Analysis of Twitter Social Media Framing in the New Normal Era (Case Study of Malang City Tourism Promotion)

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Abstract

This study aims to analyze the framing of Twitter social media in an effort to promote tourism by the Malang City government in the New Normal era. The research method used in this research is a qualitative research method with a case study approach. By using the NVivo 12 Plus software as a Qualitative Data Analysis Software (QDAS) that utilizes the Crosstab analysis and Word Frequency Analysis features to conduct data mining and analysis on the official twitter account of the Malang city government, namely @PemkotMalang. Departing from the theory of Integrated Marketing Communication which is divided into 4 dimensions, namely; planning, creation, integration, and marketing. Based on the findings and analysis of the researchers, it can be concluded that the Malang City government uses a strategy of delivering information through social media Twitter @ PemkotMalang consistently mapped to the IMC concept, which contains several aspects, namely planning, creation, integration, and marketing. Of the four aspects, creation dominates because it includes content that changes tourism marketing in Malang City. The information conveyed was in the form of implementing new policies in the tourism sector to recover after the COVID-19 pandemic. As for other complementary aspects, such as the planning aspect, Malang City prepares facilities that meet health protocols so that tourists feel safe and increase their trust when visiting tourist objects in Malang City.

I. Introduction

The city of Malang has the nickname Switzerland of Indonesia because it is considered to have the best urban planning during the Dutch Hindi era. Malang City Tourism can attract its attention in terms of geography. Its location in the highlands is desirable to tourists. However, Malang City tourism experienced a decrease of 66% in domestic tourist visits and 100% in foreign tourist arrivals during the COVID-19 outbreak (Antara, 2021). Malang city has great tourism potential. Tourism in this area is packaged in the concept of thematic villages, educational tours, innovations, and heritage tours. The Malang City government conducts tourism promotions through Twitter social media to attract local and foreign tourists. Social media is considered to be easy to use and able to reach a broad audience with the features that have been provided. One of the social media used by the Malang government to promote tourism is Twitter with the @ PemkotMalang account. This account is an official account managed by the Malang City government and is used to deliver information about Malang City, especially about tourism.

One of the promotional strategies that can be done is Integrated Marketing Communication (IMC). This strategy aims to make all marketing and promotional activities produce a unified and consistent image for consumers (Septyana et al., 2019).

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IMC demands that the outgoing message must come from the same source and be conveyed in the same message to all marketing media. In the current new normal era, social media is essential for tourism to promote everything because social media is a platform that provides great opportunities to a large number of users, especially during the COVID-19 pandemic. In conveying its content related to tourism, the Malang city government has fulfilled four aspects, namely Planning, Creation, Integration, and Marketing. First, the planning aspect shown in the @PemkotMalang Twitter account is policy planning for tourism in Malang City, such as preparing new regulations to stimulate tourism in the new normal era.

Second, the creation aspect focuses on the communication strategy of the Malang City Government in the form of the content presented on the @PemkotMalang Twitter account. In other words, this aspect is the act of creating something.

Third, the integration aspect is indicated by the cooperation between the Malang city government and various stakeholders to support the sustainability of tourism marketing. Fourth, the marketing aspect is an effort to disseminate information related to a product and an invitation to consumers to act in accordance with the marketing objectives. Besides that, it is also used to increase market share and influence and attract consumers. In this aspect, the @PemkotMalang account invites tourists to explore tourist destinations in Malang City by implementing the health protocols that have been determined. Therefore, this study will photograph the Twitter social media framing from the official Malang City government account @ PemkotMalang to analyze the promotional strategies implemented in the new normal period.

II. Review of Literature

2.1 Promotion

Promotion is an attempt to inform and influence people and other parties interested in and carry out transactions or exchanges for the products, goods, or services they market. The promotional mix is the set of marketing tools the company uses to achieve its marketing objectives in the target market.

Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

2.2 Social Media

Social media is an online media that supports social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. Today, some of the most popular social media sites include blogs, Twitter, Facebook, Instagram, and Wikipedia. Another definition of social media is media where users can easily participate in, share, and create messages, including blogs, social networks, online wikis/encyclopedias, virtual forums, including virtual worlds (with 3D avatars/characters).

