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Digital tourism communication model to increase public awareness of the Lok Baintan floating market tourist destination

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Abstract: Developments in information technology and social media have transformed the way tourism destinations are recognized and promoted. Tourists' digital activities, such as uploading photos, videos, and reviews on various platforms, play a crucial role in increasing destination awareness and image. This is also true for tourism at the Lok Baintan floating market. Optimizing digital power is crucial to strengthening the floating market's presence and appeal as a unique tourist destination. This study aims to analyze the digital tourism communication model in increasing tourism awareness at the Lok Baintan Floating Market. A descriptive qualitative method with a constructivist paradigm was applied in this study. The research finding shows that integrating the AISAS (Attention, Interest, Search, Action, Share) model with the User-Generated Content (UGC) concept provides a comprehensive explanation of digital tourist behavior. Each AISAS stage is dynamic, starting with Attention and Interest, triggered by visual and narrative content from visitors and local influencers that showcase the authenticity of Banjar culture.

Abstrak: Perkembangan teknologi informasi dan media sosial telah mengubah cara destinasi pariwisata dikenal dan dipromosikan. Aktivitas digital wisatawan, seperti unggahan foto, video, dan ulasan di berbagai platform, berperan penting dalam meningkatkan awareness serta citra destinasi. Begitu pula dengan pariwisata Pasar Terapung Lok Baintan. Optimalisasi kekuatan digital menjadi hal yang penting untuk memperkuat eksistensi dan daya tarik pasar terapung sebagai destinasi pariwisata yang unik dan menarik untuk dikunjungi. Penelitian ini bertujuan untuk menganalisis model komunikasi pariwisata digital dalam meningkatkan awareness pariwisata di Pasar Terapung Lok Baintan. Metode kualitatif deskriptif dengan paradigma konstruktivisme diterapkan dalam penelitian ini. Hasil penelitian menunjukkan bahwa penggabungan model AISAS (Perhatian, Minat, Pencarian, Tindakan, Berbagi) dengan konsep konten buatan pengguna (UGC) memberikan penjelasan yang komprehensif mengenai perilaku wisatawan digital. Setiap tahap AISAS bersifat dinamis, dimulai dari tahap perhatian dan minat, yang dipicu oleh konten visual dan naratif dari para pengunjung serta influencer lokal yang menonjolkan keaslian budaya Banjar.

INTRODUCTION

Tourism in Kalimantan, like other regions in Indonesia, is beginning to rebound after the COVID-19 pandemic. A key attraction of Kalimantan's tourism is its large rivers, which residents utilize for transportation and daily activities (Triyani et al., 2024). Major rivers flowing through Kalimantan include the Martapura, Kapuas, Mahakam, and Barito, along with other smaller rivers. Rivers also serve as the economic lifeline of the Banjar community, providing floating markets, a feature found only in Kalimantan, Indonesia. According to Normelani (2016), rivers, from an anthropocentric perspective, are crucial resources supporting numerous human activities. Rivers serve as dedicated spaces for local economic activity and serve as gathering places for vendors bringing resources from surrounding areas to sell.

South Kalimantan Province has two floating markets, namely the Kuin Floating Market in Banjarmasin City and the Lok Baintan Floating Market in Banjar Regency (Luthfiana, 2019). The Lok Baintan floating market is located in Lok Baintan Village, Sungai Tabuk District, Banjar Regency (Banjar Regency Central Statistics Agency, 2020). Broadly speaking, the Lok Baintan floating market is not different from the floating market at the Kuin River Estuary/Barito River (Huda et al., 2024). Products sold at this floating market are generally agricultural, including vegetables and fruits such as bananas, boiled corn, kecap, Kalimantan oranges, and others. In addition, wrapped rice and other cooked foods are also sold. This unique floating market in Kalimantan has now become a destination for domestic and international tourists (Wibowo et al., 2024). This market is busy in the morning, around 6-7 a.m. local time, and begins to quiet down after 9 a.m. as merchandise sells out and many sellers have gone home.

In today's digital era, digital power can support awareness of a tourism destination. According to Morrison (2023), There are ten components/attributes of tourism. First, awareness is a factor of awareness, namely, visitors' knowledge about tourist attractions, which is influenced by the information visitors obtain. Second, attractiveness is a product of attractions owned by a tourist destination, such as nature, attractions, performances, superior products, supporting facilities, and so on. Of course, the tourist attractions displayed can meet the desires and needs of various visitors. Third, availability is the ease with which information can be obtained, questions can be asked, or tourist destinations can be accessed through various media, such as websites, personal blogs, and online reservations. Fourth, accessibility is the ease of getting to a tourist destination. Access can include available roads to the location, directions, means of transportation, and public facilities at the tourist location, as well as the ease of obtaining transportation within the tourist attraction. Fifth, appearance refers to the external characteristics of a tourist destination that can enhance the visitor experience. Sixth, the destination provides activities during a visit to create an impression and experience. Seventh, assurance concerns the safety, security, and cleanliness of the destination area for tourists. Eighth, appreciation of how the attitudes and responses of residents, as well as management and stakeholders, in welcoming provide attention so that tourists feel happy and comfortable at the tourist destination. Ninth, action is a development step, both long-term and short-term, in the development and marketing owned by the related parties. Tenth, accountability is an activity carried out to assess the services provided to visitors and can also take the form of an

evaluation of their effectiveness.

