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SEARCH

The Journal of The
South East Asia Research Centre
for Communication and Humanities

CERTIFICATE OF ATTENDANCE

This is to certify that

SLAMET RIYADI

has presented at the

5th International

SEARCH

Conference 2017

Social Media in Focus

on 18 – 19 May 2017
at Taylor's University, Lakeside Campus, Malaysia.

Associate Professor
Dr. Lokasundari Vijaya Sankar
Conference Chair, Taylor's School of Communication
Faculty of Arts and Social Sciences

MORE THAN JUST EDUCATION

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SEARCH
The Journal of the
South East Asia Research Centre for
Communication and Humanities

THE 5TH
INTERNATIONAL
SEARCH CONFERENCE

18-19 MAY 2017 • LECTURE THEATRE 12

SOCIAL MEDIA
IN FOCUS

#SEARCH_CONF2017

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CONTENTS

SEARCH AIMS AND OBJECTIVES

In line with the University's vision and commitment towards developing a culture of sustained scholarship that contributes to the existing body of knowledge and propelling new discoveries in the fields of Communication and Humanities, SEARCH (South East Asia Research Centre for Communication and Humanities) is set to achieve great heights of excellence in research activities. SEARCH aims to undertake research within Taylor's team of academicians and in collaboration with academicians from other educational institutions and industry practitioners.

AIM

Our mission is to create, promote, disseminate and publish new knowledge and discoveries in the fields of Communication and Humanities.

OBJECTIVES

- To inculcate a vibrant research culture among the members of the academedia of the School of Communication;

- To act as an incubator to collect ideas from students for future execution of research;

- To collaborate with educational and industry-based organisations in the pursuance of researching the fields of Communication and Humanities;

- To host the biennial international SEARCH Conference;

- To publish quality research findings in the SEARCH Journal.

WELCOME MESSAGE
BY THE VICE-CHANCELLOR & PRESIDENT, TAYLOR'S UNIVERSITY, MALAYSIA
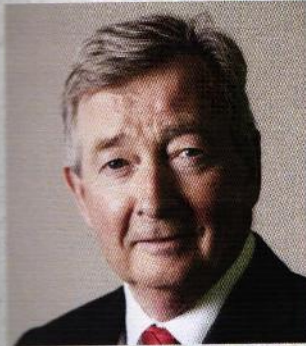
**PROFESSOR
MICHAEL
DRISCOLL**

It is my pleasure to welcome all delegates to the 5th International SEARCH Conference 2017 at Taylor's University. Since 2008, Taylor's School of Communication have been conducting this biennial conference as a platform dedicated to the development of communication and humanities, where academicians and industry experts converge to share their ideas and address critical issues facing the industry today.

Over the last 10 years, this conference has become catalyst of change for the communications industry. This year, delegates from around the world will discuss the impact of Social Media on our society in this modern times.

At Taylor's University, we believe research contribute towards knowledge building and assist in the development of industry and society at large. As the University move towards Balance Excellence, with more focus on research and innovation initiatives, we support and provide platforms such as the International SEARCH conference, which encourages the exchange of ideas to further improve the body of knowledge and creates direct impact on society.

With this, it is my greatest hope that the International SEARCH Conference 2017 is not only productive, but also meaningful to all present here today.

WELCOME MESSAGE
BY THE DEPUTY VICE-CHANCELLOR, TAYLOR'S UNIVERSITY, MALAYSIA

PROFESSOR DR. PRADEEP NAIR

It is a great honour for me to welcome our esteemed delegates to the 5th International SEARCH Conference in 2017 organised by Taylor's School of Communications.

Here at Taylor's University, we recognise that the communication industry is constantly evolving with technological breakthroughs and society's rapid adjustments to new developments. It is widely known that social media are the most visited platforms on the Internet nowadays. It has revolutionized the way we communicate and socialize on the Web, and the way we observe and gain information of the latest developments from around the world. With this year's theme focusing on "Social Media" I am looking forward to the open dialogues, sharing of ideas and research findings by both academicians and industry experts.

Since its inception in 2008, SEARCH has been recognised internationally on Scopus, the largest abstract and citation database of peer-viewed literature. As research becomes increasingly global, interdisciplinary and collaboratively – I am positive that there will be important results and answers to discover from this forum on the impact of social media in this modern times and how to address it.

I wish everyone present here a pleasant and productive experience.

WELCOME MESSAGE
BY THE HEAD OF THE SCHOOL OF COMMUNICATION

MS. JOSEPHINE TAN LIAN LEI

The International SEARCH Conference which started in 2009, is a testament to our commitment towards the pursuit of research. This conference, the fifth in this series, has seen a significant jump in participation and presentation. For this we are indeed deeply indebted to researchers worldwide who have become friends of the International SEARCH Conference conducted by us at the School of Communication.

This conference is an effort to bring together researchers and practitioners; educators and policy makers under one roof so that healthy debates on our theme this year: social media in focus can be discussed and acted upon to bring about meaningful changes to the world of communication.

It is my pleasure and honour to welcome all of you to the Fifth International SEARCH Conference. We have an excellent plenary speaker, Professor Ang who will engage you in very fine academic research and discourse on social media; a subject that has changed communication in ways that we never thought possible.

To all delegates, I wish you good friendship, camaraderie and networking over the 2 days of this conference.

WELCOME MESSAGE
BY THE CHAIR OF THE FIFTH INTERNATIONAL SEARCH CONFERENCE 2017

ASSOCIATE PROFESSOR DR. LOKASUNDARI VIJAYA SANKAR

Dear friends and colleagues,

It gives me great pleasure to welcome you to the Fifth International SEARCH Conference, 2017, held at Taylor's University.

This conference focuses on social media. This theme is both timely and important when we survey the world at large to see how social media has taken us by storm, resulting in new and dynamic functions for those who were responsible for the media such as newspapers, television and other distributers of news.

As academics and researchers, we take note of the manner in which audiences are informed by both traditional and social media, and how that has changed society's attitudes towards available information. We then look into these communicative practices and analyse them to see what these changes have wrought on audiences who consume this information and those who produce this information. New challenges such as fake news, identity theft and the instancy of news has made information consumption more dynamic than it has ever been.

We are certain that this conference will provide a forum that brings together practitioners, researchers and academics who will put their collective minds and capabilities to good use through discussions at this conference. These discussions will, in turn spur critical debate on the complex issues that arise from the study of social media in communication and other areas of the humanities.

We are delighted at the progress of this conference series, which started in 2009, and are fortunate to have made friends with academics and researchers from around the world. We are indeed extremely fortunate to have Professor Ang Peng Hwa as our distinguished plenary speaker to share his valuable experiences with us. We thank him and hope that all participants will return home enriched from this conference.

Thank you

PLENARY SPEAKER PROFILE

**PROFESSOR
ANG PENG HWA**

Professor Ang Peng Hwa is Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore, and President of the International Communication Association, where he is the first Asian so elected.