Furthermore, social media is online content created using publishing technology that is very easy and scalable. The most important thing about this technology is how people know, read, share stories, and find information and content. From the several definitions of social media, it can be concluded that social media is a means of exchanging information between individuals and companies.

2.3 Twitter Social Networking Site

The social networking site Twitter is a website owned and operated by Twitter Inc., which offers a social network in a microblog that allows its users to send and read messages called tweets. A tweet is a written text of up to 140 characters displayed on a user's profile page. Tweets are visible outside, but senders can only restrict message senders to their friends' lists.

Users can see the tweets of other authors, known as followers. If someone wants to write a "tweet" for one of the "followers," it must be affixed with the "@" symbol and then the person's username.

2.4 Social Media as Promotional Media

Social media is a marketing communication activity that uses electronic media (online) to attract consumers or companies in various forms (images, writings, etc.) to increase awareness and corporate image and sales. Electronics and advertising through social media help marketers to attract consumers at lower prices and in a faster time, coupled with consumer reviews that help attract consumers. Social media is a technology network used to create news through internet users and communicate and disseminate information. In contrast, social media marketing is a type of internet marketing model to achieve marketing goals by participating in social media networks.

The delivery of marketing communications through social media is assessed through the 4Cs, namely context, communication, collaboration, and connection.
1. Context is how a person forms a story through language and message content.
2. Communication is how sharing stories makes someone listen, respond, and grow to feel comfortable, and the message is conveyed to the intended person.
3. Collaboration is a cooperation between accounts or companies with social media users, aiming to make things better, more efficient, and more effective.
4. Connection, namely how to maintain and continue to develop the relationship that has been done.

2.5 Tourism

Etymologically the word tourism which comes from Sanskrit, does not mean "tourisme" (Dutch) or "tourism" (English). According to this understanding, the word tourism is synonymous with "tour." This opinion is based on the following idea: the word tourism consists of two syllables, namely "pari" and "wisata." Pari means many times, round and round, complete (remember the word plenary). Wisata means to travel, which is synonymous with the word "travel" in English. On that basis, the word "pariwisata" should be interpreted as a trip that is carried out many times or in circles, from one place to another, which in English is called the word "tour," while for the plural sense, the word "kepariwisataan" the words "tourisme" or "tourism" can be used. Herman V. Schulalard in Yoeti (2010) provides the following limits on tourism: tourism is many activities, especially those related to economic activities directly related to the entry, residence, and movement of foreigners in and out of a city, region. or State.

2.6 *New Normal* (post COVID-19 pandemic)

A new normal situation is a situation where there are new and adjusted activities due to the COVID-19 pandemic in 2019. In terms of the need for new regulations for the tourism sector, this situation will impact travel regulations, which will affect traveler habits that will be different before the COVID-19 pandemic.

The Covid-19 pandemic has impacted all industries in Indonesia and even the world, including the tourism industry. The impact of Covid-19 on tourism is very large because the tourism industry in Indonesia has links with other sectors, namely hospitality, transportation, micro, small and medium enterprises (MSMEs), especially those that produce souvenirs and culinary delights, restaurants, travel agencies, and tour guides. The value of losses due to Covid-19, if assessed in rupiah nationally, is very large. However, concrete steps are needed to save the industry and the people's economy.

III. Research Method

This study focuses on efforts to use social media in conveying the communication process consisting of planning, creation, integration, and tourism marketing for the Malang city government by using the Twitter @PemkotMalang social media account to get attention and invite more tourists to the new normal period due to the existence of the COVID-19 pandemic outbreak. This study uses a qualitative approach to analyze the Nvivo 12 Plus software (see Figure 1). This study uses four analyses: a timeline analysis based on the month from February 2021 (the new normal period) to December 2021.


Figure 1. Research Framework

The second analysis is a Crosstab Query with code entry (manual, automatic), text data, numeric to identify variables, and data patterns. The third analysis is Word Cloud to find the dominant word on the topic. This study found a communication strategy that includes planning, creation, integration, and marketing (Duncan&Caywood, 1996).

