangis in Indonesia. The first notable Kampung Pelangi was first initiated in the city of Malang (Gudsol, 2017). After being promoted by Instagram, it became a phenomenon that attracted many visitors, with a range of 300–2000 visitors a day in the first two months (Kurniawan, 2017). The Kampung Pelangi success story has been repeated over and over again in other cities, such as Semarang, Tulungagung, Ambarawa, and even in cities located on islands other than Java, such as Lubuk Linggau, Balikpapan, Tanjung Pinang, and Banyuwangi (Arthasalina, 2017). However, as the case of Amaryllis Garden shows, the sustainability of this style of touristic promotion is questionable, as tourism, ideally, should have positive environmental, economic, and sociocultural impacts rather than negative ones.

2 Sustainable Tourism

The concept of sustainable tourism is derived from the concept of sustainable development (TourismNotes, 2019). There are three main aspects when considering sustainable development: (i) environmental, (ii) social, and (iii) economic. Environmental aspects deal with the relationship between humans and nature, as well as those within social and built environments. How we, as human beings, use and treat natural resources, natural environments, and social capital, as well as make use of the preexisting, built environment has a significant impact on how sustainable any development is, including tourism. Sociocultural aspects deal with the sociocultural dimensions of people's lives. Tourism can potentially ruin the social lives of the people living in a location designated as a tourist attraction. The last of the three aspects, economic, deals with how tourism and its development can be sustained economically. The United Nations Environment Programme and World Tourism Organization (2005, p.11) similarly prescribe three principles for sustainable tourism development based on environmental, sociocultural, and economic aspects.

In the case of Instagramable tourism, creating selfie spots usually does not consume many natural resources and usually only a minimum change in the environment occurs where the selfies are taken. This is different from the next two principles, the sociocultural and economic aspects of this type of tourism. As Instagram makes it possible to attract people in an instant way, the changes in the new tourist destinations happen in an instant. These sudden changes can, and often do, bring risks and threats to the sociocultural life of the people living in the affected area. The host community must be ready for instant changes. The

economic aspect includes long-term goals (e.g., economic operations), benefits for all stake holders, and eradication of poverty in the area. This aspect needs a strategy intended to last a long period of time. Being Instagramable attracts people very quickly, but it is not always suitable for long-term goals. The destination is popular until people get bored and try to find something new, which is connected to the competitiveness of tourist destinations.

Competitiveness is an important aspect in tourism. The more competitive one tourist destination is, the more people visit it. Basically, one tourist destination is considered competitive if it can increase profits from tourism by attracting an increasing number of tourists. That destination then needs to provide its visitors with satisfying and memorable experiences in a profitable way, while improving the host community's quality of life and preserving the environment's natural resources for the future (Ritchie & Crouch, 2003). They also specify five aspects that contribute to reaching this competitiveness: (i) economic, (ii) political, (iii) sociocultural, (iv) environmental, and (v) technological. Economic and political strength are considered genuine assets of competitiveness. Economic competitiveness involves several factors, including: (a) human labor, (b) related industries, (c) market demand, and (d) strategy. Political competitiveness is the political situation in the destination. A stable situation will support the destination's competitiveness. Sociocultural strength is considered the most determining aspect in reaching competitiveness, as strong competitiveness remains possible even in an unstable political situation, such as in Israel, by having strong sociocultural assets. Environmental competitiveness is a measure of the costs of tourism from an environmental perspective. Meanwhile, technological competitiveness deals with the role of technology in promoting tourism and making it easy for tourists to visit a destination.

Those five aspects are interrelated and cannot be separated from one another. For example, to have a viable economic strategy, the sociocultural asset, as the strongest determinant of competitiveness, has to be taken into account. As a strategy, sociocultural assets can be used as the main attraction in a destination, bearing in mind that tourists usually try to find something authentic from tourist destinations (AlSayyad, 2001; MacCannell, 1976; Urry, 2002). This authenticity can be found in sociocultural assets such as heritage buildings and local social life. Technological strength is also closely related to the issue of economic competitiveness, as technology can help competitiveness by spreading news and information about the location, making it easy to find.

