

The Impact of Viral Phenomena and Unpreparedness of Destinations on the Sustainability of Tourist Attractions (Case Study at Amaryllis Flower Garden, Yogyakarta)

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Abstract. The development of digital technology has a significant impact on tourism. The high number of active internet users and the easy exchange of information give rise to a viral phenomenon. This phenomenon certainly has positive and negative impacts. Therefore, to minimize the adverse effects that arise, it is necessary to implement risk management with sound sustainable principles as a preventive measure and implement revitalization or conservation efforts as a repressive measure. In this case, various steps have been taken by the Amaryllis Flower Garden manager to maintain its sustainability after the damage that has been experienced, both from environmental, socio-cultural, and economic aspects. These steps were carried out as a preventive measure to protect the amaryllis garden from damage and a repressive measure for what happened to this garden several years ago.

Keywords: impact, phenomenon, viral, sustainable, amaryllis

1 Introduction

The era of globalization. The development of digital technology has had a significant impact on various sectors of the world, including the tourism sector. This development causes the exchange of information via the internet or social media to occur quickly. It results in a shift in how people choose to consume tourism products [1]. One of the reasons for this shift is the massive community involvement in the use of social media to find travel inspiration. In addition, the high number of active internet users, reaching 204.7 million as of January 2022 in Indonesia [2][2], also plays an active role in supporting the massiveness of this phenomenon. The high number of active internet users in Indonesia causes a lot of holiday content or travel content to be shared on the internet, especially on social media such as Instagram, Facebook, Twitter, and Tik Tok. This condition also causes a tourism product to become booming or popular in a relatively short time, commonly referred to as "viral".

Definition of viral. In the Oxford Dictionary, the word "viral" is used to describe a piece of information, video, image, or other that is sent quickly over the internet and seen by many people in a short period. Therefore, viral in tourism can be said to be a condition or phenomenon that causes many people to consume tourism products quickly due to the stimulus obtained from social media or the internet spread by other users.

The impact of viral. This viral condition in tourism certainly has various positive and negative effects. Social media exposure to tourism products, whether in the form of photos, videos, or messages in captions that display a positive impression, will encourage someone to visit the place. This positive impression will benefit the manager in terms of increasing revenue for the increasing number of visitors. On the other hand, social media can also influence and build public opinion with a negative impression. This negative impression will hurt visiting the destination. In addition, although viral conditions in tourism provide significant economic income due to an increase in visitors [3], but quoted in, the massive exchange of information through social media also has the potential to raise the issue of over-tourism, which will result in environmental damage if not appropriately managed. have proper planning, as seen in the Amaryllis Flower Garden, Yogyakarta [4].

The Amaryllis Flower Garden. It is located in Gunung Kidul Regency, Yogyakarta Special Region, which was initially established as a means of amaryllis flower conservation in 2002. This conservation effort was motivated by the mass eradication of amaryllis flowers by farmers because this plant is a weed for farmers' crops. Then, after the conservation efforts bore fruit in the form of a beautiful Amaryllis Flower Garden, this flower garden began to be crowded with people, especially during the blooming season around October to November. The crowds of people coming to this garden are not only supported by the charm of the beauty of the Amaryllis flower but also because the guests who come are not subject to any retribution fees or free.

History of Amaryllis Garden. Over time, in 2015, the enthusiasm of visitors reached its peak, which caused a surge in visitors. One of the reasons for this increase was the increasing trend of selfies that year. The number of visitors who came to this flower garden and then uploaded it on social media caused the Amaryllis Flower Garden to go viral immediately. However, the virality of this flower garden destroyed the Amaryllis Flower Garden. Therefore, the manager of the Amaryllis Flower Garden was forced to apply an HTM of IDR 10,000.00 because the amaryllis flower ecosystem that had been built was damaged due to the bad behavior of visitors. The damage to this flower garden is an example of a case where the manager is not prepared for the virality of a tourism product. Therefore, the Amaryllis Flower Garden manager must organize and rebuild this garden with more careful planning.

2 Literature Study

2.1 Viral Marketing

Media Social. The most effective media for promotion, both goods, and services, is social media. Few of the tourism sector also take advantage of social media in developing a destination, and one way is by implementing viral marketing [5]. Viral marketing can also be referred to as e-WOM (e-mouth-to-mouth marketing), or internet-based word-of-mouth marketing is a strategy whose promotional function is networking and is designed like a virus to infect from one person to another quickly and widely by providing unique benefits to consumers.