He researches and teaches in the area of media law and policy is the author of *Ordering Chaos: Regulating the Internet* (Thomson, 2005), which argues that the Internet can be, is being and should be regulated. He was a member of 40-strong Working Group on Internet Governance that was appointed by then UN Secretary-General Kofi Annan to prepare a report for the 2005 World Summit on the Information Society. More recently, he co-edited a three-volume encyclopedia on *Digital Communication and Society*.

He co-founded the Global Internet Governance Academic Network, a community of academics researching Internet governance, serving as its inaugural chair. He also co-founded the Asia Pacific Regional Internet Governance Forum.

In Singapore, he is the legal advisor of the Advertising Standards Authority of Singapore and had served as the founding President of the Internet Society (Singapore Chapter).

A lawyer by training, he worked as a journalist before going on to pursue a Master's in communication management at the University of Southern California and a Ph.D. in the mass media at Michigan State University.

He has been a Fulbright scholar at Harvard University and a visiting scholar at Oxford University. In 2008, he spent his sabbatical in Ahmedabad, India, to help start a doctoral programme at the Mudra Institute of Communication, Ahmedabad.

CONFERENCE PROGRAMME AND PARALLEL SESSION SCHEDULE

WEDNESDAY 17 MAY 2017

TIME	EVENT	ROOM
3.00 PM – 6.00 PM	PRE-REGISTRATION	LT 12

THURSDAY 18 MAY 2017

TIME	EVENT	ROOM
7.00 AM – 9.00 AM	REGISTRATION	LT 12
9.00 AM – 9.30 AM	OPENING CEREMONY **Officiated by Professor Michael Driscoll** **Vice Chancellor and President, Taylor's University** BEST PAPER PRESENTATION **Professor Pradeep Kumar Nair** **Deputy Vice Chancellor, Taylor's University**	LT 12
9.30 AM – 10.30 AM	PLENARY 1 **Professor Ang Peng Hwa** **Wee Kim Kee School of Communication and Information,** **College of Arts and Social Sciences, Nanyang** **Technological University, Singapore** Moderator: **Associate Prof. Dr. Antoon de Rycker**	LT 12
10.30 AM – 11.00 AM	TEA	LT 12

PARALLEL SESSION 1
11.00 AM – 1.00 PM

TIME	THEME – USE OF SOCIAL MEDIA IN POLITICS	VENUE/CHAIR
11.00 AM – 11.30 AM	**Francis Barclay** **Central University of Tamil Nadu, India** Media Effect on Media: Progression of Political News and Tweets during India's 2014 Elections Winston	LT4 Winston Lim
11.30 AM – 12.00 PM	**Hah Foong Lian** **Curtin University Sarawak, Malaysia** Marketing Culture and Identity in Political YouTube videos in the 11th Sarawak State Election	
12.00 PM – 12.30 PM	**Khor Gee Khing** **Universiti Tunku Abdul Rahman, Malaysia** Media Coverage of the Twelfth and Thirteenth General Elections: A Content Analysis	
1.00 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 2
11.00 AM – 1.00 PM

TIME	THEME – FACEBOOK AND ITS USES	VENUE/CHAIR
11.00 AM – 11.30 AM	**Sivasangari Genapathy, Judith Nesamalar** **Taylor's University, Malaysia** Malaysian university student's expression on news with strong race and religious elements on Facebook	LT5 Rosaline
11.30 AM – 12.00 PM	**Sharon Wilson, Surita Mogan, Kiran Dhillon** **Universiti Tunku Abdul Rahman, Malaysia** Knitting Communities Together: Facebook Discussion Content and Support of Endometriosis	
12.00 PM – 12.30 PM	**Dusti Howell** **Emporia State University, USA** A Humorous Look at Facebook's Shadows	
12.30 PM – 1.00 PM	**Tan Huey Pyng** **Universiti Tunku Abdul Rahman, Malaysia** Grieving through Facebook and Understanding the Meaning of Death: A religious Perspective	
1.00 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 3
11.00 AM – 1.00 PM

TIME	THEME – THE BUSINESS OF GOING ONLINE	VENUE/CHAIR
11.00 AM – 11.30 PM	**Yoyoh Hereyah** **Mercu Buana University, Indonesia** Marketing Communications : Activity Omni Channel Marketing in Nowadays 21 Century Bisnis	C6.04 Edward Koh
11.30 AM – 12.00 PM	**Hafizah Awalia** **Airlangga University, Indonesia** Onlineshop and Hyperreality, A New Style of Shoppingholic Generation In Indonesia	
12.00 PM – 12.30 PM	**Slamet Riyadi (Dr. Soetomo University, Indonesia),** **Daniel Susilo (Airlangga University, Indonesia)** **Siska Armawati Sufa (Dr. Soetomo University, Indonesia)** The Impact of Online Photography on Instagram: Effective Promotion of Indonesian Tourism	
1.00 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 4
11.00 AM – 1.00 PM

TIME	THEME – SOCIAL MEDIA AND THE LAW	VENUE/CHAIR
11.00 AM – 11.30 AM	**Jason James Turner, Puteri Sofia Amirnuddin** **Taylor's University, Malaysia** Perspectives of Privacy in the Context of Social Media and the Rule of Law: An Analysis of Malaysian and UK Consumers	C6.06 Justin Victor
11.30 AM – 12.00 PM	**Yvonne Hoh Jgin Jit** **Universiti Tunku Abdul Rahman, Malaysia** Beyond Big Brother: Surveillance Studies and Malaysia	
12.00 PM – 12.30 PM	**A. Vijayalakshmi Venugopal, Marini Arumugam** **Taylor's University, Malaysia** Defamatory Comments & Copyright Infringement of Images in Social Media	
1.00 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 5
11.00 AM – 1.00 PM

TIME	THEME – SOCIAL MEDIA AND CRISES	VENUE/CHAIR
11.00 AM – 11.30 AM	**Nurzali Ismail, Jamilah Ahmad, Shuhaida Md. Noor, Jayslyn Saw** **Universiti Sains Malaysia, Malaysia** Understanding Youth's Usage of Social Media During Natural Disasters: An Application of the Social Mediated Crisis Communication Model	C6.07 Lina
11.30 AM – 12.00 PM	**Dayang Aizza Maisha Abang Ahmad, Noratikah Mohamad Ashari, Mus Chairil Samani** **University Malaysia Sarawak, Malaysia** Communicating Crisis on Social Media: Analysing the Role of Message Attributions and Crisis Types in Developing Strategic Approach to Crisis Response	
12.00 PM – 12.30 PM	**Muzayin Nazaruddin** **Universitas Islam Indonesia , Indonesia** Social Media and Disaster Risk Reduction: A Case Study of Facebook Group 'Info Merapi'	
1.00 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 6
11.00 AM - 1.00 PM