Previous research by Hasiholan and Amboningtyas (2021; see also Aziz, 2022), demonstrated the need for digital marketing in tourism. The use of social media and websites is a means of online marketing and sales promotion. Subsequent research was conducted by Another study by Ayu (2021) also demonstrated the benefits of digital marketing as a promotional medium for tourists, providing easy access to information about their destinations anytime, anywhere.

A study by Sianipar and Liyushiana (2019) recommends collaboration and strengthening among relevant stakeholders to ensure balanced digital promotions and achieve the desired goals. Warmayana (2018) also showed the need for digital marketing applications, including websites, social media, online advertising, web forums, and mobile applications. Puspawati and Ristanto (2018) highlights the importance of the role of tourism awareness groups (pokdarwis) in promoting local tourism and the need to involve social media activists as government partners in promoting tourism. Furthermore, Rizali and Tamini (2022) previously researched the marketing of the Lok Baintan Floating Market, but they examined overall marketing, whereas this study focuses on its digital marketing.

Pre-research conducted at the Banjar Regency Culture, Youth, Sports, and Tourism Office found that tourism in South Kalimantan is currently improving after being hit by the Covid-19 pandemic for several years. Tourism marketing in this area is focused on digital marketing and is currently in development (ongoing). However, previous research indicates that the digital tourism communication model at the Lok Baintan Floating Market destination has not been studied. Referring

to the results of the pre-research and previous research gaps, this study aims to examine the digital tourism communication model in increasing public awareness of the Lok Baintan Floating Market tourist destination in South Kalimantan, which is distinctive, unique, interesting, and has historical value. In addition, this study presents a new perspective that integrates the concept of digital consumer behavior, using the AISAS Model (Sugiyama & Andree, 2010), with the participatory concept of UGC to analyze tourist behavior, a novel approach in digital research.

The AISAS model explains the stages of consumer behavior in the digital era, starting from attention, interest, information search, action, and sharing experiences. Meanwhile, UGC refers to user-generated and shared content, such as reviews, photos, videos, and travel experiences on social media, which plays a significant role in influencing other travelers' perceptions and decisions.

The novelty of this research lies in its attempt to integrate these two concepts into a single analytical framework, as previous research has typically examined AISAS and UGC separately. This integration is expected to provide a more comprehensive understanding of the dynamics of digital tourism communication and tourist behavior in the context of local destinations.

Previous studies examining the application of AISAS in digital tourism include those by Salsabila and Amali (2025), Zhao et al. (2024), Karo (2024), Xue et al. (2021), and Abdurrahim et al. (2019). Meanwhile, studies on UGC in tourism include those by Rasool et al. (2025), Sujatmiko et al. (2025), Xu et al. (2023), Cheung et al. (2021), and Narangajavana et al. (2017). Given the research gap showing no integration between the two concepts, this research

was conducted to address it.

METHOD

This study uses a constructivist paradigm and descriptive qualitative research methods. Primary data were collected through semi-structured in-depth interviews with informants. In addition, observations were also conducted to obtain supporting primary data. Secondary data were obtained from the literature, namely, scientific journals, proceedings, books, official reports, mass media, and other scientific writings.

The informants in this study were the Head of the Culture, Youth, Sports, and Tourism Office of Banjar Regency, the Head of the Tourism Marketing Division, two community leaders, the manager of the Lok Baintan Floating Market Instagram account, and followers of the Floating Market Instagram, and four Acil Jukung traders of the Lok Baintan Floating Market. These informants were selected with consideration for their ability to provide comprehensive data from the perspectives of the local government, community leaders, local communities, social media account managers, and their followers. Data and field findings were further analyzed using the Miles et al., (2018) technique, namely data reduction, data presentation, conclusions, and data verification. Observations were also made of digital promotional media from Banjar Regency, especially those for the Lok Baintan Floating Market. These are official social media platforms created by the Banjar Regency Culture, Youth, Sports, and Tourism Office. These platforms

include a YouTube account (Disbudporapar Banjar Regency with 2.77K subscribers), Facebook (Disbudporapar Banjar Regency), Instagram (@disbudporapar.banjarkab), Twitter/X (@budporapar.banjar), and TikTok (@disbudporaparbanjarkab). Furthermore, a social media account created by a local community, @pasarterapunglokbaintan, was also studied. This account was selected for being organically created by residents, being active, and having a large number of followers.