Companies generally choose viral marketing to market their products through internet access so that as many levels of society can reach them as possible throughout Indonesia and foreign tourists [6].

Viral phenomenon. When a tourist destination experiences a viral phenomenon, the most vital possibility is the emergence of motivation from other tourists to visit the goal, which causes an increase in the number of visits. When this happens, good quality destination management is needed to maintain sustainability and avoid damage to tourist destinations. The management of these destinations can be referred to as the Destination Management Organization (DMO), which according to UNWTO (2008), DMO functions to lead and coordinate the elements of the destination, namely attractions, amenities, accessibility, human resources, image/image, and prices, also includes marketing and sustainable environment. DMO cannot be separated from efforts to make the tourism industry more sustainable in implementing development, including 3 principles, namely the sustainability of economic, sociocultural, and ecological needs [7].

2.2 Risk Management

Sustainability. Risk management is very much needed in managing sustainability and avoiding damage. With the increase in tourism, the risk in the tourism industry is also huge. Risk management can help reduce the probability of uncertainty that could lead to loss or damage. Hadiguna (2010) states that in tourism risk management, five streams can be analyzed: operational risk, financial risk, information risk, relational risk, and innovation risk. In the tourism and hospitality industry, operational and reputational risks can impact other relevant chances. Meanwhile, operational risk is a risk that often arises in the tourism industry and is caused by humans and nature. Therefore, it is necessary to involve stakeholders and good quality visitor management in the context of concern for the environment's carrying capacity in each destination [8].

Management visitor. Two approaches to managing visitors. The first is Complex Measure (the process of forcing visitors constantly to follow the rules set by the manager by closing part or all of the tourist area with the aim of repair or maintenance, tightening visiting times, introducing the concept of pick-up parking, making the concept of conservation area zones, improve the effectiveness of parking traffic and ticket payment strategies). The second approach is called Soft Measure (an approach that motivates visitors to behave following the wishes of the destination manager and the community by disseminating information before the visit or during the visit to help visitors understand the condition of the destination so as not to do anything harmful, as well as perform interpretations that provide knowledge and encourage appreciation from visitors to create an understanding of conservation and environmental issues)[9][10].

3 Method

In the case of study research, various data sources are used. A distinctive feature of case study research is the use of multiple data sources, a strategy that also increases the credibility of the data. Primary data were obtained through in-depth interviews and direct observation. Secondary data were obtained through a literature study.

4 Discussion

4.1 Amaryllis Garden

The Amaryllis Flower Garden Location. Amaryllis Garden is a flower garden located in Ngasemayu, Salam, Patuk District, Gunung Kidul Regency, Yogyakarta. The house of a native Patuk resident named Mr. Sukadi. Initially, the establishment of this garden was motivated by the owner's anxiety about the eradication of Amaryllis flowers carried out by farmers because they were considered weeds that could disrupt the agriculture of the people in their area.

He feels that if it is not cultivated, this flower will become extinct in the short term. He wants to do conservation so that Gunung Kidul Regency does not lose one of its endemic flora. Therefore, Mr. Sukadi also asked the farmers for amaryllis seeds. The farmers are undoubtedly happy to provide the amaryllis seeds because it is a weed that interferes with their crops. Then, after getting free amaryllis seeds from the farmers, Mr. Sukadi slowly started his amaryllis conservation and cultivation business. Over time, this conservation garden grew into a beautiful flower garden which later became the main attraction for the local community and people who passed through the Patuk area, Gunung Kidul.

The blooming season. Guests often visit this garden, especially during the blooming season, which is around October to November. Guests who come to visit are not charged anything to enter Mr. Sukadi's flower garden because, at first, Mr. Sukadi's goal was to make this garden only a place of conservation, not a tourist spot. In 2015, the overwhelming enthusiasm of guests who came made the amaryllis flowers in this garden trampled and resulted in the destruction of 85 percent of the flower population in the Amaryllis Flower Garden. This incident made Mr. Sukadi's Amaryllis Flower Garden go viral on social media. After going viral, Mr. Sukadi's flower garden became increasingly crowded with visitors, such as tourists, television reporters, journalists, university students, and many more. The popularity of Mr. Sukadi's Amaryllis Flower Garden has made farmers start commercializing amaryllis seeds, and they are no longer giving them away for free for conservation purposes.