TIME	THEME – USER GENERATED SOCIAL MEDIA	VENUE/CHAIR
11.00 AM – 11.30 AM	**Daniel Susilo** **Airlangga University, Indonesia** Nationalism Discourse of Youtube Video,Tipikal Anak Muda Indonesia (Typical of Indonesian Youth) by Last Day Production	C6.08 Yuen Ching
11.30 AM – 12.00 PM	**Wan Hartini Wan Zainodin, Mariah Muda, Ilias Salleh** **Universiti Teknologi Mara, Malaysia** User Generated Online Video: Gen Y Escapism Towards the Government Supremacy	
12.00 PM – 12.30 PM	**Nur Leila Khalid, Sheila Yvonne, Nurzihan Hassim** **Taylor's University, Malaysia** Don't Be Square - Connecting Unique Malaysian Food Experiences Through Instagram Hashtags	
1.00 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 7
11.00 AM -1.00 PM

TIME	THEME – GENDER STUDIES	VENUE/CHAIR
11.00 AM – 11.30 AM	**Malissa Maria Mahmud (Sunway University Malaysia)** **Chandra Reka Ramachandiran (Taylor's University, Malaysia)** An Etymological Shift: Rethinking Communicative Styles and Gender Differences on Social Media	LT12 Philip Gan
11.30 AM – 12.00 PM	**Norealyna Misman (International Islamic University, Malaysia), Hamedi Mohd Adnan, Amira Sariyati Firdaus** **(University of Malaya, Malaysia)** The Representation of Foreign Women in the Crime News of Malaysian English Newspaper	
12.00 PM – 12.30 PM	**Uma Rani A Rethina Velu, Surinderpal Kaur** **University of Malaya, Malaysia** Convergence of Visual Interpretation and Collective Practices of Masculinity in a Malaysian Televised Show	
12.30 PM – 1.00 PM	**Usha Devi Rajaratnam, Antoon De Rycker** **Taylor's University, Malaysia** From Gender Stereotyping to Co-Constructing Political Identity: Changes in Malaysiakini's Portrayal of Women Politicians During Malaysia's 2008 and 2013 General Elections	
1.00 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 8

2.00 PM – 4.00 PM

TIME	THEME – ONLINE JOURNALISM	VENUE/CHAIR
2.00 PM – 2.30 PM	**Ziinine Abdesselam, Dr.Zulkifli Abd. Latiff** **University Teknologi Mara, Malaysia** The Impact of Independent Online Media on the Mainstream Media (In the Context of Malaysia)	LT4 Edward Sim
2.30 PM – 3.00 PM	**Nur Haniz Mohd Nor, Amira Sariyati Firdaus, Surinderpal Kaur** **University of Malaya, Malaysia** Malaysian Netizens Perceptions of the 1MDB Scandal	
3.00 PM – 3.30 PM	**Ihediwa Samuel Chibundu (Universiti Tunku Abdul Rahman Malaysia),** **Chester Chin Zhao Liang (The Star Malaysia)** An Analysis of How Malaysian Journalists are Adapting to the Use of Social Media Tools in News Gathering and Information Dissemination Processes.	
3.30 PM – 4.00 PM	**Khairul Azam Bahari, Mohammed Zin Nordin,** **Siti Nor Amalina Ahmad Tajuddin** **Universiti Pendidikan Sultan Idris, Malaysia** News, Stories and Thunderstorms: A New Phenomenon in Social Media Studies	
4.00 PM – 4.30 PM	AFTERNOON TEA	C6 Lounge

PARALLEL SESSION 9

2.00 PM – 4.00 PM

TIME	THEME – PROMOTING SOCIAL MOVEMENTS	VENUE/CHAIR
2.00 PM – 2.30 PM	**Manjula Venkataraghavan, Padma Rani** **Manipal University, India** A Study to Understand the Benefits and Barriers of Healthcare Delivery through Mobile Phones From the Rural Beneficiary Perspective	LT5 Kannan
2.30 PM – 3.00 PM	**Quraisyah Binti Azmi** **University of Malaya, Malaysia** Tiger Conservation Campaign: Analysis of Malaysian Naturalist and The Star.	
3.00 PM – 3.30 PM	**Pupung Arifin** **Universitas Atma Jaya Yogyakarta, Indonesia** Strategic Communication on Permaculture Farming Community (Risk Communication Study of Community Resilience on Sustainable Farming)	
3.30 PM – 4.00 PM	**Mansoureh Ganjian, Hasmah Zainuddin, Jatswan Singh** **University of Malaya, Malaysia** Satellite Channels and Social Movements: The BBC Persian TV and Iran's Green Movement	
4.00 PM – 4.30 PM	AFTERNOON TEA	C6 Lounge

PARALLEL SESSION 10

2.00 PM – 4.00 PM

TIME	THEME – EDUCATION	VENUE/CHAIR
2.00 PM – 2.30 PM	**Johnnie Jada Lim** **San Sebastian College Recoletos De Cavite, Philippines** Criminology Students' Atitude Towards the Use of Instructional Materials	C6.04 Manickam
2.30 PM – 3.00 PM	**Christina Ong Sook Beng, Tan Chee Seng ,Tan Swee Mee,** **Sim Chzia Poaw** **Universiti Tunku Abdul Rahman, Malaysia** Communicative Readiness and Motivation among UNHCR Refugee Teachers of English in Malaysia	
3.00 PM – 3.30 PM	**Catherine Lee Cheng Ean** **Sunway University, Malaysia** Making Sense of Social Media and Learning Management System (LMS) Use in Higher Education: Students' Perspective	
3.30 PM – 4.00 PM	**Leong Wai Kit, Roslina Abdul Latif** **Taylor's University, Malaysia** Innovative Teaching Pedagogies for Audio Visual Production: An Evaluation from the Student's Perspective.	
4.00 PM – 4.30 PM	AFTERNOON TEA	C6 Lounge

PARALLEL SESSION 11
2.00 PM – 4.00 PM

TIME	THEME – DISCOURSE AND LINGUISTICS	VENUE/CHAIR
2.00 PM – 2.30 PM	**Lim Soo Jin, Cheah Shu Xu** **Universiti Tunku Abdul Rahman, Malaysia** Do You Know How to Cheong or Not? : A Study of the Online and Offline Discourses of Malaysian Clients of Prostitutes	C6.06 Justin Lopez
2.30 PM – 3.00 PM	**Mohd Faizal Kasmani** **Universiti Sains Islam Malaysia, Malaysia** Twitter and Political Communication in Malaysia: A Critical Discourse Analysis Approach	
3.00 PM – 3.30 PM	**Intan Norjahan binti Azman** **(Universiti Kuala Lumpur-Malaysian Institute of Chemical** **and Bioengineering Technology),** **Maryna Maros (Universiti Kebangsaan Malaysia),** **Kesumawati Abu Bakar (Universiti Kebangsaan Malaysia),** **Naem Farveez Azim Azmi** **(Universiti Kuala Lumpur-Malaysian Institute of Chemical and** **Bioengineering Technology)** Swearing in Communication: An Exploratory Study on (Im)politeness among Youths in Malaysia	
3.30 PM – 4.00 PM	**Prasana Rosaline Fernandez (Taylor's University, Malaysia)** **Surinderpal Kaur, Ng Kwan Hoong (University of Malaya, Malaysia)** Representation of Self-Victimisation and the Demonisation of the 'Other' in the Discourse on Risks from RF	
4.00 PM – 4.30 PM	AFTERNOON TEA	C6 Lounge