Relevant theories and concepts were used to analyze the research results. Therefore, this study employed the concept of User-Generated Content. The AISAS model and the concept of social media and tourism destinations, specifically the floating market, were also used. The research was conducted in South Kalimantan Province, where the Lok Baintan Floating Market is located. In addition, online research was conducted to observe the role of several Instagram accounts related to the Lok Baintan Floating Market. The data obtained were then analyzed, including reduction, presentation, and conclusion drawing (Miles et al., 2018). This research was conducted in Banjar Regency, South Kalimantan, from March to September 2023 to obtain comprehensive data. This time span encompasses a relatively stable tourist season at the Lok Baintan Floating Market, according to the Banjar Regency Culture, Youth, Sports, and Tourism Office.

RESULTS AND DISCUSSION

Lok Baintan Floating Market Tourism Awareness

The Lok Baintan floating market has been a popular tourist destination for over ten years. Floating markets in Kalimantan are a cultural heritage passed down from the Banjar people's ancestors (Huda et al., 2024). Initially, trading activities at the floating market were solely for residents' needs. However, as it developed as a tourist destination, changes were necessary to align with the general characteristics of such destinations, including the inclusion of service elements. However, in terms of tourist visits, the Lok Baintan floating market only accounts for 6% of total tourist visits in Banjar Regency (Banjar Regency Culture, Youth, Sports, and Tourism Office, 2019). Despite its hiatus during the pandemic, the market has become increasingly well-known. It has been reorganized by establishing a Tourism Awareness Group (Pokdarwis) composed of community members concerned with tourism. They serve as an extension of the Banjar Regency Culture, Youth, Sports, and Tourism Office in managing the Lok Baintan Floating Market tourist destination.

The Lok Baintan floating market can be considered a tourist destination because it offers three key attractions: something to see, something to do, and something to buy (Yoeti, 2008). Something to see is the beauty of the morning sun along the Martapura River and the buying and selling activities on the boats. Something to do (tourist activity) where tourists can boat across the Martapura River and conduct buying and selling transactions. Something to buy is buying goods from traders known as Acil Jukung (Acil, the term for aunt, and jukung, the small boat driven by Acil). Tourist activities at the Lok Baintan floating market are very interesting and unique, as the experience

gained there may not be found elsewhere. Another interesting thing is that the Acil traders are skilled at reciting rhymes, so tourists who engage with them are given refreshing rhymes that create a warm atmosphere, with rhymes being one of the attractive tactics in selling (Hamdani et al., 2024). With the change to become a tourist destination, of course, many things need to be improved, including service elements such as friendliness, tourism knowledge, skills, and ethics in providing services when tourists are at the Lok Baintan floating market.

Ease of access to tourist attractions is a crucial factor for tourists, as is access to information, especially for first-time visitors to the Lok Baintan Floating Market. Given that Banjar is not yet a leading tourist destination in Indonesia, there is little information available about the Lok Baintan Floating Market.

Searching for information about tourist destinations in this technological era is not difficult for tourists. Through the internet, tourists can explore a wealth of tourism information through online media, websites, and personal blogs. Ease of access to information through online media is a primary need, as searches and others' reviews provide the initial information needed to form opinions about the tourist destinations they plan to visit. Therefore, in this technological era, a tourist destination must have online media that is accessible to a wide audience.

An interview with the Head of the Banjar Regency Culture, Youth, Sports, and Tourism Office revealed that post-pandemic, the office is working to improve the Lok Baintan Floating Market. These steps include establishing a Tourism Awareness Group and developing short- and long-term development plans. Facilities such as the boat dock are also being improved. In terms of service, training is being provided for jukung

boatmen, boat owners, and community leaders. Furthermore, skills are being developed to create souvenirs typical of the Lok Baintan floating market. These activities are still ongoing in stages. A long-term plan to enhance the tourist experience is to create a tourism village concept that offers a unique travel experience. Activities include boat building and exploring river life. The Lok Baintan floating market also promotes sustainable tourism by preserving local customs and culture.

Service during buying and selling activities at the floating market also requires attention. Several areas remain to be improved. Among them, there have been several negative online comments regarding the customer service etiquette, which makes tourists uncomfortable by crowding them all at once. Some *jukung* boat operators still focus on selling their wares without regard for customer service ethics and comfort, which impacts tourist satisfaction and the desire to return to the destination. This is due to a lack of understanding of tourism, which emphasizes creating a positive and memorable experience as its primary goal.

