SOCIAL MEDIA UTILIZATION TO PROMOTE TOURISM INDUSTRY IN LEMBANG: A CONTENT ANALYSIS STUDY OF SOCIAL MEDIA USED BY MANAGEMENT OF TOURISM OBJECTS IN LEMBANG, INDONESIA

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ABSTRACT

Lembang, which located in West Bandung District, Indonesia, is one of the most favorite tourism destinations in West Java because of its nature and beauty. Considering the increasing number of internet users in Indonesia, it is important to use internet as one of the promotion means. This study aims to investigate how the management of tourism objects in Lembang uses social media in promoting the tourism objects by analyzing the contents of the social media used. This study is a qualitative study with content analysis perspective. The object of this study is the social media used by six different tourism objects management in Lembang, that is: Floating Market, Kebun Begonia, Dusun Bambu, Observatorium Bosscha, De'Ranch, and Jendela Alam Lembang. Primary data gained from contents of the chosen social media. The results show that (1) each tourism object uses more than one social media platform and at least using one of it actively, (2) Tourism objects with nature attraction and shopping tour share the information include profile, packages offered, activities, restaurant and kitchen, culinary, media coverage, guest visiting, events held, unique souvenirs, photo gallery, alternative routes to the tourism location, contact address, statistics, visitors' comments, and polling, while the educational tourism object mostly shares scientific information from observation and researches, announcement of special moments in astronomy, confirmation of false information, events schedule, and visitation requirements, (3) the information on social media needs to be presented creatively in order to gain attention and respond from the followers, (4) some of the social media admins interact actively with the followers by replying to the followers' comments immediately and clearly, nevertheless few other social media do not respond to the followers' comments, thus there is only one-way communication. The study result might contribute to the strategy of tourism promotion in social media for the tourism objects in Lembang.

Keywords: Social Media, Promotion, Tourism Industry

BACKGROUND

Lembang, which located in West Bandung District in Indonesia, is one of the most favorite tourism destinations in West Java because of its nature and beauty. Lembang offers tourists, both domestic and international, with various options of tourism object, which provide different attraction. These tourism objects then compete to appeal tourists by promoting itself actively. There are various media available to promote tourism objects, whether printed media such as brochure and booklet, or even the internet.

Considering the increasing number of internet users in Indonesia, it is important to use internet as one of the promotion means. According to Kemp (2016), 66 million out of 88,1 million internet users in Indonesia are active social media users. It shows how potential social media as a means to spread information widely, including information regarding tourism objects.

There are quite many tourism objects in Lembang use website as their promotion means. In fact, most of them also use social media actively to promote, such as Facebook, Twitter, Instagram, and Youtube. Social media refers to the usage of new media platform requires the component and channel of public communication, which shown by online activity. Social media consists of social structure enables people to interact and collaborate to each other (Kurniasih, 2016).

The usage of social media as a promotional means for tourism objects in Lembang is not necessarily new, as it has been employed since its growth in Indonesia. However, to promote tourism objects in social media not as easy as it might seems. Since social media has distinct characteristics with the conventional media, the tourism object promoted need to represent itself in accordance to the characteristics of social media.

Tourism objects promotion using social media has its own impacts. It is shown by the finding of a study in India regarding the usage of social media to promote tourism objects, which suggests the usage of social media has affected the tourism industry itself, that is: 1) preserve the environment and minimize negative social impact; 2) generating more financial profit for the locals; (3) positively contribute to the nature conservation and promote culture heritage to the world; (4) provide meaningful experiences for the tourist by creating valuable bond with the locals; and 5) help in understanding local culture, social, and environment issues (PraveenKumar, 2014).

This study aims to investigate how the management of tourism objects in Lembang uses social media in promoting the tourism objects by analyzing the contents of the social media used. The study inquiries including: 1) the type of social media used to promote the tourism objects, 2) the type of information shared on social media by each tourism object management, 3) the followers' responds towards the information shared, and 4) the interaction between the social media admin and the followers.

The study result might contribute to the strategy of tourism promotion in social media for the tourism objects in Lembang.

RESEARCH METHOD

This study is a qualitative study with content analysis perspective. Content analysis includes the technique to analyze text systematically (Mayring, 2000). Content analysis begins with identifying then qualifying words in the text in order to understand the words usage contextually. This perspective includes hidden content analysis refers to interpretation (Hsieh & Shannon, 2005). Based on Hsieh and Shannon (2005), the content analysis type used in this study is "Convention Content Analysis" where researcher begins with observation, codes are defined during the content analysis, and codes or key words gained from the data.