The five aspects of competitiveness—economic, political, sociocultural, environmental, and technological—can be used to see the competitiveness of a tourist destination, while at the same time measuring its sustainability. If one tourist destination is competitive in all five aspects, that destination will be sustainable economically, socioculturally, and environmentally. In the next subsection, the focus is the phenomenon of Instagramable tourism in Indonesia, which is measured against the competitiveness of the tourist destinations.

3 Instagramable Tourism in Indonesia

As mentioned before, Instagramable tourism has flourished in Indonesia, down to the level of villages and neighborhoods. This section presents three representative cases of Instagramable tourist destinations in Indonesia: (1) Kampung Pelangi and Kampung 3D, (2) Rabbit Town, and (3) flower gardens. These were selected after considering virality, impact, and authenticity.

Case 1: Kampung Pelangi and Kampung 3D

Kampung Pelangi have been a phenomenon in Indonesia over the last two years. It depends mainly on Instagram to promote tourism. As Instagram is the most popular image-based social media, the design of Kampung Pelangi had to be Instagramable. To do that, its images must have certain visual properties that are likely to be promoted in Instagram and that will gain many likes or shares.

The first Kampung Pelangi was Jodipan Village in the city of Malang, East Java. This village was a slum due to eviction and demolition by the municipal government. However, physical changes initiated by a local university, which involved painting the whole village in rainbow colors, turned it into a tourism village (Budiarti, 2018). The success story of Jodipan Village inspired other villages in Indonesia to do the same. This imitative resulted in the existence of nine new Kampung Pelangis across Indonesia by the end of 2018. Some of them are similar to the Jodipan case in that the village was a mere slum; others were settlements. How one village turned into a tourist attraction by merely being painted in new colors and spreading the images on Instagram, and how that inspired other villages to do the same, shows that social media can be used to induce a chain reaction. People are attracted to visit to Kampung Pelangi after seeing the images on social media, and then more visitors take more photos of Kampung Pelangi, which are shared again on social media, which attracts even more people to visit: a positive cycle. Designing places with social media in mind can create a catalyst for development, which can be instant. In the case of Kampung Pelangi in Jodipan, Malang, the process only took a few months before yielding stunning results.

Jodipan Village was a slum located near a flower market. The municipal government was trying to evict the people living in this neighborhood. However, some efforts in 2017 by a local university, Universitas Muhammadiyah Malang, to improve the physical condition of the village unintentionally resulted in the village being visited by some people who took photos and shared the photos on social media, in this case Instagram (Budiarti, 2018). The shared photos successfully gained public attention. The shared images attracted others to visit and take more photos to share on Instagram, which led to a chain reaction of attracting and sharing.

The development of this location into a tourism village has been done in gradual steps. The first part of the village to be painted in rainbow colors is called Kampung Warna Warni. After the first part was colored, other locations then followed: Kampung Tridi was followed by Kampung Biru Arema, which joined the others as part of the tourism village in October 2017. this gradual development shows that there is a tendency for tourist development to spread to nearby settlements.

Figure 1. An aerial view of Jodipan Village

Note. Kampung Pelangi is the one on the left with arranged colors, while the one on the right is Kampung Tridi. Picture from Shutterstock (Charda, 2017).

The development of tourism from utilizing social media, such as Instagram, spread to other parts of Indonesia. Not long after, the Jodipan Village in the city of Malang was turned into a tourism village, another village in the city of Semarang, Central Java, followed the approach of Jodipan. This village had similar properties to those of Jodipan, such as being located at the river side, having most of its population existing in poverty, and being a slum area. Similar to what happened in Jodipan Malang, this village was painted in rainbow colors; but different from what happened in Jodipan, it was done with the intention of turning it into a tourism village. Although the turning of Jodipan Village into a tourism village was unintentional, the village in Semarang was intentionally turned into a tourism village.