PARALLEL SESSION 12
2.00 PM – 4.00 PM

TIME	THEME – VISUAL COMMUNICATION: MOVIES, DRAMAS AND ONLINE GAMES	VENUE/CHAIR
2.00 PM – 2.30 PM	**Ramachandran Ponnan, Antoon De Rycker,** **Nicole Yang Lai Fong, Mohammad Abeer Syed** **Taylor's University, Malaysia** Variables Moderating The Perceived Effect Of Movie Violence Cognitions On Audiences' Behavior: A Case Study Of Young Indian Moviegoers In Suburban Malaysia	C6.07 Mary Varghese
2.30 PM – 3.00 PM	**Kavita Maheendran, Lokasundari Vijaya Sankar** **Taylor's University, Malaysia** We Spoke Different Languages, Yet We Sang the Same Song: An Analysis of Multiculturalism in Ola Bola	
3.00 PM – 3.30 PM	**Nurzihan Hassim, Sheila Yvonne, Nur Leila Khalid** **Taylor's University, Malaysia** An Analysis of Fantasy K-Dramas from the Perspective of Media Users	
3.30 PM – 4.00 PM	**Au Yong Geok Lian, Tan Han Keong, Tai Liang Kwang** **Universiti Tunku Abdul Rahman, Malaysia** Gender Gap and the Social Construction of Identity in Violent Online Games: A Case Study among Female Gamers in the Klang Valley	
4.00 PM – 4.30 PM	AFTERNOON TEA	C6 Lounge

PARALLEL SESSION 13
2.00 PM – 4.00 PM

TIME	THEME: PUBLIC RELATIONS AND ADVERTISING	VENUE/CHAIR
2.00 PM – 2.30 PM	**Craig J Selby, Benjamin Lee Cheng Han** **Orchan Consulting Asia Sdn Bhd	Metanoia Ltd, Malaysia** When the Light at the End of the Tunnel is in Fact Another Train: Emerging Problems Facing the PR Industry	C6.08 Siva
2.30 PM – 3.00 PM	**Jamsari Hashim, Bahiyah Omar** **Universiti Sains Malaysia, Malaysia** Factors Affecting Social Media Use for Public Relations in Malaysia	
3.00 PM – 3.30 PM	**Siti Nor Amalina Ahmad Tajuddin, Mohammed Zin Nordin,** **Khairul Azam Bahari** **Universiti Pendidikan Sultan Idris, Malaysia** Examining Unity and Social Cohesion Through Public Service Advertisements (PSAS) in the Digital Age	
3.30 PM – 4.00 PM	**Manimekalai Jambulingam, Srikaanth Sivasubramaniam,** **Kyra Law Ley Sy,** **Taylor's University, Malaysia** Predictors of Ad Click Behaviour on Facebook Advertisements	
4.00 PM – 4.30 PM	AFTERNOON TEA	C6 Lounge

FRIDAY 19 MAY 2017

TIME	EVENT	ROOM
9.00 AM - 9.30 AM	PRESENTATION OF RESEARCH GRANTS **Associate Professor Dr. Ramachandran Ponnan** **Taylor's University, Malaysia** Violence Among Generation Y Movie Goers In Selected Urban Peripherals In West Malaysia	LT12
9.30AM - 10.00 AM	**Dr. Nicole Yang Lai Fong** **Taylor's University, Malaysia** Malaysia-China Bilateral Relations: A Comparative Analysis Of Malaysian And Chinese Newspapers	
10.00 AM - 10.30 AM	TEA	LT12

PARALLEL SESSION 14
10.30 AM - 12.30 PM

TIME	THEME – POLITICS AND MEDIA	VENUE/CHAIR
10.30 AM - 11.00 AM	**Tony Wilson** **Visiting Fellow, Media and Communications, LSE,** **University of London, United Kingdom** Citizens, Consumers and Screen Narrative in Malaysia: An Audience Hermeneutic Practices Perspective	LT4 Mary Josephine
11.00 AM - 11.30 AM	**Lubna Zaheer** **University of the Punjab, Lahore, Pakistan** Social Media: A New Avenue for Political Development in Pakistan	
11.30 AM - 12.00 PM	**Cecilia Fe L Sta Maria-Abalos** **University Of The Philippines Baguio, Philippines** Political Sides, Competing Information and Multiplicity Of Source: A Reading of the Pro and Anti Duterte in the Facebook	
12.00 PM - 12.30 PM	**Vinaya R Mestha. H.S. Subha** **Manipal University, India** Study on Twitter Use by External Affairs Minister of India Sushma Swaraj	
12.30 PM - 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 15
10.30 AM – 12.30 PM

TIME	THEME- BONDING THROUGH SOCIAL MEDIA	VENUE/CHAIR
10.30 AM - 11.00 AM	**Catherine Lee Cheng Ean, Serena Leow Wai Yee** **Sunway University, Malaysia** Assessing the Relationship Between Facebook Safety and Frequency of Usage on Bonding And Bridging Social Capital	LT5 Leila
11.00 AM - 11.30 AM	**Orville B. Tatcho** **University of the Philippines Baguio, Philippines** Image Building in the 2016 Philippine Presidential Debates: The Case of Philippine President Rodrigo Duterte	
11.30 AM - 12.00 PM	**Phanomkorn Yothasorn** **Thammasat University, Bangkok, Thailand** The Quest Of the Self: Social Media through J.J. Rousseau's Eyes	
12.00 PM - 12.30 PM	**Diong Fong Wei ,Cheah Phaik Kin** **(Universiti Tunku Abdul Rahman, Malaysia),** **Amiso M. George (Texas Christian University, USA)** **Siah Poh Chua (Universiti Tunku Abdul Rahman, Malaysia)** Student Perceptions of the Roles of a University in Sustaining University-Community Engagement	
12.30 – 2.00	LUNCH	Temptations Restaurant