The damage to the garden. It caused him to have to re- conserve by buying amaryllis seeds from farmers. This has caused him to charge a fee for guests who want to enter his flower garden. This rate is in the form of a voluntary donation of IDR 10,000, held for 3 weeks during the amaryllis flower blooming phase. The allocation funds collected from this donation are 100% used for gardening improvements and conservation of amaryllis flowers, while Mr. Sukadi himself does not take the money for his economic interests.

Garden conservation. This is due to his motivation, namely that this garden is intended only to conserve and cultivate amaryllis flowers. The financial result that Mr. Sukadi gets is only a bonus when visitors to the Amaryllis Flower Garden want to buy the amaryllis seeds that Mr. Sukadi sells. In addition to donations from tourists, the viral news about the damage to the amaryllis garden has made many local people and private companies concerned about the sustainability of amaryllis by providing financial assistance to revitalize Mr. Sukadi's Amaryllis Flower Garden.

4.2 Amaryllis Garden Damage

The destruction of the garden. The destruction did not make him angry, but he realized that this was a consequence of his unpreparedness to receive the very high enthusiasm of tourists.

This is because the amaryllis flower is a flower that grows seasonally and, in the short term, about 3 weeks per year. This short blooming time will undoubtedly have the potential to cause a buildup of visits during bloom time. Therefore, careful planning is needed to accept the high enthusiasm of tourists, especially coupled with a short bloom time which has the potential for overcapacity [11].

Improvement of the garden. When it blooms in October-November, plans for the preservation of amaryllis and gardening begin to be prepared. 100% of the tourist donation funds are allocated for gardening improvements, starting from the construction of the entrance to the garden, the tourist path in the garden, to the road for tourist selfie locations, so they don't step on the amaryllis flower. In addition, Mr. Sukadi also allocated donated funds by building facilities at the Amaryllis Flower Garden, such as sanitation facilities in the form of accessible toilets, parking lots, and other supporting facilities. The damage to 85 percent of the amaryllis flowers in his garden also made him plan preventive measures to manage the possible risks in preserving amaryllis so that tourists would not trample on them. He conserves amaryllis in several other lands of his own, one of which is in Tanjung Sari, located about 6 km from Baron Beach.

Restriction visitors. With this step, he hopes that if the incident happens again one day, the improvement will be carried out faster and better. However, Mr. Sukadi has no plans to restrict other matters related to tourist visits. Until now, he is very accepting of the presence of tourists in a kind, and friendly manner, the enthusiasm of tourists for the preservation of the flowers that used to be exterminated has become an appreciation for him.

The regeneration of his conservation management is also instilled in his children. Plantations and plants have become part of Mr. Sukadi's family life. He has 2 sons who are very concerned about plant cultivation. Starting from cultivating fruits such as avocado, durian, coconut, and many more. His son is also active in conserving this amaryllis flower and loves it so much that the sustainability of this garden can be maintained from generation to generation.

The high interest of tourists must be forced to subside due to the Covid-19 pandemic. Sukadi's flower garden was forced to close temporarily. This did not make him difficult economically because he did not use his garden as his source of income. This pandemic is an opportunity for him to revamp his garden. The money collected from donations from tourists a few years ago was allocated for regular gardening, one of which was repairing the riverbanks located near the gardens. Before the pandemic, in a year, he could get a turnover of up to 80 million rupiahs per bloom season only from tourist donations. This bank improvement also costs up to 100 million rupiah, so there is a cross-subsidy yearly for regular gardening.

His flower garden cash is also well recorded and separate from his income obtained from agricultural and fruit plantations ranging from avocados to durians, plant seeds, and fruit sales. This is clear evidence that he is serious about conserving this amaryllis flower to maintain its sustainability.

4.3 The Impact of Phenomenon Viral Marketing

Socio-culture impact. Socially, there is a change in people's perception of this amaryllis flower. Local people who were initially indifferent to the existence of this flower and even wanted to eradicate it are now more concerned about the sustainability of this endemic flower of Gunung Kidul. Mr. Sukadi invited the local community to cultivate amaryllis flowers, and the community's enthusiasm was also relatively high. Currently, new amaryllis cultivators have begun to emerge, especially in the area. The emergence of this new cultivator is not a concern for Mr. Sukadi for his efforts but rather a source of pride because the existence of amaryllis is now increasingly seen by the public.