In the technology era, almost all travel experiences are shared on social media, particularly enjoyment, new experiences, natural beauty, interactions with locals, food, and even local culture. Similarly, at the Lok Baintan floating market, many tourists post about their activities. For example, boating, buying and selling on the boat, and even the boat operators' refreshing rhymes create a cheerful atmosphere filled with laughter for both buyers and sellers. This also represents an oral tradition passed down through generations in the Banjar community (Wahyu, 2024) and continues to this day. However, among the many positive comments and posts on social media, negative comments about service ethics sometimes appear. Therefore, this

has also become a concern for the Banjar Regency Culture, Youth, Sports, and Tourism Office and all related parties, who must continuously monitor and improve destination activities. Because in this digital era, the spread of social media content is very fast and widespread, making it influential. If the posts are positive, they can convey a positive image that can be used as a promotional tool for the tourist destination. However, if negative news spreads, it will create a negative image of the tourist destination's development.

Tourism marketing is a crucial effort that the Banjar Regency Culture, Youth, Sports, and Tourism Office must undertake to advance tourism at the Lok Baintan Floating Market. Numerous efforts have been made, as conveyed by Mrs. Badiah, Head of Tourism Marketing. Through various media, both offline and through events and online media, to disseminate information and seize opportunities to attract tourists to the Lok Baintan floating market. Several annual events or festivals held at the Lok Baintan floating market have captured the attention of the public, not only residents of South Kalimantan but also reaching people outside Kalimantan, thanks to social media posts. According to the Banjar Regency Culture, Youth, Sports, and Tourism Office, they are trying various approaches, especially by optimizing social media, to develop tourism at the Lok Baintan Floating Market in particular and in South Kalimantan in general.

User Generated Content

User-Generated Content (UGC) was first proposed by the Organization for Economic Co-operation and Development (Kübler et al., 2025). According to this source, content must be accessible and published through an internet-accessible platform. UGC can be understood as the

online expression of opinions, testimonials, complaints, and customer reviews of a particular product or service. In today's digital age, many consumers rely on UGC to support their purchasing and usage decisions (Baier et al., 2025).

Another study that supports the role of user-generated content in influencing destination image and tourist visit intentions is that conducted by Aboalghanam et al. (2025), who confirmed that user-generated content significantly influences destination image formation, which in turn increases tourist visit intentions. Similar results were presented by Yamagishi et al. (2024), who found that UGC, particularly from younger generations, increases trust in destination information and encourages travel interest.

User-generated content is a pillar of Lok Baintan Floating Market's digital tourism communications, serving not only as a promotional tool but also as a form of digital participatory culture, where tourists and local communities collaborate to build the destination's narrative. This two-way interaction fosters a dynamic, authentic, and sustainable communication ecosystem

to promote region-based cultural tourism.

Implementation of AISAS in Digital Tourism at Lok Baintan Floating Market

Information from the Banjar Regency Culture, Youth, Sports, and Tourism Office indicates that the local government is attempting to promote tourism through print media, such as pamphlets distributed to hotels, travel agencies, and airports. However, the pamphlets' contents are not limited to tourism but also include the creative economy, such as promoting superior regional products. Meanwhile, digital promotion is carried out through social media. Based on interviews conducted by the research team with the Head of the Banjar Regency Culture, Youth, Sports, and Tourism Office and the Head of the Tourism Marketing Division, it was stated that currently, digital promotion of the Floating Market is not specifically aimed at their accounts, but has been carried out through the social media of the Banjar Regency Culture, Youth, Sports, and Tourism Office, as shown in table 1.

Table 1
Official tourism promotion media for Banjar Regency

No	Media Types	Account Name
1	Website	www.disbudporapar.banjarkab.go.id
2	Youtube	Disbudporapar Kabupaten Banjar
3	Facebook	Dinas Kebudayaan Kepemudaan Olahraga dan Pariwisata Kabupaten Banjar
4	Instagram	@disbudporapar.banjarkab
5	Twitter	@budporapar.banjar
6	Tiktok	@disbudporaparbanjarkab

Source: Researcher data, 2023.

The table 1 shows that Banjar Regency does not specifically promote its floating market through an account. However, its tourism promotion is carried out comprehensively by the Banjar

Regency Culture, Youth, Sports, and Tourism Office. At the time of the observation, the website was inaccessible, preventing researchers from analyzing tourism promotion on the site. YouTube is

quite active, with 184 videos posted over the past five years, the first of which is about the Lok Baintan Floating Market. As the name suggests, the videos feature a variety of topics, particularly related to culture and tourism in Banjar Regency. These include overall tourism and cultural promotion, cultural and traditional festivals and expos, tourist attractions, and unique places like Martapura with its stone crafts, and other Banjar culinary specialties.

The Banjar Regency Culture, Youth, Sports, and Tourism Office's Facebook page is also quite active, with 2.5,000 followers. This Facebook page showcases the diversity of Banjar Regency's culture and tourism. Likewise, the Instagram account @disbudporapar.banjarkab has 5,267 followers and 959 posts since November 17, 2016. These Instagram posts are not specifically about the Lok Baintan floating market but rather about various aspects of cultural activities, youth, sports, and tourism in Banjar Regency. Twitter, with 729 followers, is not very active in uploading posts. The last post was observed on March 19, 2023, which was a repost from Instagram @disbudporapar.banjarkab regarding the 2023 South Kalimantan Tourism Prince and Princess election. Meanwhile, the TikTok account @disbudporaparbanjarkab only has 53 followers and 109 video posts since March 20, 2021. Like other social media platforms, this TikTok content features information about Banjar Regency related to tourism, culture, youth, and sports.