IV. Results and Discussion

As one of the efforts to carry out the actualization of tourism marketing, promotion through social media to include information related to tourism development in Malang City is very much needed; because social media plays a strategic role in providing information related to effective and efficient tourism promotion, especially in the era after the soaring COVID-19 pandemic (Xiaoluan, 2021). In this context, a communication strategy to promote tourism in Malang City during post-pandemic regulations will be a strategic step to increase the interest in tourist visits. As a useful platform for promoting tourism, social media also plays an important role in marketing through events and stakeholder relationships by the Malang City government through Brand Communication for Malang (Albet & Indra Dewi, 2019). One of the social media used by the Malang government to promote tourism is Twitter with the @PemkotMalang account. This account is an official account managed by the Malang City government and is used to deliver information about Malang City, especially about tourism. Submission of information by the Malang City Government regarding tourism moves dynamically. It can be seen from February to December 2021 that there are many posts related to tourism that are quite volatile each month.
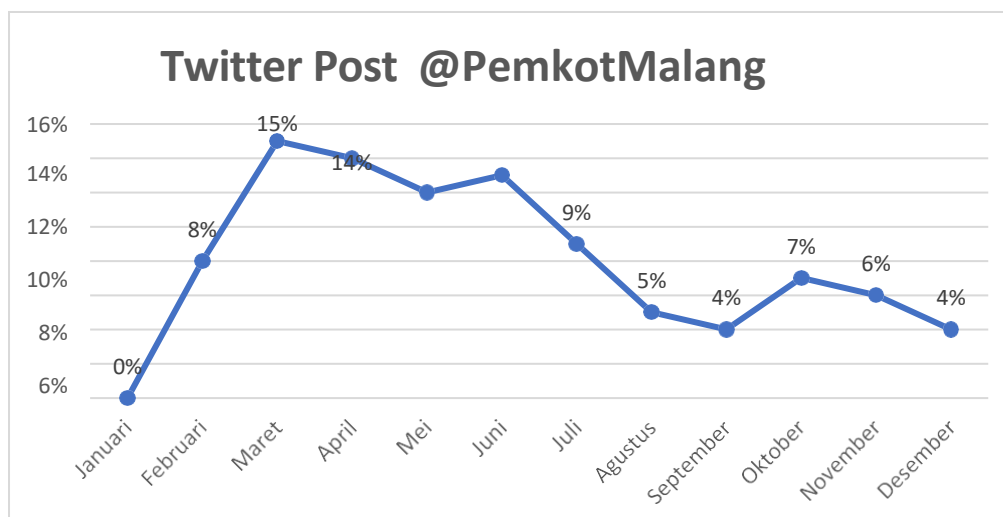
Source: Researcher Data Processed Through Nvivo 12 Plus, 2021.
Figure 2. *Frequency of Posting Content Twitter account @PemkotMalang*

Based on the chart above, it can be seen that the Malang City Government conveyed the movement of information that dominated down in 2021 from February to December 2021 (see chart 1) in March reaching the highest percentage of activity with 15%. Then in the following month, April with a percentage of 14%. If viewed carefully, the delivery of information by the Malang City Government increased in March and then decreased in May with a score of 12%. There was an increase of 1% in June after that it again reduced to September with a decrease in score of 10%, then increased in October with a score of 7% but dropped again to December with a score of 3%. The use of Twitter social media carried out by the Malang City Tourism and Culture Office is quite helpful in increasing the number of tourist visits in Malang City in terms of several factors that affect the effectiveness of messages conveyed through social media, namely in terms of content that is able to meet tourist information needs (Widodo, 2020).

"A marketing communications planning concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of various communication disciplines (e.g., advertising, direct response, sales promotion, and public relations), and then combines these disciplines to provide clarity, consistency and the maximum impact of communication."

From the above definition, it can be concluded that IMC is an idea from a marketing plan concept that ensures all added value of a brand/product/organization is well recognized and ensures that all forms of communication and strategies are linked together to give maximum impact. The strategy for delivering information through posting to the @PemkotMalang social media account is consistently and regularly by mapping based on the IMC concept.