PARALLEL SESSION 16
10.30 AM – 12.30 PM

TIME	THEME – JOURNALISM	VENUE/CHAIR
10.30 AM - 11.00 PM	**Manimegalai Ambikapathy, Hasmah Zanuddin** **University of Malaya, Malaysia** Coverage of Lahad Datu Conflict: Analysis of Malaysia Mainstream Newspapers	C6.04 Zee
11.00 AM – 11.30 AM	**Sowparnika Pavan Kumar Attavar** **Manipal University, India.** Understanding the Relationship between Journalistic Narrative and Data Visualization in Data Driven Stories: Insights from Indian Data Journalism	
11.30 AM - 12.00 PM	**Ong Sheau Wen, Ihediwa Samuel Chibundu** **Universiti Tunku Abdul Rahman, Malaysia** Debating the Issue of Vernacular Schools System In Malaysia: A Comparative Analysis of Multi-Lingual Local Dailies	
12.00 PM – 12.30 PM	**Mark Anthony P. Sabili** **University of Asia and the Pacific, Philippines** Filipino Youths Awareness towards Fake Political News in Social Media	

PARALLEL SESSION 17
10.30 AM – 12.30 PM

TIME	THEME – SOCIAL MEDIA AND COMMUNICATION	VENUE/CHAIR
10.30 AM - 11.00 AM	**Mohd Asrizal Razali** **Taylor's University, Malaysia** Relationship between Social Media Use and Organization Productivity among Employees at The One Academy Of Communication Design Bandar Sunway	C6.06 Suzanne
11.00 AM – 11.30 AM	**Ming Ming Diao, Hui (Janet) Xue, Justin Devlin** **(Western Sydney University – Sydney City Campus (WSU-SCC)** **& Sydney Institute Of Business And Technology (SIBT), Australia** The Impact of Practice Enhanced Engagement System on Young People's Communication Experience	
11.30 AM - 12.00 PM	**Kumutham Krishnan, Raduan Shariff, Thinavan Periyayya,** **Abdul Satar Abdullah Harun** **Universiti Tunku Abdul Rahman, Malaysia** Social Media Usage and Influence: A Study on Behavioural Change of Pre School Children and Parent Mediation	
12.00 PM – 12.30 PM	**Priyadharshini Ahrumugam, Yesuselvi Manickam** **Sunway University, Malaysia** Embracing Diversity: A Study On Department Of Communication & Liberal Arts, Sunway University Students Experience Towards An Equitable Education	
12.30 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 18
10.30 AM – 12.30 PM

TIME	THEME – ETHNICITY AND GENDER	VENUE/CHAIR
10.30 AM - 11.00 AM	**Noranis Ismail, Shamsul Hamimi Ab. Rahman** **Taylor's University, Malaysia** Incorporating Cultural Elements into Corporate Image: A Case Study	C6.07 Sheila Yvonne Jayasainan
11.00 AM – 11.30 AM	**Yan Yew Loong** **Universiti Tunku Abdul Rahman, Malaysia** What's So Queer About Malaysian Chinese?	
11.30 AM - 12.00 PM	**S. Maartandan (Universiti Tunku Abdul Rahman)** **Mohd. Khairie Ahmad (Universiti Utara Malaysia)** From Ultra Malay to Indian Community Transformer: Exploring Tun Mahathir's Leadership Communication	
12.00 PM – 12.30 PM	**Chuan Tek Pheung** **Tunku Abdul Rahman University College, Malaysia** Adopting Masculine Traits to Get Ahead –A Case Study of Malaysian Female & Male Public Relations Practitioners' Job Role & Organisational Position Disparities	
12.30 PM – 2.00 PM	LUNCH	Temptations Restaurant

PARALLEL SESSION 22

2.00 PM – 4.00 PM

TIME	PAPER THEME: EDUCATION	VENUE/CHAIR
2.00 PM – 2.30 PM	Ahmad Nazri Jelani, Khairul Firhan Yusob, Khairunisa Nikman, Norhidayah Md Yusof **University Teknologi Mara (UITM), Malaysia** Exploring ESL learners' Anxiety in Speaking Assessment: A look into Malay Tertiary Students	C6.04 Usha Devi Rajaratnam
2.30 PM – 3.00 PM	**Ariel S. Barrias** **Philippine Science High School ,Philippines** Facebook as a Strategy in Education	
3.00 PM – 3.30 PM	**A.M Sultana (University of Tunku Abdul Rahman, Malaysia), Siti Amira Nabilah binti Khairuddin (Universiti Pendidikan Sultan Idris, Malaysia)** Measuring Learning Styles and Learning Stimulus among Secondary School Students	
3.30 PM – 4.00 PM	**Juhi Garg (Graphic Era University, Dehradun), Anshul Garg (Taylor's University, Malaysia)** A Correlational Study on Hospitality Interest Domains Among Indian-Malaysian Students	C6 LOUNGE
4.00 PM – 4.30 PM	AFTERNOON TEA	

PARALLEL SESSION 23

2.00 PM – 4.00 PM

TIME	THEME: GENERAL SOCIAL MEDIA USAGE	VENUE/CHAIR
2.00 PM – 2.30 PM	**Vandana Saxena** **Taylor's University, Malaysia** Constructions of Authorship: Challenges in the Digital Era	C6.06 Edward Koh
2.30 PM – 3.00 PM	**Mohamad Malaka** **Cairo University, Egypt** Damat Rüstem Pasha Khans In Istanbul: A Study of the Architecture History	
3.00 PM – 3.30 PM	**Noratikah Mohamad Ashari, Dayang Aizza Maisha Abang Ahmad, Mus Chairil Samani** **University Malaysia Sarawak, Malaysia** Do Viral Messages Prime a Certain Issue? : A Study on Viral Messages Framing and Its Effects of Knowledge and/or Emotional Activation Towards Issues Among Active Social Media Users	
3.30 PM – 4.00 PM	**Ramachandran Ponnan, Balaguru Ambalavanan, Catherine Lee Cheng Kiat, Jenny Heng Gek Koon** **Taylor's University, Malaysia** Consumer Preference and Mobile Advertising	C6 LOUNGE
4.00 PM – 4.30 PM	AFTERNOON TEA	

PARALLEL SESSION 24

2.00 PM – 4.00 PM

TIME	THEME:	VENUE/CHAIR
2.00 PM – 2.30 PM	**Evie Ariadne Shinta Dewi** **Universitas Padjadjaran, Indonesia** Social Construction Realities of Democracy in Context of "Bandung City Mayor Election" - A Study of Social Media Analysis	C6.07 Shana
2.30 PM – 3.00 PM	**Mohammed Qurait Alenezi, Paul G. Kebble** **University Of Tasmania, Australia** Saudi Youths' Identity Construction Strategies in Online Communication: An Exploratory Study	
3.00 PM – 3.30 PM	**Shammah E.C Nyathi** **Taylor's University, Malaysia** The Effects of Social Media Dependence among Malaysian Youth	
4.00 PM – 4.30 PM	AFTERNOON TEA	