The object of this study is the social media used by six different tourism objects management in Lembang, that is: Floating Market, Kebun Begonia, Dusun Bambu, Observatorium Bosscha, De'Ranch, and Jendela Alam Lembang. Primary data gained from contents of the chosen social media. Others are from observation and literature review. The data then encoded in order to generate key words then interpretation is the next stage.

RESULTS

Social Media Usage of Floating Market Lembang

Floating Market Lembang offers nature beauty combined with traditional floating market. This tourism object uses Facebook (on <https://www.facebook.com/FloatingMarketLembang/>) and Twitter @flomartlembang, also there is a website contains information regarding the tourism object on <http://www.floating-market-bandung.com/>. However, this website is not run by Floating Market Lembang management itself but by a tourism agent.

Its Facebook page currently has 3.236 followers (as recorded in October 20, 2016). The posts shown on the page including pictures of Floating Market landscape, posters, the objects and services offered, and also the visitors pictures. Information on the pictures posted (both cover and profile pictures) are hardly found, there is only information about the pictures source as the caption (See Picture 1). However, there is details information on the pictures posted in the Photo Album of its Facebook Timeline. For examples, there is a poster picture followed by caption "Please welcome, Floating Market now has pools, which provides you with the best view and even private pool for ladies" (See Picture 2) and there is also a picture of visitors in the garden followed by caption "Green and cheerful flowers in Floating Market Lembang" (See Picture 3). There is no interaction between the admin and the followers in the posted pictures, only "Likes" (from more than 20 of its followers) is found in few pictures, such as the picture of Floating Market landscape which gets "Likes" and "emoticon button" from 25 followers also 1 comment (See Picture 4). The comment itself was posted in August 2, 2016 at 19.19, which has no relevance with the picture or the caption, but was quickly responded by the admin on the same day at 19.36. However, there are many other comments got no respond from the admin, for example see Picture 2 at Attachment, this picture got 4 "Likes" and 2 comments, the first comment is "How much is the pool ticket" posted in September 9, 2016 and the second one is "May I ask for the marketing contact number?" posted in September 14, 2016, and neither one of them got respond from the admin as recorded in October 20, 2016.

On Twitter, Floating Market has 16.300 tweets, 20.000 followers, and following 334 accounts as recorded in October 20, 2016. The tweets including the same contents posted up on Facebook; re-tweets some tweets from the visitors who posted up their moments in Floating Market and mentioned @flomarketlembang; news and articles on Floating Market such as tweet "Cover story of Floating Market Lembang" (12/6/2016) followed by the news link <http://www.wisatalembangbandung.com/2015/06/fasilitas-dan-harga-tiket-masuk-floating-market-lembang.html> and <http://www.transindoonline.com/2015/09/floating-market-magnet-baru-wisata.html> (10/6/2016).

Meanwhile, the website <http://www.floating-market-bandung.com/> which organized by a tourism agent consists of articles on Floating Market, but it seems outdated as the last update was in January 23, 2015.

Social Media Usage of Kebun Begonia Lembang

Kebun Begonia is a tourism object offers various beautiful flowers in the park. Kebun Begonia organizes four different social media, that is a website (on <http://www.floating-market-bandung.com/>), a Facebook page (on <https://web.facebook.com/Kebun-Begonia-Lembang-710603522325762>), a Twitter account @KebunBegonia and a Google+ account (on <https://plus.google.com/105720139150647986705>). However, website is the only social media actively used by Kebun Begonia management, while the Facebook page has zero post although

already liked by 489 users. The only thing exists on its Facebook page is the Visitors Post, which consists of visitors' testimony. Still, those testimonies got no respond from the admin at all.

This page provides "Rate" button where people can rate their impression of Kebun Begonia. In October 20, 2016, Kebun Begonia got 4,4 out of 5 points from 71 reviewers. Facebook records 295 accounts conversed about Kebun Begonia and 15.210 accounts checked-in on Begonia Facebook Page. Kebun Begonia account on Twitter started in March 2014 has 18 followers and following 14 accounts, but no tweet posted at all. Meanwhile, the twitter users who tweeted about Kebun Begonia used hashtag #kebonbegonia or mentioned @KebunBegonia. The same thing goes for Google Plus account, it has only 5 followers and no single post at all.