Source: Duncan&Caywood (1996)
Figure 3. *Integrated Marketing Communication*

In the case study taken by the researcher, using the @pemkotmalang Twitter account, the researcher has carried out the coding process using software through Nvivo 12 plus software to map the four aspects of Integrated Marketing Communication. So that the following data can be obtained:
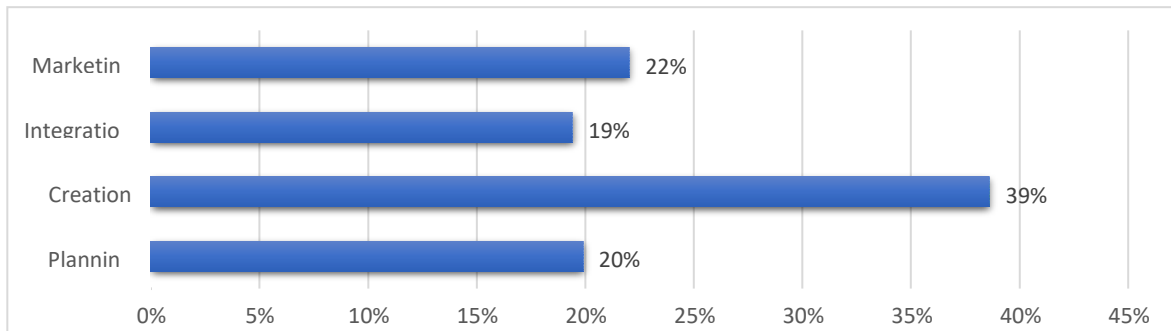

Figure 4. IMC Data Processing Results through Nvivo 12 Plus, 2021

Integrated Marketing Communication is part of the successful delivery of promotional information. In the picture above, it can be analyzed that the overall steps of the Malang City Government in conveying content related to tourism have fulfilled the mapping of the four aspects, namely Planning, Creation, Integration, and Marketing dynamically (see Figure 3). In the marketing concept, the production of consistent and well-ordered information will impact the acceptance of information by the information submitted so that they can understand the message that has been conveyed. Then the message will be used in an advanced stage according to the needs of consumers (Yosephine Rhistra Andretti, 2016).

The use of social media to convey information (figure 3), in this case, the Twitter social media account @PemkotMalang shows that creation is found to be the most dominating aspect; this includes content related to things that bring about changes in tourism marketing in Malang City, delivery of information about With the implementation of new policies, Malang City tourism can recover slowly in this new normal era. The creation aspect has the highest percentage with 39%, and then the second-highest information delivery aspect is the marketing aspect with a score of 22%; in this aspect, it means that the content distributed by the @PemkotMalang Twitter account includes an invitation to the public to visit tourist destinations in Malang City. This also shows that the marketing aspect follows the predetermined creation.

The planning aspect, which is content that contains a discussion on how to plan for tourism in Malang City during the New Normal era, has an intensity of 20%. Furthermore, the integration aspect, which is content with discussions related to the incorporation of actors from various parties in tourism, has a proportion of 19% of the total content. Therefore, it can be concluded that Planning and Integration go hand in hand with the content produced by the @PemkotMalang Twitter account for the delivery of tourism marketing information in Malang City. All aspects of the Integrated Marketing Communication (IMC) information delivery strategy in Malang City are interrelated; this can be seen from the percentage results between aspects.

Integrated marketing communication (IMC) or integrated marketing communication is a marketing strategy to communicate the same message across all marketing channels (Putri Kusumaningayu, n.d.). The researcher analyzes every aspect of the information delivery stages carried out by the Malang City Government as part of a sustainability strategy through Twitter social media. Analysis of information delivery to the Malang City

Government uses two analytical methods. The first is Query Cross Tab, and the second is Word Frequency.

4.1 Planning

Based on the analysis results from the Twitter account @PemkotMalang from February to December 2021, it yields a percentage of 20% of all submitted. Planning is a rational and systematic business process in determining the strategic steps to be implemented to achieve the goals that have been set (Batlajery, 2016). In this case, the content related to planning discusses policy planning in the new normal era for tourism in Malang City. As said by Sutiaji, as the Mayor of Malang, making plans, namely ensuring the readiness of public facilities to monitor health protocols to increase tourist arrivals again. Tweet activity can be seen in the quote below.

#NawakNgalam Wali Kota Sutiaji beserta jajaran cek kesiapan fasilitas dan manajemen bbrp sekolah dan mall Senin (30/08/21). Hal ini sebagai langkah persiapan jelang pemberlakuan PPKM Level 3. https://tinyurl.com/57yatb34 Melalui @PemkotMalang.

The applied planning also focuses on efforts to re-increase tourism activities, and the Malang City Government reactivates traditional markets accompanied by the implementation of Health protocols (Septiana, 2021). The tweet recording can be seen in the excerpt in the section below.