PARALLEL SESSION 25

2.00 PM – 4.00 PM

TIME	THEME:STUDENT PRESENTATIONS	VENUE/CHAIR
2.00 PM – 2.30 PM	**Dyuty Firoz** **Taylor's University, Malaysia** How Young Adults Get Influenced By Tourism Advertisement Promotional Videos	C6.08 Joethi
2.30 PM – 3.00 PM	**Abhishek Babaso Khilare** **Taylor's University, Malaysia** The Comparison of Self-Disclosure between Friends of Same and Different Genders: An Analysis from the Perspective of Social Penetration Theory	
3.00 PM – 3.30 PM	**May Wong** **Taylor's University, Malaysia** Employees' Perception Towards Teleworking: A Case Study in a Malaysian Private Higher Education Institution	
4.00 PM – 4.30 PM	AFTERNOON TEA	

YOYOH HEREYAH
Mercu Buana University Jakarta, Indonesia

Marketing Communications : Activity Omni Channel Marketing In Nowadays 21 Century Bisnis

The era of digital technology shows the current trends and changes in consumer behavior ensued, especially in the purchase of products. Consumers tend to switch perform search activity to purchase products through cyberspace, because it is cheaper and easier. This resulted in manufacturers expanding the sales line, not only offline but also online.Similarly, digital marketing communications be an option, it is influences by market conditions and their consumers too. With advances in high technology, is shown the use of the internet and smartphones, has influenced consumers to participate shift towards digital. Consumer behavior is shifting towards digital, virtual world community has formed a so-called netizens. Netizen very valuable and influential, because they actively voice their opinions through social media, review whatever be the personal attention.The problem occurs when a brand that starts with a core business in the field of offline marketing to the challenge. Changes dynamic consumers make brand made various efforts to attract netizens. Efforts effective strategy, perform activities that involve direct marketing communications netizen, Omni-channel marketing is becoming one of the strategic device manufacturers to maintain netizen.This article shall discuss the use of omni-channel marketing in the hook and maintaining netizen by the company.

HAFIZAH AWALIA
Airlangga University, Indonesia

Onlineshop and Hyperreality, a New Style Of Shoppingholic Generation in Indonesia

Shopping as lifestyle in Indonesian society has been changed to post-modern era. The shopping moved from retail store or regular shop to online shop. Many online-shop sites, like Mataharimall.com, Tokopedia.com, Blibli.com, Lazada.com, Bukalapak.com, and Elevenia.com make Indonesian society becoming shopping-holic. The online shop served more complete and cheaper goods than the retail shop. Some unique parts are electronics, outfits, even airplane tickets and tour packets will be ready in online shop. The update data mentioned that E-Commerce in Indonesia reached US$1.1 billions. Those are the bigger achieved of Indonesia than Singapore and Thailand in ASEAN (Data by Euromonitor, 2015). Now, Indonesian society entered new paradigm of consumption. Not only what goods will be consumed, but also how to consume those goods. Sensation of shopping in reality has been changed with shopping in hyper reality (virtual world). Today, in Indonesia shopping is not about our needs, but to fulfill our desire. In postmodern era, the production factor is not significant factor, but the consumption factor can control the people life. The bigger control handled by online media, like instagram, facebook and many others. The media can create the interesting display of shop and it makes shopping lovers become shopping-holic. Symbols, signs, codes are important in the consumerism era. Therefore, Baudrillard theory about consumptive society become approach and method for this research. The theory will analyze how the online shop as the online media reconstruct Indonesian society became a shopping-holic and how the game of symbols, signs, and codes creates consumptive behavior in online shopping. Analysis units of this research are consumptive behavior and online shop media in Indonesia.

SLAMET RIYADI & SISKA ARMAWATI SUFA
Dr. Soetomo University, Indonesia

DANIEL SUSILO
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The Impact of Online Photography on Instagram: Effective Promotion of Indonesian Tourism

The Instagram phenomenon became viral and significant to discuss in Communication Science and Business perspective. Based on Instagram Press Release who published by CNN Indonesia, 22 million users in Indonesia is track as a monthly active user at 2016. Many users in Indonesia using Instagram as media for sharing their activity during traveling. They posting their photo to show off how wonderful tourism in Indonesia. This research would describe the impact of photography publication on @lingkarindonesia's Instagram in relations with the effective promotion of Indonesian Tourism. This research used Marketing mix Theory and Cyberculture research approach. The content analysis used as a method of this research. The instrument of this research is the comment of the photo on @lingkarindonesia's Instagram during October 2016. The result of this research indicated voluntary photo posting on Instagram became the effective promotion of Indonesian Tourism.

"The Impact of Online Photography on Instagram: Effective Promotion of Indonesian Tourism"

Research Brief

Slamet Riyadi, Daniel Susilo, Siska Armawati Sufa
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Abstract

The Instagram phenomenon became viral and significant to discuss in Communication Science and Business perspective. Based on Instagram Press Release who published by CNN Indonesia, 22 million users in Indonesia is track as a monthly active user at 2016. Many users in Indonesia using Instagram as media for sharing their activity during traveling. They posted their photo to show off how wonderful tourism in Indonesia. This article would describe the impact of photography publication on @lingkarindonesia's Instagram in relations with the effective promotion of Indonesian Tourism. This article used Marketing mix Theory and Cyberculture as approach.

Keywords: **impact, Instagram, promotion, Indonesian tourism**

Introduction

Search for new experiences, out of curiosity, pleasure, business, education or many other reasons people travel. Tourism sector is one of the most growing sectors. Tourism industry has experienced steady growth almost every year in the past and the expectations are the same in the following years (Statista, 2015; UNWTO, 2015). According to UNWTO (2015), tourism has become one of the "key drivers for socio-economic progress". Its contribution for the growth of the national economy is significant as well as its contribution for the global economy (Statista, 2015). Therefore, we can say that tourism industry is equally important sector of national and the global economy.

World Travel & Tourism Council and International Hotel & Restaurant Association (1999) state that "Travel & Tourism creates jobs and wealth and has tremendous potential to contribute to economically, environmentally and socially sustainable development in both developed countries and emerging nations". Tourism enriches individuals, families, communities and all the world. This is a central, simple but straight-forward message of the new awareness campaign with which the World Tourism Organization (WTO) (2004) wants to raise awareness of the positive impacts tourism can have on life, culture and economy, in short on society at all levels. Due to emergence of new destinations, rapid and affordable modes of transport, new marketing strategies and tools, changing trends etc., tourism business at all levels is becoming increasingly competitive.