In its website, Kebun Begonia elaborates on its business core and the flowers provided along with some pictures of it (See Picture 5), the superiority of its flowers collection compares to other places, tips and guidance in treating flowers, contact person, and location maps powered by Google Map.

Social Media Usage of Dusun Bambu Lembang

Dusun Bambu is an integrated tourism object located in Lembang. This tourism object provides 12 different attractions, including Cafe Burangrang (a cafe provides sundanese foods); Lutung Kasarung (capsule shaped cafe); Pasar Khatulistiwa (organics products market from Burangrang Mountain and various local culinary); Saung/Gazebo Purbasari (a bamboo lodge across the river); Play Ground (traditional playing ground); Villa Kampung Layung (wooden cottage); Camping Ground (camping area), Archery Arena, Airsoft Gun Arena, Knife Throwing, Rabbit Wonderland (children playing ground), Bicycle Tract Package, Gokard and Hiking Arena (Nanda, 2014).

Dusun Bambu uses four different social media actively, that is Website (on <http://dusunbambu.com/>), Facebook (on https://web.facebook.com/dusun.bambu?_rdr), Twitter @dusun_bambu, and Instagram @dusun_bambu.

The website contents include Dusun Bambu profile, activities, restaurant and kitchen, media coverage, guests on special events, offered package, unique souvenirs offered, photos gallery, alternative routes to the object location, contact address, and visitors statistic. There is also popular articles and polling, such as which favorite restaurant for the visitors and visitors' comments. All of the articles are in English, even the visitors' comments are translated into English.

Dusun Bambu Facebook page has 4999 friends per October 20, 2016 and the information shared including photos and videos (of activities, profile, television coverage, and celebrity visiting Dusun Bambu). Video with the most views is the video of Dusun Bambu's landscape and facilities which most visited by tourists, with sundanese song as the background music. This video was uploaded with caption "Thank you for visiting and spending your time in Dusun Bambu (16/10/2016) and currently has been viewed for 384 times and got 32 likes so far without any comment. Meanwhile, the Photo Album consists of landscape pictures of Dusun Bambu, services, facilities, menu, promotion posters, holiday greetings, and visitors' pictures. Photo with the most "likes" is a photo of fish in the pond near the Purbasari lodge by the river side (5/4/2016) and the caption is "How exciting having meals while feeding the fish in Purbasari" (See Picture 6). The Facebook admins are pretty interactive shown by the responds given to the followers' comments. For example, once the admin posted a picture of a newborn buffalo (6/10/2016) (see Picture 7) and asked for name suggestion from the followers, then it got comments from 24 followers. The

admin then gave feedback such as “thank you for the suggestion” or “cute name”, “good one”, “will be considered”, etc., while the other comments got “like” button without any further respond.

On twitter, Dusun Bambu has 1612 tweets, 3781 followers, and following 1161 accounts. The tweet contents are the same with the ones posted on its Facebook page. There are many Dusun Bambu visitors tweeted and mentioned the account but the admin is not as interactive as Facebook admin. Also, this account is not re-tweeting any of the tweets mentioned or regarded it.

By October 20, 2016, Dusun Bambu instagram has uploaded 927 photos, follow 469 accounts, and has 7535 followers. The photos uploaded are the same with the ones on Facebook and Twitter. Also, this instagram account re-posted some photos by its followers also photos and videos of celebrity who visited Dusun Bambu, and photos/videos broadcasted on TV. The hastags on instagram are #dusunbambu #eksplorablebandung #rabbitwonderland #bandung #lembang #indonesia #bambooplayground #dusunbambufamilyleisurepark #kampung #purbasari #inatopbucketlist #kampunglayung and other hastags referred to Dusun Bambu services and facilities. The videos on instagram also got viewed more than the one on Facebook. A video uploaded on October 16, 2016 in Facebook is viewed by 384 accounts while the same video on Instagram is viewed by 876 viewers, got 8 comments and 1 respond from the admin. The video can be viewed on https://www.instagram.com/p/BLnqD-QhXtI/?taken-by=dusun_bambu .