#NawakNgalam, Pembangunan revitalisasi pasar tradisional di Kota Malang ditargetkan akan selesai pada tahun ini https://tinyurl.com/yeyjk692 melalui @PemkotMalang.

Based on the tweet, it can be seen that efforts to revitalize traditional markets as a tourist destination that also emphasizes Health protocol policies with facilities provided by the government have been subject to completion targets; so planning, in this case, is also a matter of what actions can be taken against obstacles that interfere with the smooth running of an effort to achieve future results with predetermined targets **(Taufiqurokhman, 2008).** In line with this, the plan to use e-commerce as an effort to increase the economy is also carried out by the mayor of Malang, namely Sutiaji; the implementation of a plan to utilize e-commerce as an improvement in the MSME sector seeks to encourage the economy in Malang City and at the same time, also maximize tourism that benefits MSME actors. The rebuilding of traditional markets is certainly related to MSMEs. To minimize cases of COVID-19, e-commerce is used as an alternative to the government in realizing buying and selling activities that remain following the health protocols that have been set. Tweet activity can be seen in the quote below.

#NawakNgalam Optimisme pemulihan ekonomi diungkapkan Wali Kota Sutiaji saat didapuk sebagai salah satu pembicara Forum VIP @cnbcindonesia, Kamis (20/5/21). Hal ini antara lain dilandasi peningkatan sejumlah sektor ekonomi didorong meluasnya pemanfaatan e- commerce oleh #UMKM https://tinyurl.com/45a8e3ms melalui @PemkotMalang.

Furthermore, careful planning will make the achievable goals can be realized optimally (Afifah, 2019). In this case, it means that there is a plan to digitize MSME actors in Malang City so that the implementation of Health protocols is more effective by avoiding crowds of tourists who want to shop in the MSME sector in Malang City.

In the planning or planning section, it can be concluded that planning activities check the readiness of facilities, monitor the development of market revitalization, and use e-commerce for MSMEs for economic improvement to optimize the functioning of the tourism sector in Malang City. These things were obtained through Twitter content

produced by the official account of the Malang city government, namely @PemkotMalang, to promote tourism in Malang City and invite tourists to travel to Malang City.

4.2 Creation

The Malang City Government's efforts in tourism marketing have proven that tourism due to the new normal can start to recover with the implementations carried out by the Malang City Government. Some activities show tourism activities have resumed operations. Creation, or in this case is creation is a stage that focuses on the communication strategy of the Malang City Government in the form of content on the @PemkotMalang Twitter account to deliver information to the public that the Malang City government on tourism has created the latest policies in tourist destinations in Malang City. In contrast to the planning aspect, which is still in the planning stage, the creation aspect is the act of creating a thing. In the creation aspect, it is proven by the analysis results having a percentage of 39%.

It is proven by the research results on the creation aspect, which has the highest percentage, which is 39%. Although in the process of re-increasing tourism activities, the Malang City Government also continues to suppress the prevention of COVID-19. To maintain the health protocols, the Malang City Government creates a policy to impose a QR Code on the care and protection application at the entrance of every tourist spot. Tweet activity can be seen in the quote below.

#NawakNgalam Proses pindai QR Code di aplikasi pedulilindungi jd salah satu syarat masuk pusat perbelanjaan, tempat makan, wisata dan lokasi publik lainnya. Bagi perusahaan/pemilik usaha, berikut cara mendapatkan barcode utk disediakan di pintu masuk https://tinyurl.com/mr24faxe melalui @PemkotMalang.

In this case, the Malang City government creates new policies by utilizing available technological features. This means that up to this point, it can be concluded that the use of technology in the new normal era is dominating (Lamudur et al., 2020). In addition, other implementations carried out by the Malang City Government are the re-establishment of various festivals, which are carried out both within the network and outside the network. This is done as part of the promotion of tourism in Malang City. The implementation of the Kampoeng Tjelaket festival to improve traditional arts and creative fashion in the Malang Flower Carnival event and the QR Code facility allowance. Tweet activity can be seen in the quote below.

"Dalam rangka mengangkat kesenian tradisional, warga Kelurahan Rampal Celaket menggelar Festival Kampoeng Tjelaket," Minggu (12/12/2021). https://tinyurl.com/bdfe2pm6 melalui @PemkotMalang.