The public's view of this weed is also improving, and public awareness of amaryllis is also increasing. Not only local people but the hectic news about amaryllis gardens has also made foreign tourists from Southeast Asia, such as Malaysia, Singapore, Thailand, Vietnam from Australia, India, and even from Europe, such as the Netherlands [12] journalists, academics, reporters and so on to become concerned for the sustainability of this amaryllis flower. Mr. Sukadi welcomed this very well, any guests who visited his garden were also treated very well regardless of their background.

The hectic discussion of the Amaryllis Flower Garden on social media reaps the pros and cons. Mr. Sukadi is also very open about public opinion about his flower garden, which went viral because the selfie trend damaged it. According to him, this damage is also not entirely the result of tourists but because of the unpreparedness of his garden to provide selfie spots. There is also much clickbait made by YouTubers, bloggers, and others about this garden. Some call it the 'Keukenhof' of Gunung Kidul. However, this is purely the opinion of the public, journalists, YouTubers, and so on. He said he does not claim anything about his flower garden and only aims for amaryllis conservation [13].

Economic impact. Economically, the Amaryllis Flower Garden also improves the local community's economic welfare. The crowds of visitors who make the local community see it as a business opportunity. As a result, tourist parking lots are provided by the local community and managed independently by the local community. This is also caused by the limited parking space owned by the garden and the number of tourists. This garden also opens up opportunities for trade for local people or traders from outside Patuk. This opportunity is open to anyone without being charged a penny by Mr. Sukadi.

The community is also involved in managing visitors by being given jobs during the blooming season, starting from being entry guards to controlling tourists for flower safety and maintaining health protocols. This Amaryllis Flower Garden can improve the economic well-being of the local community, especially the Patuk community.

Mr. Sukadi said that if his garden is no longer viral and there are no visitors, it will not shake his vision of amaryllis conservation. He feels the economic benefits come from the increased sales of amaryllis seeds after the viral 2015 ago and many other sources from his agriculture and plantations. Digital promotions carried out indirectly by mass media such as television, radio, and social media such as Instagram, Twitter, and so on increase public enthusiasm about the existence of amaryllis and increase purchase motivation and the preservation of amaryllis. Purchases of seeds online via WhatsApp messages come from all over Indonesia from Sumatra, Kalimantan, and Nusa Tenggara to Papua, such as Nabire, Labuan Bajo, and so on, and of course on the island of Java itself, such as orders from companies in Jakarta, Tangerang, and many more. There are also many buyers from local communities who come directly to Mr. Sukadi's residence and buy them on a small scale or retail. Until now, interest in the preservation of amaryllis from all over Indonesia can be said to be high, with evidence of monthly purchases of seeds. However, Mr. Sukadi himself has not taken steps to promote and digitize sales, such as through e-commerce, and only opens orders via WhatsApp. This is also due to his limited ability to master digital media.

Capital support. Offers of capital support and cooperation came from various large companies in the tourism sector. However, Mr. Sukadi refused to commercialize his amaryllis garden. He said that his goal in conserving amaryllis flowers was to maintain their sustainability, and there was no intention at all to commercialize it, so he rejected all attempts at cooperation with commercial goals offered by well-known companies.

Environmental impact. Amaryllis flower gardens need to be managed with a mature risk management readiness. In addition, preventive measures must be prepared to maintain the

destination's sustainability, especially amaryllis flower conservation [14]. With this, all things that have implications for the sustainability of this amaryllis flower can be prevented, and even this Amaryllis Flower Garden can provide benefits, both from environmental, socio-cultural, and economic aspects to the local community and the impacts that occur in these 3 aspects can be minimized by good. Thus, the Amaryllis Flower Garden can preserve the endemic flora of Gunung Kidul, namely the amaryllis flower, by providing community benefits and maintaining its destination's sustainability.

Risk management. Amaryllis flower gardens must be managed with careful risk management and preventive measures. Thus, the existence of amaryllis flowers will increase, and all things that have alarming implications for the sustainability of amaryllis can be prevented. On the other hand, Amaryllis Flower Gardens can also contribute to all aspects of the surrounding community's environment, socio-culture, and economy.

4 Conclusion

Amaryllis flower gardens must be managed with careful risk management and preventive measures. Thus, the existence of amaryllis flowers will increase, and all things that have alarming implications for the sustainability of amaryllis can be prevented. On the other hand, Amaryllis Flower Gardens can also contribute to all aspects of the surrounding community's environment, socio-culture, and economy.

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