The admin of Instagram account is as interactive as of the Facebook account. For example, it is shown on the photo of a tent in the Camping Ground (29/9/2016), which got 99 likes and 20 comments from the followers. Those comments including 2 responds from the admin, where he replied to a follower comment regarding follower’s desire to visit the camping ground and the price list of the camping facilities.

Besides social media and poster posted on social media, Dusun Bambu also participates in exhibition, such as an exhibition during the National Sport Event (PON) on September 2016, and they posted information regarding the exhibition on their instagram account (see Picture 9).

Social Media Usage of Bosscha Observatory

Bosscha Observatory is a research institution under the supervision of Mathematics and Sciences Faculty of Institut Teknologi Bandung (ITB). Bosscha Observatory serves as public service by providing chances for public to employ astronomy, astrophysics data analysis, study instrumentation, etc. (Institut Teknologi Bandung, 2016). Thus, Bosscha Observatory is one and only education based tourism object in Lembang.

Bosscha Observatory uses social media, i.e. website (on <http://bosscha.itb.ac.id/id/>), Facebook (on https://web.facebook.com/observatorium.bosscha?_rdr), Twitter @obsbosscha, and Youtube (on <https://www.youtube.com/user/obsbosscha>).

Bosscha Observatory’s website provides information including the institution profile, on going researches, visit requirements, astronomy and astrophotography live stream (see Picture 10), the contents are basically education contents on astronomy and astrophysics. The contents are categorized into three types, i.e. public, students, and media purpose, but the articles content in each category is not necessarily distinct to each other. Even the same article is posted in all three categories, such as the article “Saturn in the Bamberg Telescope Lenses” (15/6/2016) and “Spectroscopy Observation on Nova Sgr 2015 No.2 in Bosscha Observatory” (23/9/2016). Press

release can be found in the public and media purpose categories. Besides articles, there are also videos on the web.

Bosscha Observatory Facebook Page has been liked by 9325 accounts as recorded in October 20, 2016. The contents uploaded are the same with the ones on the website plus five additional videos. The picture of Centaurus A Galaxy (16/6/2016) uploaded with details information added has the most “likes” and comments (see Picture 11). It got 262 likes (including emoticon symbol) and has commented by 13 followers. The admin responded to the comments that need answer, for example “what is the magnitude?” etc. The most viewed video is titled “Time-lapse video of the crescent moon in November 12, 2015”, in which the video elaborates the details of observation process, instrument used, and the operator in charge. This 0,58 seconds video was uploaded in November 13, 2016 and has been viewed by 632 viewers, has 31 likes, shared by four accounts and got 1 comment. The admin of this Facebook page is quite interactive and communicative shown by his responds to the followers’ comments. For example, the admin answers to the questions given by the followers in the video, which can be accessed on <https://web.facebook.com/observatorium.bosscha/videos/917199731662066/>.

The twitter of Bosscha Observatory has 542 tweets, 3700 followers, and following 25 accounts as recorded in October 20, 2016. The tweets are including astronomy issues, clarification of hoax news, re-tweets astronomy tweets from various sources, promoting activities held by Bosscha Observatory and ITB itself, also media coverage (see Picture 12), astronomy insights (see Picture 13), etc.

Meanwhile, the youtube account of Bosscha Observatory has uploaded 25 astronomy videos and currently has 536 subscribers (per October 20, 2016). The most popular video is titled “Total Solar Eclipse on March 9, 2016 in Poso, Indonesia” with the duration of 2 hours 27 minutes and 37 seconds and it can be viewed here <https://www.youtube.com/watch?v=CCGoh6A2sS8>. It has 246.441 viewers and 67 comments, but there is no feedback on the comments.

Social Media Usage of De’Ranch Lembang

De’Ranch Lembang is a nature tourism object, which offers horse-riding experience in the vast green field complete with the cowboy style custome (see Picture 14) (De’Ranch, 2011).

De’Ranch currently uses three social media, i.e. website (on <http://deranchlembang.com/id/>), Facebook (on <https://web.facebook.com/DeRanch-Lembang-195490360490809/>), and Twitter @deranchlembang.

The web contents include profile and history of De’Ranch, facilities, activities offered by De’Ranch, events schedule, list of visitor in groups, De’Ranch Saddle Club, location, and guests’ comments. There are 36 comments from the guests by October 20, 2016, which only few of it was responded by the admin, for example a comment asking for the route to the location on which the admin replied with a link: http://deranchlembang.com/id/about_deranch/our-location/ (13/8/2016) (on http://deranchlembang.com/id/about_deranch/guest-testimony/).