According to the Head of the Tourism Promotion Division, the local government promotes tourism in Banjar Regency by posting approximately once a week on social media, particularly about leading tourism products. They also promote events through social media. The hope is that social media will also reach the

younger generation, who are already active on social media. One major event held at the Lok Baintan Floating Market is the Floating Market Festival, held every October. This event has been recognized as a national event and is also a central program (Ministry of Tourism and Creative Economy). One of the activities at the Floating Market Festival is a photo competition inviting photographers from across Indonesia and neighboring countries such as Singapore and Malaysia to participate.

The government, recognizing the importance of preserving this floating market, strives to ensure its sustainability by providing training and outreach to the younger generation of Lok Baintan. This training includes the Sapta Pesona training for tourism preservation and the creative economy, with workshops on making Lok Baintan souvenirs, such as keychains, screen printing, and t-shirts. It is hoped that this training will increase income and improve the standard of living of the younger generation in Lok Baintan. In addition, training was also provided to Acil jukung (floating market vendors who sell their wares using jukung/small boats). The training provided covered hospitality, how to welcome guests well, and the Banjarese pantun as an attraction for visitors. Digital tourism promotion has also invited young people who are tourism ambassadors, especially in South Kalimantan, to promote tourist attractions in South Kalimantan. So, they are required to upload videos about tourist attractions and use hashtags to promote tourism, especially in Banjar Regency, according to the Head of the Banjar Regency Tourism Marketing Promotion Division.

The activities carried out by the Banjar Regency Culture, Youth, Sports, and Tourism Office, when viewed through the lens of the AISAS concept, aim to raise public awareness of the Lok Baintan

Floating Market. After this awareness, visitors on social media become interested (Interest), and then seek further information digitally (Search), ultimately leading to a visit. After visiting, visitors are expected to share posts about tourism activities at the Lok Baintan Floating Market and also share or recommend it. Unfortunately, the information provided on the Banjar Regency Culture, Youth, Sports, and Tourism Office's social media platforms is general. It does not specifically focus on the unique floating market tourism that promotes Lok Baintan's local wisdom.

This study examined the Instagram account @pasarterapunglokbaintan, one of the managers of the social media account promoting the Lok Baintan Floating Market. The account manager, a 26-year-old man with the initials F, stated that many visitors were attracted to the market after seeing the posts. He created Instagram in July 2015. At that time (September 2023), it already had 1,214 followers with a total of 224 posts since April 2, 2016. Initially, this account was created for personal purposes. The first three posts were personal, according to him; one of them, on September 15, 2016, captured the atmosphere of the Lok Baintan Floating Market. This was actually done to sell, with F offering boat rental services (traditional boats) to the floating market, departing from Siring or Menara Pandang (Banjarmasin City), or from Lanting Pasar Terapung, depending on the renter's request. However, during its development, it was found that the Instagram account @pasarterapunglokbaintan became a source of potential guests and visitors to the Lok Baintan Floating Market. In this case, F has actually created Awareness (in the AISAS concept, the first A) for the public so that they are interested (Interest) and find out more (Search), or, in some

cases, DM (Direct Message). Some of them were interested and finally came and rented a boat to go to the Lok Baintan Floating Market (Action). F said that his guests often took photos and then posted them on their social media. Some sent their photos to F, who then posted them on his Instagram account @pasarterapunglokbaintan. This certainly made his guests happy. F admitted that most of his posts were sent by his guests. These guests then posted about them and recommended them to their families, relatives, colleagues, and others around them (Share). Some guests who arrived later said they came to the Lok Baintan Floating Market thanks to recommendations from friends/family, or from colleagues at work. This is the result of "Share" in the AISAS concept (Sugiyama & Andree, 2010).

Acil Ibay is a trader at the Lok Baintan Floating Market who is now famous for his pantun and has become a local TikTok influencer. Acil Ibay is active on TikTok under the handle Acil pantun (@aci_ibay), with 41.3K followers and 177.6K likes as of October 6, 2023. This study also conducted interviews with Acil Ibay and four other Acil Jukung (traditional boat owners). All Acils agreed that, in the digital era, information spreads rapidly, leading to widespread access to information about the floating market through the media. They said they learned about this when they brought their guests on their jukung (traditional boat). During the conversation, many of their guests said they learned about the floating market from social media platforms such as Instagram, Facebook, TikTok, and YouTube. Some even mentioned comparing their guests to what they saw online—for example, the writing on Lok Baintan—which ultimately led Acil to offer to visit. However, due to its remote location, the guests decided not to. When a

guest inquired after seeing his friend's post about Banjar soto and chicken satay, Acil finally said, "Let us just wait, it will probably arrive soon." Moreover, indeed, it did arrive shortly.