The popularity of Jodipan Village in social media has inspired other people in their areas to copy the approach of Jodipan by turning their villages into tourism locations in order to gain more income. Once again, this shows the tendency of a good idea to be copied and spread. While the original spread in Jodipan was local, the spread since 2018 was to other cities in other provinces. Currently, there are more than 10 Kampung Pelangis in Indonesia, including those in Semarang and Malang, mentioned previously, and those in Tulungagung, Bandung, Jakarta, Ambarawa, Surabaya, Gresik, Lubuk Linggau, Balikpapan, Tanjung Pinang (Arthasalina, 2017), Banyuwangi, Purbalingga, and Samarinda. All these locations have used a similar approach and have turned a kampung or settlement area into a tourist destination by painting the existing physical structures in rainbow colors and utilizing social media to spread the word.

Figure 2. A sitting area for tourists with some books for reading

Note. Picture by the author.

Figure 3. Toilets as new facilities for tourists in Jodipan Village

Note. Picture by the author.

As the village turned into a tourist destination, changes occurred in the village involving physical, economic, and social dimensions. Although the village of Jodipan was not intended to be a tourism village, the visiting tourists made the locals aware of their potential. They then reacted by building more facilities intentionally to cater to the tourists. The new facilities include selfie spots, toilets, and sitting areas.

The arrival of tourists has provided more income for the people living in Jodipan. Some of them have created food stalls providing food and drink for the visitors; others have new jobs parking motorcycles, mostly done by men. The women in this neighborhood also have the new activity of making key rings as souvenirs. These initiatives provide extra income for Jodipan's residents. The changes in the economic aspect happened in a very short period after the village was discovered by tourists. From a social perspective, the tourism development in Jodipan has made the people, especially the women, get together to make souvenirs for tourists. This development not only contributes to their incomes, but it also contributes to their social life as they gather to make things together. Another change is the awareness by the people that they can have more income by being Instagramable and, therefore, careful not supposed to ruin it. This awareness has led to initiatives not just to create more Instagramable spots, but also to managing the issue of hygiene in the area. The previous behaviors of the people living in the village, particularly in relation to littering, has changed. Tourism has made the people of Jodipan Village realize not only the potential of their village but also that some behaviors are not acceptable if they want their village to become, or more importantly remain, a tourist destination.
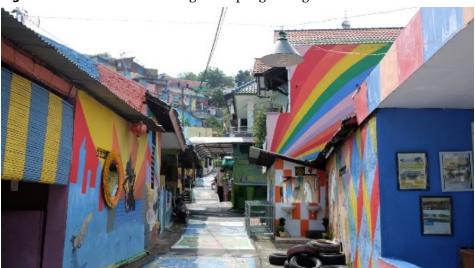
Figure 4. Spots for taking selfies in Jodipan Village

Note. Pictures by the author.

What happened in the city of Semarang's Kampung Pelangi is similar to Jodipan in that the settlements were painted in rainbow colors. The difference is that while in Jodipan Village some rows of the settlement have the same color and other rows have different colors, in Semarang, all parts of the village are painted in different colors.

Figure 5. A scene from Semarang's Kampung Pelangi

Note. Picture by the author.

As happened in Jodipan, Malang, the Kampung Pelangi in the city of Semarang has attracted people to come and wittingly or unwittingly change the village into a tourist destination. Similar to Jodipan Village, the coming of tourists has brought changes in economic and social aspects. The economy of the people living in the area has changed, as they can now provide goods and services for tourists such as food, beverages, and souvenirs. The social life of the people living in a tourist village has also changed in that at various times they will gather to make souvenirs for tourists.

Since the Kampung Pelangi in Malang and Semarang were successful in attracting people, other kampungs in other cities copied the practice to become another Kampung Pelangi. Most of them, however, used the style of the Kampung Pelangi of Semarang, with a mixed, rainbow-colored paint theme.

Figure 5. Other Kampung Pelangi in various locations

Note. Most of them use the style in Semarang's *Kampung Pelangi*. Clockwise from top-left panel: (a) Tulungagung from Data Wista (2018); (b) Malang from BisnisWisata (Poerwanto, 2016); (c) Purbalingga from Novitania (2018); and (d) Bandung from SINDOnews (Budianto, 2018).