In other hand, the Facebook page liked by 4307 accounts and there is 46.088 accounts checked in on the page (by October 20, 2016). The contents are the combination of some posts uploaded on the website with the link attached and some photos represent the activities and facilities provided by De’Ranch. 1.500 followers gave 4 points are the review result of De’Ranch. Although it has big numbers of followers, comments and likes are rare to find. Only few numbers of photos got

more than 20 likes, one of them is a photo of Ice Cream product, which got 47 likes and was shared and commented by four accounts (see Picture 15), but there is no feedback or respond from the page admin.

As for the Twitter account, it has 815 followers, 447 tweets, and following 49 accounts. The tweet contents include announcement and greetings (such as holiday greetings, etc.). This account also uploaded pictures of the visitors (see Picture 16) and grateful greetings for the visitors (see Picture 17) and sometimes re-tweet the tweets mentioned the account.

Social Media Usage of Jendela Alam Lembang

Jendela Alam Lembang is a tourism object focused on the outdoor learning arena, outbound and recreation places for both adults and children by bonding with the beautiful and refreshing nature (Jendela Alam, 2016).

Jendela Alam Lembang uses website (on <http://www.jendela-alam.com/>), Facebook (on <https://web.facebook.com/Jendela-Alam-Fans-155695047783633/>), and Instagram @jendelaalambandung.

The website contents including Jendela Alam Lembang's profile, list of visitor in groups, activities consist of education window, games window, workshop window and art window, "*pesona sahabat alam*", operational hours, brochure and catalog, testimonials, and the location address. Photos and articles uploaded are categorized into two different categories, i.e. for children (see Picture 18) and for adults (such as articles titled "The Benefits of Coffee", "Jendela Alam Pumpkins", etc. On the testimony page, there are videos of celebrities ever visited Jendela Alam Lembang, such as Dona Agnesia, Farah Quinn, etc.

By October 20, 2016, the Facebook page has 2115 likes. The contents consist of some contents from the website, photos of products offered, general information (see Picture 19), guest visiting, greetings, inspiration, entertainment, and posters of event's announcement. Although it has more than 2000 likes, there is hardly any interaction in the posts uploaded. However, the admin is quite interactive by responding to followers' comments. For example, on the post of wheatgrass picture, a follower commented on how this particular plant consumed along with bread and sugar by Dutchman, and the admin replied to it with "Would like to try".

The twitter account was started in August 2010 and currently has 1278 followers, 903 tweets, and following 389 accounts (per October 20, 2016). Contrast with the other two social media, the admin of twitter is really interactive by usually replying to tweets referred to Jendela Alam Lembang and also re-tweeting the tweets referred to or mentioned it (see Picture 20). Besides, it also posted photos or articles published on the website and other social media accounts (i.e. Instagram), tweeting announcement regarding Jendela Alam activities, giveaway, and promoting activities of the others.

The Instagram account of Jendela Alam has 4262 followers, 145 posts, and following 2516 accounts (per October 20, 2016). The photos uploaded are the same ones on the website and Facebook page. The photos uploaded got numbers of likes and the most liked photo is a picture of a celebrity's child feeding an animal (see Picture 21) with 241 likes and commented by four accounts, but no respond or feedback from the account admin. The photos uploaded provide a clear and detail caption in accordance to the photo content.

DISCUSSION

The Type of Social Media used by Management of Tourism Objects in Lembang

Floating Market utilizes Facebook and Twitter. Kebun Begonia has website, Facebook account, Google+ account, and Youtube page, but only actively using website. Dusun Bambu uses website, Facebook, Twitter, and Instagram. Bosscha Observatory utilizes website, Facebook, Twitter, and Youtube. De'Ranch has website, Facebook account, and Twitter account. While Jendela Alam Lembang utilizes website, Facebook, Twitter, and Instagram. In other words, each tourism object uses more than one social media platform and at least using one of it actively. These social media used are the most popular ones in Indonesia, in which based on the data of Global Web Index Q4, 2015, Facebook is the most popular social media platform in Indonesia (Kemp, 2016). This finding indicates most of the tourism objects in Lembang targeted local tourists, except Dusun Bambu whose website contents are fully English and the social media updates also using English.