Several Acil also mentioned how Acil Ibay's role as a local influencer and floating market vendor influences public awareness. Numerous studies have demonstrated the success of influencer marketing in attracting visitors to tourist destinations (Cornellia et al., 2024). People can learn about floating-market tourism, especially in Lok Baintan, and the lives of jukung boat riders. Several guests mentioned wanting to meet Acil Ibay, who is famous for popularizing Banjarese pantun. Those of Acil Ibay's friends who are accustomed to Acil Ibay's daily interactions will naturally seek him out and meet him. However, according to the Acils, some are not happy, asking, "Why Acil Ibay? We can also sing Banjarese pantun." Some Acils also mentioned that sometimes guests come because they want to be given a special pantun and recorded. Then they will post it on their social media.

Based on the above, researchers can conclude that the internet, particularly social media, plays a significant role in public awareness of the floating market. Some visitors even expressed interest in visiting the site. Not only in Indonesia, but also from neighboring countries and even abroad, such as the United States and the United Kingdom (interview with Acil Ibay). The AISAS concept suggests that awareness can be created through online media, particularly on social media platforms such as Instagram, Facebook, TikTok, and YouTube. This awareness ultimately piques their interest in learning more (Interest), and some seek additional information (Search). Ultimately, some come, following the information provided by Acil (Action), and others share their stories of visiting the floating market

through their social media posts (Share).

This study also included interviews with community leaders, Haji Y, and Uncle A, a tourism professional respected by the traders at Lok Baintan Floating Market. Haji Y is a nurse at a Banjar Regency Community Health Center, whose home is near the Lok Baintan Floating Market. In his daily life, Haji Y's house serves not only as a place to treat the sick but also as a stopover for traders to rest or consult with Haji Y. The back of Haji Y's house, which juts out into the river, also provides a toilet that is often a stopover for floating market traders. Meanwhile, Uncle A, who works in boat rentals, is a respected community figure among floating market traders. He is the one who created the "flower" formation from jukung (small boats), where the traders' jukung are gathered and tied at the ends to form a flower bud. According to these community leaders, visitors who come to the Lok Baintan Floating Market come from all over Indonesia and even from abroad, including Malaysia, Singapore, and even America, many of whom are attracted by seeing posts on the internet. In this case, these visitors go through the stages of the AISAS model. The Aware stage occurs when a visitor is first exposed to information about the Lok Baintan Floating Market; the visitor then becomes interested (Interest) and conducts further research (Search). Then the visitor came to the Lok Baintan Floating Market (Action), shared the post, and recommended tourism there.

Community leaders also confirmed that local influencers like Acil Ibay play a significant role in influencing potential visitors to return (make repeat purchases). The hospitality provided by Acil and the comfort of guests on their boats will encourage visitors to post positive reviews, and it is hoped that these recommendations will attract new visitors. This is part of the AISAS concept, including

the final S, namely Share.

Interviews for this study were also conducted with Instagram followers promoting the Lok Baintan Floating Market. N (a 29-year-old female resident of Jakarta), a follower, stated that she was inspired to visit the floating market by an RCTI OK advertisement when she was a child, and that she also learned from friends that a floating market existed in the Banjar area. Ultimately, she wanted to go there. As someone who grew up on the island of Java, the existence of a floating market she had never encountered before was certainly unique. Therefore, N researched the floating market's location online, particularly through social media and Google Maps. Moreover, I finally became interested and got in touch to rent a boat through one of the Instagram accounts promoting the floating market in Lok Baintan. On the Instagram account, there are also photos depicting the conditions at the Lok Baintan Floating Market, along with reviews placed in the Instagram highlights. N then visited the Lok Baintan Floating Market by renting a boat as agreed (action). N admitted to