#nawakngalam Asa kebangkitan insan pariwisata dan ekonomi kreatif fesyen terus diapungkan. Pandemi tak menyurutkan langkah berkreasi. Berbekal spirit tersebut, Malang Flower Carnival (MFC) ke-11 digelar secara hybrid di Stadion Gajayana Malang, Minggu https://tinyurl.com/2p9875m5 melalui @PemkotMalang.

#NawakNgalam Beragam makanan olahan kekinian berbahan tempe dan kedelai kreasi para perajin di Kampung Tempe Sanan, Kota Malang semarakkan gelaran Festival Kuliner Tempe, Minggu (17/10/21). https://tinyurl.com/mu5zvyu7 melalui @PemkotMalang.

Developing the progress of destinations requires a study of identifying aspects of tourist facilities that support tourists while in tourist destinations (Setiawan, 2015). Creation which also pays attention to health protocols following the direction of the Government of Indonesia, health support facilities to cope with COVID-19 provided by the government as one of the requirements for re-procuring tourism activities, including

organizing events will create a sense of security for visitors. The delivery of communication that will affect tourism marketing in the city of Malang through the production of Twitter content on the official account of the Malang city government, namely @ PemkotMalang.

In addition, organizing events that are allowed again by the government is a government step to restore revenue in the tourism sector; events are one of the promotional strategies in tourism, with events being able to brand the city (Margatama, 2014). The re-implementation of the event in Malang, as stated in the Twitter social media account @PemkotMalang, will affect the tourism marketing of Malang.

In the creation section, it can be concluded that the creation activities carried out by the Malang City Government are carrying out new implementations to support tourism facilities in the new normal, such as the use of technology, namely QR Code on the care protection application feature, where this is done as an effort to reduce numbers spread of COVID-19. In tourism activities, especially tourism businesses, it is necessary to limit the population in each tourist spot. Based on that goal, the implementation also applies to events held in Malang, followed by the re-organization of events in Malang as a form of promotion of the city of Malang to increase revenue in the tourism sector.

4.3 Integration

In terms of integration, content produced by the official account of the Malang City government through the Twitter account @ PemkotMalang obtained the same score as the delivery of planning information with a score of 19%. To organize tourism in the new normal era, the Malang city government collaborates with various stakeholders to support the sustainability of tourism marketing. Stakeholders who play a role in the sustainability of tourism activities are, of course, the mayor of the Malang city government, who plays an important role in all Malang city policies and planning, including tourism, the Ministry of Tourism and Creative Economy as one of the stakeholders who play a role in organizing events in the city of Malang, in this case, KEMENPAREKRAF collaborates with the Mayor. In the City of Malang City, the mayor's role is to respond to things that need to be considered starting from planning to the completion of the event related to health programs. Don't forget that when the new normal situation is like this, @puskesmasdinoyo plays a role in vaccinating the surrounding community, where vaccinations are also carried out for actors in the tourism world such as mall employees, traders, and workers in other tourist destinations. Then several stakeholders support the re-launching of events in Malang, such as @bappedamlg, @diskopindagmlg, @bakesbang, @kemkominfo, and so on, where some of the stakeholders play a role in efforts to improve the Malang economy through MSMEs and invite the public to understand more about digital. This can be seen from the social media Twitter account @PemkotMalang.