As mentioned above, Kampung 3D also originated in Jodipan, Malang. The kampung is located near the Kampung Pelangi Jodipan and is a result of the catalytic effect of Kampung Pelangi. Just like Kampung Pelangi, its popularity on Instagram made it spread and be imitated in other parts of Indonesia, such as in Blitar, Tangerang, Pamulang, Jember, Bekasi, and Depok, all use three-dimensional paintings as the main attractions.

Figure 6. Several examples of Kampung 3D

Note. All of them use three-dimensional paintings as selfie spots.
Left scene from Jawa Pos (Ramadhan, 2018); Right two scenes from travel.dream.co.id (Yuanita, 2017).

Similar to the Kampung Pelangi case, Kampung 3D also attracts visitors, a development which has resulted in socioeconomic changes for the people living in the area. However, there have been problems. Once, a three-dimensional painting was ruined by an inhabitant of Kampung 3D. The reason for this destructive act was a protest because he felt disturbed and annoyed by the continuous visitors. Still, the problem was later resolved through dialogue and fixing by the person previously aggravated (Aditya, 2018).

Case 2: Rabbit Town

Rabbit Town is a theme park located in the city of Bandung, West Java. While it claims to be a selfie destination, it also provides rides, a farm animal area, a souvenir shop, and cafes. In short, it offers many activities for visitors. However, lately it has been realized that some selfie spots provided here are basically copying the artworks in other countries, such as Yayoi Kusama's *Obliteration Room*, the Museum of Ice Cream, and the Los Angeles County Museum of Art (Kautsar, 2018).

Figure 7. A comparison between famous art installations and their copies in Rabbit Town

Note. Picture collage from LINE TODAY (trivia.id, 2018).

Unlike Kampung Pelangi, which is basically a settlement turned into tourist destination, Rabbit Town is a purely tourist destination, and personally owned by the CEO of a large company. Despite the plagiarism issue, Rabbit Town still attracts a high number of visitors. Most visitors are families, as this destination was designed for families. The activities offered are not only photo spots but also small animal farms such as a rabbit farm, for children. The latter is supposedly for educating children in caring about animals. So, in this case, Rabbit Town is one sample of new destinations that offers not only photo spots for photo taking but also other activities.

Case 3: Flower Gardens

Flower gardens have been blooming since Amaryllis Garden in Gunung Kidul, Yogyakarta was made viral in 2015. Although Amaryllis Garden was ruined by selfie-taking tourists, people seemed to realize that flower gardens can attract visitors. Now many new gardens have been made to attract visitors throughout

the whole country, many of which are privately owned. Some of them were made specifically for one kind of plant (e.g., the amaryllis, celosia, and sunflower), while others have been made using a mixture of plants. The main idea is to provide a beautiful selfie spot. Although some of the gardens previously existed as plantation gardens that belonged to flower farmers, they now have additional features such as selfie spots. As gardens, the activities in the area are mainly about enjoying the garden and taking photos; therefore, one visit normally takes a short time.

Figure 8. Two example flower gardens in Indonesia

Note. Left scene is Taman Begonia, Lembang, Jawa Barat; Right scene is Kebun Bunga Gemitir, Bali. Pictures from idntimes.com (Angie, 2017).

4   The Competitiveness and Sustainability of Instagramable Tourism

As already noted, Instagramable tourism has been booming in Indonesia for the past couple of years. Currently, it is considered the new normal to have selfie spots in every tourist destination. The Indonesian Ministry of Tourism has also encouraged tourist destinations, particularly the new ones, to have selfie spots. This kind of tourist destination is now popularly referred to as *wisata swafoto* or *selfie tourism*. It attracts many visitors instantly, but the question is whether that attention can be sustained. To measure the sustainability of selfie tourism or Instagramable tourism, cases of Instagramable tourism in Indonesia using the concepts of sustainable tourism and competitiveness mentioned in the previous section were analyzed.