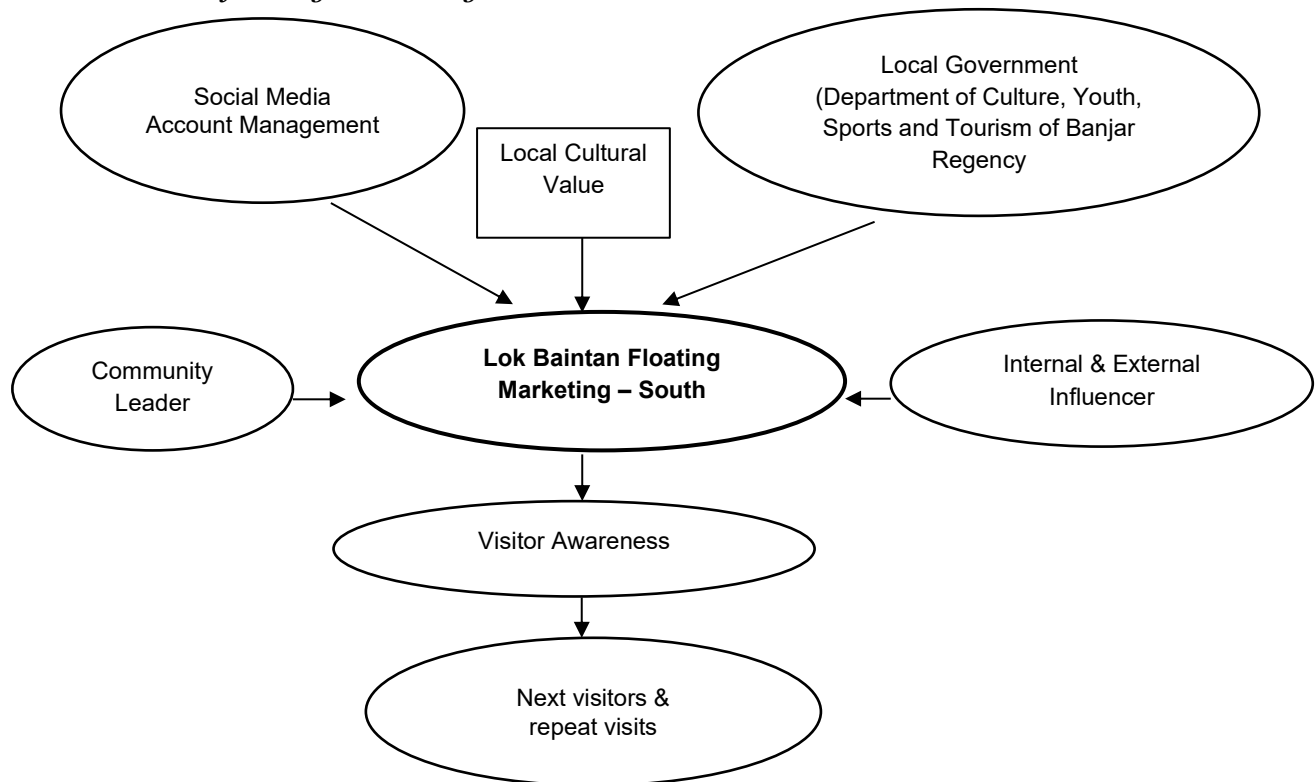
immediately posting (sharing) his activities while still at the floating market. Also, a few days later, I am still posting on Instagram stories. Some of his followers replied to the story, asking about the floating market. N then directed them to the floating market's Instagram, which had facilitated it. In the story, N also put the floating market Instagram tag so that followers who saw his story and were interested could click directly to the intended Instagram. From N's statement, it can be concluded that N's initial awareness of the floating market came from TV advertisements when he was a child. Then interest arose and a desire to find out more through social media and Google Maps (search). Action is carried out by visiting the floating market, and then sharing the experience via social media.

Lok Baintan Floating Market Digital Tourism Communication Model

The results of the research conducted by the research team on several related stakeholders above produced a tourism model as shown in the image of figure 1.

Figure 1

Lok Baintan floating market digital tourism communication model



Source: Researcher data, 2023.

This model explains how the local government, specifically the Banjar Regency Department of Culture, Youth, Sports, and Tourism, plays a crucial role in advancing tourism at the Lok Baintan floating market. The local government must support this unique tourism experience, unique to Banjar Regency. The presence of community leaders in Banjar is crucial. These leaders serve as role models and are consulted by the community when facing challenges. Community leaders also play a significant role in tourism, with the local government often seeking their assistance to disseminate information about policies and other programs. Due to the lack of social media accounts dedicated to floating market tourism, accounts with the name "Pasar Terapung" or that promote the floating market have become crucial for the community. These accounts often serve as a reference for the public,

especially those outside South Kalimantan, to learn about the floating market. Although the original purpose of these accounts was for their business, offering boat or kelotok rentals, their presence has become a refreshing oasis for those seeking awareness of the Lok Baintan floating market. Furthermore, the presence of local influencers like Acil Ibay, who frequently livestream their sales and accompany guests at the floating market on social media, raises public awareness and interest in learning more about this unique tourist destination in South Kalimantan. Visitors post about their experiences at the floating market, which then leads social media followers to become aware of the destination and potentially interested in visiting. Satisfied visitors are likely to want to return to the floating market.

This research explains how various media, technology, and public participation interact to form a new communication ecosystem. In this context, this occurs through the local government, specifically the Banjar Regency Culture, Youth, Sports, and Tourism Office, which utilizes its official digital media platforms to promote tourism in the region. Furthermore, the social media account manager (in this case, the Instagram account @pasarterapunglokbaintan) is a local community member and is independently managed. Also, participation from community leaders, the community itself, including vendors like Acil Ibay, via TikTok, and influencers and visitors who post about their experiences at the floating market.