Table 1. Mentions in @PemkotMalang tweet

Tweets	Mention	Total
#NawakNgalam Public enthusiasm for vaccination was monitored in the "Vaccination on The Road" activity held by @puskesmasdinoyo at Dinoyo Market, Thursday (27/5/21). Exceeding the target, as many as 276 mall employees, traders, the elderly, and online transportation workers received the vaccine https://tinyurl.com/jtr2j7vn via @PemkotMalang	@PemkotMalang	1
#NawakNgalam, The Ministry of Tourism and Creative Economy announced that sports, music and exhibitions could be held again. Responding to this, the Mayor of Malang, Drs. H. Sutiaji conveyed several things that need to be considered in organizing the event https://tinyurl.com/ndy83k7f via @PemkotMalang	@PemkotMalang	1
#Nawakngalam Malang City Government through @bappedamlg held a Corporate Social Responsibility (TSP) Musrenbang as an effort to embrace the business world in realizing development proposals from the community, Wednesday (11/24/21). https://tinyurl.com/mszjcuep via @PemkotMalang	@PemkotMalang	1
#NawakNgalam Malang City Government collaborates with the Indonesian Music Museum (MMI) supported by @tugutirtamalang using the Malang City Hall lobby to introduce Indonesian musicians who often raise environmental issues.https://tinyurl.com/2fv8psr7 via @PemkotMalang	@PemkotMalang	1
#Nawakngalam Malang City Government through @diskopindagmlg in collaboration with @MalangCF to hold the Mbois 6 Festival "Indonesia Mbois", Monday, November 22 2021 starting at 09.00 WIB. https://tinyurl.com/yckz8fbz via @PemkotMalang	@PemkotMalang	1
#Nawakngalam The City Government through @bakesbang will hold the Nusantara Cultural Parade (Pradatara) 2021, an art and cultural performance presented by Regional Organizations consisting of students in Malang City from various regions. https://tinyurl.com/2p9e6x9h via @PemkotMalang	@PemkotMalang	1

#NawakNgalam Mayor Sutiaji expressed optimism for economic recovery when he was appointed as one of the speakers at the VIP Forum @cnbcindonesia, Thursday (20/5/21). This is partly based on the increase in a number of economic sectors driven by the widespread use of e-commerce by #UMKM https://tinyurl.com/5n75ke4c via @PemkotMalang	@PemkotMalang	1
#NawakNgalam who want to increase their knowledge of the digital world, Malang City Government in collaboration with @kemkominfo held a series of Digital Literacy Webinar, on Tuesday (29/6/21) https://tinyurl.com/582efasu via @PemkotMalang	@PemkotMalang	1

The data shows that mention activities on the Twitter account @PemkotMalang provide information that the City of Malang has begun to allow tourism and economic activities to resume but still has to implement health protocols with the condition that vaccines are mandatory and activities are monitored through an application made by the government that cares about protecting. Integration in Malang City has provided an opportunity for parties involved in the tourism industry to improve the situation due to COVID-19 for the community's welfare.

The Malang City Government has tried various actions such as providing security support facilities, administering vaccines, routine appeals from the government and producing innovations in the new normal period (Muhammad Aminudin, 2021). It can also be seen from the data above (table 1) that collaboration between stakeholders focuses on organizing events and holding events that have their own goals, including being carried out cultural performances, introducing Indonesian musicians, and other activities. After that, a collaboration between stakeholders is also to support tourism in the new normal, namely special implementations for holding events and festivals, vaccinating the community and tourism business actors, and collaboration is also carried out to improve income through MSMEs, traders are given education about the use of e-commerce. -commerce.

In terms of integration, it can be concluded that the Malang City government has collaborated with various parties to restore the state of tourism in the city. In the context of restoring the state of tourism in Malang City but also monitoring the prevention of COVID-19 cases, it is necessary to collaborate with other parties to procure vaccinations for the surrounding community and also, in connection with the permitting of events to be held again; the Malang city government is also collaborating with various parties to maximize these activities and build tourism promotion. In addition, by collaborating with various parties, the Malang city government also helps business actors by providing education on the benefits of digital for businesses. This states that tourists can return to travel activities but still carry out established health procedures.

4.4 Marketing

Integrated marketing communication is the basic concept for integrating and coordinating all communication channels to deliver a clear, consistent, and significant message. The application of Malang City tourism marketing in the new normal period based on findings and data processing obtained 22%.

The strategy that emerges from the results is that tourism in Malang City has been reopened by considering the factors and requirements for implementing the new normal. With this information, the Malang city government welcomes the public and tourists, both domestic and international, to travel by complying with health protocols that have been determined and using the facilities provided. The Malang City government's official Twitter account, which is represented by the @PemkotMalang account, in the marketing aspect, invites tourists to explore tourist destinations in Malang City by implementing predetermined health protocols. From the data on the @PemkotMalang Twitter account, it can be seen from the new implementation for the re-opening of tourism activity facilities and economic activities, such as MSMEs, which are always encouraged to go hand in hand with technology (IT), as well as vaccinating employees, business people, and all Malang people. The redeveloping process provides a sense of comfort and safety to tourists and residents of Malang City. The results of the data analysis found ten well-known words in the discussion, namely: poor, city, isolation, died, world, city government, house, guardian, and favorable, and the data can be seen below in the table.