The Type of Information Shared on Social Media

All of the social media admins from six different tourism objects in Lembang mostly upload photos on Facebook, Twitter, and Instagram; upload videos on Youtube, Facebook, and Instagram; and upload articles with photos on the website. Tourism objects with nature attraction and shopping tour, i.e. Kebun Begonia, Dusun Bambu, De'Ranch and Jendela Alam Lembang, provide more detail and comprehensive information. These information include profile, packages offered, activities, restaurant and kitchen, culinary, media coverage, guest visiting, events held, unique souvenirs, photo gallery, alternative routes to the tourism location, contact address, statistics, visitors' comments, and polling. Some social media admins provide clear and detail information added on each photo uploaded on the social media, which describe the photo very well, but there is also irrelevant and not clear added information on the photo uploaded, even some of the photos have no caption or any additional information. In other hand, as educational tourism object, Bosscha Observatory mostly shares scientific information from observation and researches, announcement of special moments in astronomy, confirmation of false information, events schedule, and visitation requirements. The information shared on website and other social media are detail and clear.

Followers' Respond towards the Information Shared on Social Media

All tourism objects' social media that manage to update information actively have big numbers of followers; even the social media page gets high point from the followers, 4 out of 5. However, only few social media page get more than 20 likes and comments regarding the posted photos/videos. Thus, it needs unique and attractive information packaging to appeal the followers. Yet, some other social media get more responds from its followers, even gain more than 100 likes and exceed 5 comments. Photos or videos provide detail and clear information prone to get more likes. In the case of Bosscha Observatory's video, the high number of viewers caused by the streaming video itself was currently on the worldwide trending topic at that time.

The Interaction between the Social Media Admin and its Followers

Some of the social media admins interact actively with the followers by replying to the followers' comments immediately and clearly, nevertheless few other social media do not respond to the followers' comments, thus there is only one-way communication. Meanwhile, two-way communication is needed in the social media, considering the nature of social media is open and real time communication. The interaction develops between the social media admins and its followers will keep the followers attract to the information posted. The interaction on social media occur by replying to the messages or comments, re-tweeting or share or reposting followers' post

mentioned the tourism objects' account or through interpersonal mediated communication, such as e-mail or inbox/direct message.

CONCLUSION

Tourism objects in Lembang have utilized social media to promote the object. Some have employed social media optimally by updating the information including upload articles, phrases, photos, posters, videos, or even links periodically. And, there are some other social media that do not update information periodically resulting in the absent of the followers respond, shown by the few numbers of likes or emoticon symbols and comments gained. The information provided by the social media already represent the core business of a tourism object, its profile, facilities, services, visiting activities, testimonies, location, routes to the location, requirements, operational hours, special events, media coverage, and other information regarding the tourism object. The information on social media needs to be presented creatively in order to gain attention and respond from the followers. Therefore, the followers might also want to share the information (or photos or posters or videos) they see on the tourism objects' social media. While in term of interaction, the social media admin needs to improve the frequency of interaction with the followers.

ATTACHMENTS

Picture 1 – 4
Pictures of Floating Market Lembang's Social Media

Photo 1	Photo 2	Photo 3	Photo 4
Caption: (Photo : Lilo Armadilo / Komunitas Photographer Bandung Selatan)

Source: <https://www.facebook.com/FloatingMarketLembang/>

Picture 5
Picture of Kebun Begonia's Web

Photo 5
Bunga Baluea Baluea merah berdaun hijau	Bunga Lainnya Baluea merah berdaun perak	Takiron Baluea merah muda berdaun perak	Baluea Baluea dalam pot/bedengan
Baluea Baluea di Selayang	Baluea Baluea di Selayang	Baluea Baluea di Selayang	Baluea Baluea di Selayang

Source: <http://www.kebunbegonia.com/gallery.html>

Picture 6 – 9
Pictures of Dusun Bambu's Social Media

Photo 6	Photo 7	Foto 8	Foto 9
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Source: Dusun Bambu's Social Media

Picture 10 – 13

Pictures of Bosscha Observatory's Social Media

Source: Bosscha Observatory's Social Media

Picture 14 – 17

Pictures of De'Ranch's Social Media

Source: De'Ranch's Social Media

Picture 18 – 21

Pictures of Jendela Alam Lembang's Social Media

Source: Jendela Alam Lembang's Social Media

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