The concept of User-Generated Content emphasizes that user-generated content (not official content) has significant power in shaping a destination's image. This includes content created by tourists, especially influencers with large followings. Social media account managers also post about their travel. This content raises awareness among potential tourists and encourages them to visit the Lok Baintan Floating Market. Similar studies examining the concept of UGC in tourism have been conducted by Cheung et al. (2021), Xu et al. (2023), Kitsios et al. (2022), and Nguyen and Tong (2023). These studies demonstrate the influence of UGC on travel decision-making.

The AISAS (Attention, Interest, Search, Action, Share) model in this study is used not only as a conceptual framework but also analyzed empirically to examine how tourist behavior is shaped in the context of digital tourism at the Lok Baintan Floating Market. At the attention stage, initial exposure to the destination occurs through digital content produced by influencers, tourists, and official local government accounts. Visual content, such

as boat sales and unique river culture, is the primary attraction that triggers tourists' initial awareness. Entering the interest stage, potential tourists demonstrate deeper interest, characterized by interactions with content, such as liking, commenting, and saving. At this stage, key actors include not only national influencers but also local influencers like Acil Ibay, who possess high cultural affinity and authenticity, enabling them to build an emotional connection with their audiences.

The search stage is demonstrated by tourists' continued information-seeking behavior, whether through search engines, social media, or UGC-based recommendations. At this stage, communication dynamics are two-way and participatory, where tourists are not only recipients of information but also actively compare experiences shared by other users. Furthermore, in the action stage, the decision to visit is influenced by the accumulation of previously acquired digital information, including reviews, experience visualizations, and authentic narratives circulating on social media. This stage also involves other actors, such as local MSMEs and destination managers, who provide direct tourism experiences. In the share stage, tourists who have visited share their experiences on various digital platforms, resulting in new User-Generated Content (UGC). This UGC then triggers a communication cycle at the attention stage for other potential tourists, thereby forming a circular, sustainable communication pattern.

The communication dynamics in this model demonstrate multi-stakeholder interactions among tourists, influencers, local communities, and the local government, which serves as a facilitator. This demonstrates that digital tourism communication is no longer linear, but rather collaborative and participatory. To enrich the analysis, the AISAS model in this

study was modified to incorporate dimensions of local cultural values inherent in floating market activities, such as river trading traditions, community social interactions, and Banjar cultural identity. This integration produces a more contextual model, in which each stage of the AISAS is influenced not only by digital content but also by the strength of local cultural values that are the destination's main attractions. Thus, the resulting model not only explains tourists' digital behavior but also captures the distinctive characteristics of Indonesian tourism, which is rooted in local culture.

Similar studies that also reveal the role of influencers and visitors who share their content and impact visits to a tourist destination were also examined by Xiang et al., (2017), Ghorbanzadeh et al., (2023), Sutrisno et al., (2024), and Hossain et al., (2024). In conclusion, the application of the AISAS (Attention, Interest, Search, Action, Share) model in the context of digital tourism at the Lok Baintan Floating Market shows how tourist behavior is dynamically shaped in the social media era. Each stage of the AISAS depicts a continuous communication flow, starting with initial interest, moving through digital content and the search for further information, and culminating in the actual action of visiting and sharing experiences on social media.

CONCLUSION

This study aims to examine the digital tourism communication model for increasing public awareness of the Lok Baintan Floating Market. The results demonstrate that integrating the AISAS (Attention, Interest, Search, Action, Share) model with the User-Generated Content

(UGC) concept provides a comprehensive explanation of digital tourist behavior. Each AISAS stage is dynamic, starting with Attention and Interest, triggered by visual and narrative content from visitors and local influencers that showcase the authenticity of Banjar culture. The Search and Action stages demonstrate the information-search process that leads to the decision to visit. In contrast, the Share stage generates UGC that organically expands the reach of destination promotion.

The research findings demonstrate that UGC acts as a participatory communication medium that not only strengthens destination awareness but also shapes the destination's image and influences other tourists. This process is circular, with UGC generated by tourists again stimulating Attention in potential future tourists. This emphasizes that digital tourism communication is no longer one-way but involves multi-stakeholder interactions among tourists, influencers, local actors, and local governments, building a collaborative and sustainable communication ecosystem.

The implications of this research suggest that tourism communication strategies should emphasize collaboration among actors to create authentic content grounded in local cultural values and to utilize UGC as a strategic data source to understand tourist perceptions and evaluate the effectiveness of digital communication. Therefore, the AISAS model integrated with UGC serves not only as a framework for analyzing digital consumer behavior but also as a strategic approach to enhancing the competitiveness of tourist destinations. Future research is recommended to examine the integration of this model with social media algorithms to understand the visibility and distribution of UGC in supporting increased awareness and sustainability of Indonesian tourism.

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