In terms of political competitiveness, it is relatively safe and stable in the whole of Indonesia (World Bank, 2020); therefore, no significant political issue needs consideration when examining competitiveness in all destinations.

Environmental issues regarding Instagramable tourism destinations in Indonesia vary. Most destinations have recently developed, with some including a new complex of buildings or gardens. However, the majority of such destinations basically involves just the repainting of an existing settlement area to create an Instagramable experience where visitors could take selfies and spread the word through Instagram. So, most of the Instagramable tourism in Indonesia only changes color of the existing structures or adds some selfie spots; therefore, only minimum changes are made to the environment. In terms of environmental competitiveness, we conclude that most of the Instagramable tourist destinations in Indonesia are sufficiently competitive. This might be different in the case of newly built structures such as Rabbit Town, which have to be assessed case-by-case. However, new structure for instagramable tourism is quite rare. The majority is the ones that are competitive in terms of environmental aspect.

The topic of technological competitiveness on Instagramable tourism destinations in Indonesia is interesting. The number of Indonesian Instagram users is very high, and the information about destinations both available and easy to get. Technology-enhanced transportation to get to the locations is also very cheap and available for online booking on platforms such as GoJek and Grab. Accommodation provisions for Instagramable destinations are not necessarily needed, as one visit usually takes only about 1–2 hours due to the limited activities on site. The technology for finding accommodations, then, is not relevant in the case of Instagramable destinations. Based on the technology-readiness of Instagram users, the ease to find the location of instagramable sites, and the availability of technology-based transportation we can say that in technological terms the competitiveness of Instagramable tourism destinations is high enough.

In terms of sociocultural competitiveness, the development of new destinations using Instagram brings potential consequences. Friction between life before tourism and life after tourism is likely to occur considering the short period of time taken for a new destination to attract visitors. This potentially negative development mainly happens in settlements that are turned into tourist destinations, such as Kampung Pelangi and Kampung 3D. The Kampung 3D case in Pamulang shows an effect of that friction, when a painting was ruined by an inhabitant of the kampung itself as a protest of the disruption caused by the tourist influx. Similar protests might also happen in the flower gardens that were previously not tourist destinations but subsequently have been converted into them.

However, the friction is relatively unlikely to occur in Rabbit Town, which has been designed specifically for tourism only. The Pamulang case shows the importance of communication among the communities living in the area. It is also very important for stakeholders to communicate about possible changes in the lives of the people after their neighborhood is converted into a tourist destination.

Nevertheless, tourism brings not only negative consequences but also positive opportunities. The Kampung Pelangi and Kampung 3D cases show that tourism can give the women residents the opportunity to work together while making souvenirs. It also can provide jobs for unemployed young men in the area. These kinds of opportunities contribute positively to the sociocultural dimension of the people living in the area.

Moreover, given that the sociocultural aspects can be the determining factors in touristic competitiveness, the cultural life in the area is very important. In the Kampung Pelangi and Kampung 3D cases, however, there is yet no insight into what kind of cultural life they can offer. In the flower gardens case, the cultural life of the flower farmers can be a potential thing to offer tourists. Rabbit Town, however, already offers a sociocultural aspect by offering visitors a glimpse of life on the farm with farm animals.

The economic competitiveness of Instagramable tourist destinations can vary. Comparing Kampung Pelangi and Kampung 3D to Rabbit Town and the range of flower gardens can highlight those differences. Kampung Pelangi and Kampung 3D, which were originally settlements areas, show differences when compared to the flower gardens, which were originally the fields or gardens for flower farming. Such destinations also differ from Rabbit Town, which was basically a tourist destination by design that was informed by the "build it and they will come" principle.

Rabbit Town, which was planned and designed as a tourist destination, is more competitive in terms of human labor, related industries, market demand, and strategy. Rabbit Town can afford to pay the skilled laborers working there. It can also use its network of industries, such as food and souvenir shops, to support performances. The site provides several things to do, including educational activities that include farm animals and taking photos, namely selfies, to be shared on Instagram. The provision of selfie spots is one strategy to attract visitors.