The World Tourism Organization's message in the new awareness campaign is "tourism enriches individuals, families, communities and all the world". On the other side, tourism business at all levels is becoming increasingly competitive, due to emergence of new destinations, rapid and affordable modes of transport, new marketing strategies and tools,

changing trends etc. Tourism being an extremely competitive industry requires a coordinated management approach, based on a collective vision and strong partnership among stakeholder including governmental bodies and local community. Thus, tourism businesses can succeed with the help of a strong destination marketing organization. In promotion of destinations, the role of social media increases day by day. Today more travelers use online resources to learn about travel destinations, service providers, and pricing options to inform and make their purchases. Effective use of social media is probably the best tool for destinations for raising awareness about the destination. It's cheap and effective. But it requires time, planning, good strategy and innovation (Boz & Unal, 2011).

Today, commercial or non-commercial all establishments have to use social media and have social media strategy to continue their activities more fruitful. Social media strategy is the process of devising and implementing plans and tactics to optimally harness the power of social media for promotional and marketing purposes. In other words, it is the plan of action for using social media optimization effectively for commercial marketing (Arora, 2009). With another expression; Social media marketing is the process of promoting your site or business through social media channels and it is a powerful strategy that will get you links, attention and massive amounts of traffic (Marvin, 2010). As Bourque (2009) underlines "Social media is reshaping the world we live in. Greater connectivity with friends and family gives "word of mouth" new meaning, advice on what products to buy and what brands to avoid is only a mouse click away. Social media is reaching deep into our everyday lives, including affecting things like how we travel".

One could say that social media gets more and more popular thanks to the new technologies, especially social network sites and its usage. According to latest data, Facebook is absolute leader with more than one billion open accounts until November 2015 (Statista, 2015a). They also forecast 2.44 billion social network users in total (Facebook, Instagram, Twitter, etc.) until 2018. This number was 1.22 billion in 2011 (Statista, 2015b). Together, social media and technologies affect the way information are distributed. Moreover, together they create new opportunities for contact directly with customers and develop deeper relationships with customers and share information among customers (Buckley, Gretzel, Scott, Weaver, & Becken, 2015). Further, Buckley et al. (2015) suggests that "this has and will have implication for the way tourism-related information is produced, shared and consumed, as well as the way tourism products and services are distributed".

Marketing is considered as one of the most important aspects in retail business. Many of companies all over the world are using internet to promote their products and social media is one of their biggest role in internet marketing. Social media are being used to promote or advertise their products. With high number of social media users, it has great advantage for the company as a lot of people will recognize or see what their markets. The previous studies show that social media have really huge impact in human lifestyle (Clarfloaty, 2012), thus marketing in the social media is an easy mass communication for the company's marketing.

By knowing that social media have a big impact in marketing (Brittanyh, 2013), the authors would like to show the power of social media in Indonesia. Internet in Indonesia is spreading very quickly towards most of the part of the country (Pitoyo, 2013). Even though it has spread at a good pace, the development of the technology itself is not as sophisticated as other countries, even compared to their neighboring countries (Daily Social, 2013). Even with their lacks of supporting technology, Indonesian has used social media daily. Social

media contributed big part of internet usage, as most of Indonesian like to communicate and socializing with each other with 96% of Indonesian are social media users (Reed, 2013).

Online Photography on Instagram for Marketing

Instagram is a mobile photo-sharing app and social network created in 2010 by founders Kevin Systrom and Mike Krieger. In 2012, Facebook purchased the service for $1 billion. According to Instagram, the social platform has more than 300 million daily active users and 500 million monthly users. Although it can be viewed on a desktop, Instagram is primarily a mobile app, so you have to download it before you can sign up for an account. Instagram is free in both the Apple App Store and the Google Play store. Instagram is photo- and video-centric, so users can edit and post images and short videos, record Instagram stories, and go live with video (Gausepohl, 2017).

Instagram has taken today's phenomenon of instant photography and social media to a new zenith, enabling amateurs and auteurs alike to share their images with a global audience. From the ubiquitous selfie to urban life and the beauty of nature, Instagram has provided a forum for posting and viewing a seemingly endless archive of images from our time. From tweens to retirees, would-be and actual photographers are creating their own images and following countless others, creating an online community that is visually inspired. Since the origin of modern photography, artists of all kinds have sought to share their images within their personal networks of friends and family. Today, with the advent of the Internet and subsequent explosion of online photo sharing, photographers have an audience which is exponentially larger than that of just a few years ago. Photography as a medium has been revolutionized, with high-quality cameras built into smartphones, advanced editing software readily accessible, and online social media sites providing a platform for sharing and delivery.

All marketing organization needs to achieve its objectives, so the companies need a different strategy for the long term that is used to guide individual company level. According to Kotler and Armstrong (2010), the marketing strategy is a marketing logic and based on that, the business unit is expected to achieve its marketing goals. Marketing Strategy based analysis of enterprise managers will be the corporate environment both internally and externally.

For marketers working in the travel and hospitality vertical, it's an ongoing challenge to find the right tools to reach out to digital nomads and the always-on traveler generation. Facebook, Twitter, Pinterest, blogs, podcasts, mobile-optimized sites, TripAdvisor, Yelp, Google+… not to mention newer kids on the block, such as Snapchat, Vine, WeChat or WhatsApp. It ain't easy to figure which one to prioritize, in terms of time and money, even if and when you have a proper strategy in place, linked to overarching business objectives. Yet, there is one tool that has become a weapon of mass seduction in travel marketing, in particular at the destination level: Instagram (Gonzalo, 2014).

Promotion

Promotion is communicating with the public in an attempt to influence them toward buying your products and/or services. You might communicate in person through direct selling or in a retail store, via the internet through a website or social media platform, electronically through email or text messaging (SMS marketing), just to name a few of the more popular business communication channels, but it's the intention to influence the

consumer that defines promotion and sets it apart from other communication with customers and/or clients (Ward, 2016).

Nowadays promotion has really big impact towards people's buying decision. A good promotion can help a company to be success in doing business. A good company will always have a lot of promotion in order to attract their customers so that they are able to recognize the brand awareness of the company as well as their products. In this internet era, social media is one of the best ways that can be used to promote the company's brand awareness as social media is used throughout the world, and Indonesia is one of the biggest social media users in the world with 96% of social media users in Indonesia (Reed, 2013), so that it will be good opportunity for company to implement social media as their marketing strategy.

Based on explanation, researcher want to develop the next forward to reach and describing the correlation between the impact of online photography on Instagram for promotion of Indonesian tourism.

Online Tourism Marketing

One of the most important differences that social networks have made to marketing communication is the fact that, unlike traditional marketing methods, which were only able to offer one-way channels of communication, it offers the ability for companies and clients to communicate with each other in real time. Because various forms of social networks such as Twitter, Facebook, Instagram, or even email allow those who are receiving the marketing message to respond to the information they have received and interact with those who have shared it, it means that businesses and marketers are able to receive feedback about their marketing strategies almost immediately. The increased usage of social media marketing has ensured that almost everyone who advertises online has the opportunity to see their brand go viral, whereas with traditional forms of marketing, The use of social media as an effective marketing tool has also enabled advertising messages to be tailor-made to suit specific individuals, groups or companies (Fita, 2012).