Table 2. Most famous words

Contents	Total	Percentage
Malang	894	3,25%
Kota	716	2,61%
Isolasi	300	1,09%
Meninggal	292	1,06%
Dunia	175	0,64%
Pemkot	170	0,62%
Rumah	167	0.61%
Wali	167	0,61%
Positif	161	0,59%
Data	158	0,58%

The data above provides an overview of words that often appear when discussing strategies to attract tourism in new normal situations, apply health protocols, and utilize technology. The results of the data analysis found ten of the most famous words in the discussion, namely: malang, kota, isolasi, meninggal, dunia, pemkot, rumah, wali, positif, and the data with the highest percentage of the word Malang resulted in a value of 3.25% and the lowest percentage for the word Malang. Data with a value of 0.58% can be seen below.

Figure 5. *Word Frequency*

The most dominant word that emerged from the Twitter account @PemkotMalang from data analysis with the Nvivo 12 Plus word cloud feature to increase interest in tourist visits in the Malang City area in the new normal era was the word "Malang," which means poor which is the focus of development in delivering marketing information for tourism. Other words that appear are "kota," "isolasi," and "meninggal." The name emerged from the results of the government's monitoring of Malang City due to the COVID-19 that hit there; the government made special measures and plans before tourism activities were active again because the government needed to consider other impacts that would occur in the future even though marketing about tourism in Malang City continues intensified. Then there are the words "pemkot (city government)" and "wali," these words which play an important role in the system of delivering tourism marketing information to Malang City; it can be concluded that the Malang City government is very concerned about the sustainability of tourism to be able to increase tourist interest but still pay attention to health protocols by continuing to provide advice in the form of content on the Twitter account @PemkotMalang.

It can be seen in the processed data that there are words such as policy, development, implementation, holding, activities, conveying, and monitoring. These words prove that the Malang City Government has implemented many innovations that will affect tourism activities in the future; this makes the delivery of information tourism marketing be appropriately implemented. Special treatment is needed in tourism marketing strategies. In this case, we can see the tendency of Twitter social media to be used to share information from planning to the implementation of the plan in the tourism sector.

Based on the dominance, the words that appear most often, there are the words "meninggal," "dunia," and the word "positif," which means that the Malang City government always reports the dynamics of COVID-19 cases so that tourists will always be careful when traveling. . Then there is the word "isolation" which is one of the government's policies in suppressing the number of COVID-19 cases. There is also the word "data," which means that the Malang City government constantly monitors the situation and the number of COVID-19 cases in the Malang city area. Through the results of the data obtained through the Twitter social media account belonging to the Malang city government, namely @PemkotMalang, the government can take actions and policies according to the state of the city Malang to restore tourism.

V. Conclusion

Based on the findings and analysis of the researchers, it can be concluded that the Malang City government uses a strategy of delivering information through social media Twitter @ PemkotMalang consistently mapped to the IMC concept, which contains several aspects, namely planning, creation, integration, and marketing. Of the four aspects, creation dominates because it includes content that changes tourism marketing in Malang City. The information conveyed was in the form of implementing new policies in the tourism sector to recover after the COVID-19 pandemic. As for other complementary aspects, such as the planning aspect, Malang City prepares facilities that meet health protocols so that tourists feel safe and increase their trust when visiting tourist objects in Malang City.

Meanwhile, in the integration aspect, the Malang City Government collaborates with various stakeholders to organize events and support tourism in the new normal period, such as implementing health protocols and carrying out vaccinations for the community or business actors to raise MSMEs and use e-commerce. Then on the marketing aspect through the @PemkotMalang Twitter account is an invitation to tourists to explore tourist destinations in the city of Malang while still implementing health protocols per existing policies. The researcher analyzed the dominant words that emerged from the Twitter account @ PemkotMalang by using the word cloud analysis feature on the Nvivo 12 Plus. The analysis results show that "Malang" is the word that appears most often and becomes the main focus in conveying tourism marketing information. In addition, some words such as "city," "isolation," and "died" have a negative impact. The use of words in promotional sentences becomes a reference for the Malang City government in conveying tourism marketing information in the new normal era.

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