The flower gardens, which were originally a garden or a field for flower farming, also have enough human labor and knowledge which can be used to boost competitiveness. Flower farmers can teach visitors how to plant, to care for, and to harvest flowers for the flower industry. The beautiful backgrounds for selfie photos support the main activities, as well as being a strategy to attract visitors. The gardens, which are made solely for providing selfie spots, are not as competitive as the other activities and locations relating to the flower industry mentioned above.

Kampung Pelangi and Kampung 3D are basically human settlements, as are the other copies. Most of them were slums with serious problems, including unemployment. The change that involved painting the dwellings in rainbow colors or creating 3D paintings turned them into tourist destinations. However, as the people living in the area are usually low education and even unemployed, the human labor pool have no strong skills from which to draw. There are also no significantly related industries in the area. Since they only offer selfie spots, and no other specific products and or activities, Kampung Pelangi and Kampung 3D are the least competitive in economic terms.

The issue of the authenticity of a tourist location is also related to economic competitiveness. For Kampung Pelangi, Kampung 3D, and the flower gardens, it is more likely for them to reach the point where there are too many destinations with similar concepts, resulting in people getting bored and becoming uninterested. This ease of kampung duplication is because the transition only needs a minimum effort—in the form of paints and painting skills—to make another Kampung Pelangi or Kampung 3D. The flower gardens are less likely to be imitated than Kampung Pelangi and Kampung 3D since more effort is needed to make one. This requirement makes it less likely that people will become bored by them. However, the practice of imitation or plagiarism in Rabbit Town, as illustrated in Figure 7 above, does not seem to have influenced its number of visitors, at least yet.

From the analysis above, it is possible to conclude that while the environmental issue seems to be near zero in all cases, and the political and technological competitiveness are relatively similar to all cases, the social and economic competitiveness issues show significant differences. Kampung Pelangi and Kampung 3D are the least competitive sites in both social and economic aspects. This is due to the following: (a) their origins as settlements, (b) the lack of related industries, traditions, or products, and (c) the low number of activities of interest to tourists. In term of authenticity and uniqueness, both sites' colored designs have been imitated so many times that people no longer consider them special. This downgrade is because the main reason for visiting a tourist destination is that it has something different from what is present in the tourists'

daily lives (Urry, 2002). If Kampung Pelangi and Kampung 3D are being copied repeatedly in different places by offering similar physical appearances, this makes Kampung Pelangi and Kampung 3D ordinary and common, so people will no longer be attracted to visit any destination using a similar approach. Such an outcome will inevitably constitute a backlash for tourism development.

5 Conclusion

Social media has shown to be very effective when used for marketing, including marketing for tourism. This success has resulted in the Instagramable tourism in Indonesia, the country with one of the highest number of Instagram users in the world. The phenomenon of Instagramable tourism had no precedent, as a mode that spreads information quickly based only on visual images.

As mentioned above, there are significant differences that influence the competitiveness of the Instagramable tourist destinations in Indonesia: the origin of the "new" destination, the activities provided, connections to local traditions, industries and products, and the issues of authenticity are all critical components contributing to competitiveness.

While environmental issues show no significant role in Instagramable tourist destinations, economic and social issues have determining roles related to their sustainability. Kampung Pelangi and Kampung 3D are two cases whose competitiveness levels are the lowest of all samples. This level is due to four concerns: (a) their origins as settlements with people still living in them, (b) the lack of variations in activities in the area apart from taking photographs, (c) the lack of relations with industries, and (d) wide-spread duplication which has caused them to be perceived as inauthentic, despite the two sites being the originals.

To improve the sustainability of Kampung Pelangi and Kampung 3D, communication between stakeholders about the impact of tourism needs to be held continuously to prevent social friction. In addition to the well-established selfie-taking culturally oriented activities, such as festivals, there needs to be introductions to such locations. Relationships with industries need to be built and some rebranding is also required in order to build and maintain the locations' authenticity.

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