As the greatest communication event of our lifetime, the internet has opened up marketing possibilities for every industry – more so for tourism than any other sector. Where travellers were once required to get their information by visiting travel agents and paging through pamphlets and books on their potential destinations, they now have everything they need to make travel decisions without ever leaving their homes. This means that the travel agent or destination trying to attract these consumers has the opportunity of taking information to them, rather than waiting to be contacted. It isn't, however, a "build a website and they will come" situation: Anyone marketing a destination needs to use the full arsenal of marketing and PR weaponry, with a heavy bias towards digital and – in particular – social media (Bayley, 2010).

Social media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered travel marketing. From the way that travelers research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing from start to finish (Carnoy, 2017).

The myths of social media it is massive, and they will not be buying, so much as learning about your offering. Anyone who tries a hard-sell in the social media arena is

looking to get "de-friended" or deleted. Social media sites such as: Facebook, Twitter, and others are extremely useful to guide – or change – people's perceptions of a region or country. Where visitors know that you are actually living in that region, they come to trust that the information they are getting is "from the horse's mouth".

@lingkarindonesia as Media of Creative Promotion

@lingkarindonesia are social media based on Instagram who have more than 300.000 follower. @lingkarindonesia are term in Bahasa consist two words, *Lingkar* (round) and Indonesia. In simply English can be translate to "around Indonesia". @lingkarindonesia founded on 2014 for community who want to promote the new beautiful tourism destination on Indonesia.

@lingkarindonesia follower usually tag the admin of @lingkarindonesia for a new destination tourism. Admin will be repost the photo and share it to all follower of @lingkarindonesia account. In the creative industry on post 2010, digitalization of Promotion became so closed in our daily life. User of Instagram can be easy to share how the feel about the wonderful of tourism destination. The posting became attractive for another Instagram user and a potential promotion for Indonesian Tourism for domestic tourist.

Research: New Tourist for Explore New Destination

Majority of the Instagram user who tag on @lingkarindonesia are new tourist who want to explore the new tourism destination on Indonesia. User of Instagram want to explore how they are want to join the trip or want to explore the new tourism destination.

From social sharing sites such as Instagram to crowd-sourced review sites, people are browsing the Internet for travel inspiration and validation from their peers. There, they can easily find other travelers' photos, check-ins, ratings and more. This easy-to-attain, real guest feedback serves to preview the in-person experience that the destination has to offer from a viewpoint other than that of the brand. As you might assume, this social media content is tremendously accessible and influential, and it can serve to either put off potential guests or inspire them to visit.

The key, of course, is to monitor your social media initiatives as much as possible. Answer questions honestly and don't fall into the trap of "hiding" comments that you don't l ike – which merely makes readers suspicious of your motives. A "fan page" on social media is a phenomenal way to get your destination out to the site's millions of users around the globe; not just by directing them to your website, but by engaging them in conversation. Today, travellers can get up-to-the-minute news on events anywhere in the world just by pointing and clicking.
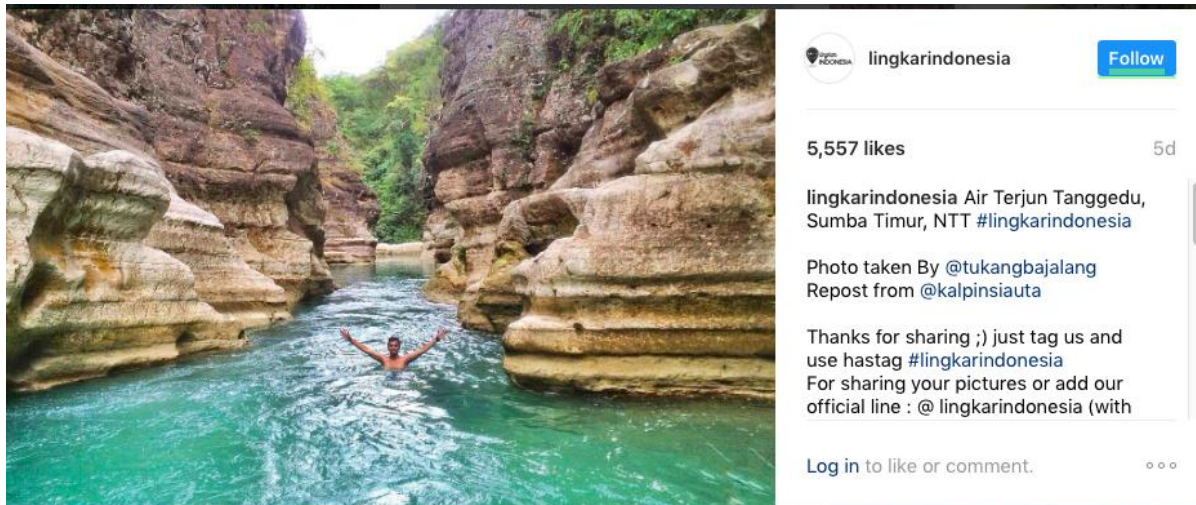
People have always loved sharing photos and videos taken of their travels. What social media has done is to facilitate and expand people's ability to share travel experiences with a wider audience than ever before. Over 97% of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests. This trend hasn't gone unnoticed.

Another advantage to this form of marketing is the fact that customers are able to voice their concerns in real-time and in many cases, they receive feedback within hours or even minutes in some cases. This is a definite improvement in customer service levels because when it came to traditional forms of marketing, customers who wished to voice their opinion often had to wait days or weeks before receiving any type of response. Because of receiving almost-instant feedback, marketing companies can now resolve customer issues and complaints far quicker as well. An added advantage to using social media for marketing is that your client base will continue to grow on a daily basis. Social media communication has changed the business world forever. It is a big part of the marketing plan of the future for many companies, and it is largely free, which makes it even better.

Millennials are visual-inspiration shoppers. They're less likely than those older than them to have a clear idea of what they want at the outset of their search, and this especially pertains to travel. They're also more likely to use social media for research -- planning as much for activities as well as for where to stay. Instagram is a platform where authenticity rules and regular people's photos have a lot more credibility than professionally-staged branded content. So while travel brands should certainly be posting photos and dedicating ample resources to their efforts, getting visitors to post pictures of relevant destinations and experiences is considerably more effective due to word-of-mouth amplification.

Of course, not all Instagram users are created equal in their value to marketers, and a photo by an influencer with massive reach is inherently more valuable than a picture from a person with 50 followers. Especially valuable are those influencers who seem to make a living from globe-trotting and posting beautiful pictures along the way. Marketers often underwrite those adventures, and it may be worth it for your brand to work to sponsor an influencer's trip, paying for some of their travel costs -- especially if you identify an influencer whose style and interests perfectly align with your brand values.

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