

Community Perception Regarding the City Image Using Social Media Hastags. Case Study: Banjarmasin City

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Abstract: *City image is as a composite of one's beliefs, ideas and impressions about the city. The city of Banjarmasin is located on the route across between provinces in Kalimantan, and with plans to move the national capital to East Kalimantan Province, it has the potential to become an alternative city for recreational activities. So that the image of the city can add to the selling value or attractiveness of the city of Banjarmasin. Information technology, especially social media, can affect human expression of the city's image. Geotag provides big data, where people have the spontaneity in giving their views and opinions about the popularity of a city. So in this case the study of the image of the city of Banjarmasin is based on community perceptions using the social media geotagging method. The research aims to determine the image elements of the city of Banjarmasin according to community perceptions based on social media geotagging. The hashtag used is #KotaBanjarmasin. The analysis used in this research is coding analysis and descriptive statistical analysis. Based on the results of the coding analysis, it can be seen that there are various city images related to the river brand.*

Keywords: City Image, Community Opinions, Instagram Social Media, Coding Analysis

1. Introduction

The image of the city is one of the important things in the design and development of a city that gives a characteristic to a city. The image of a city can play a role in forming the identity and attractiveness of a city, as well as a physical impression. Each city has different characteristics and attractions, so that it can be a selling point of acity.

Based on its history, Banjarmasin City is a riverside city, where all activities both for accessibility and trade are carried out through the rivers that connect Banjarmasin City with the surrounding area using boats and klotok. So based on its characteristics and history related to the river, it plays an important role in the form and appearance of the city of Banjarmasin. However, on the other hand, the existence of the river is experiencing shrinkage and lack of artistic value, with the existence of slum settlements along the river, lanting houses that are almost extinct, and river activities that are increasingly rare.

The city of Banjarmasin as a center for national activities, is in a strategic location on the route of the North-East-South-Central- West Kalimantan Province, and with the plan to move the national capital to East Kalimantan Province, it has the potential to become an alternative city for recreational activities for residents of the national capital. The city of Banjarmasin is also the Banjarbakula metropolitan area which is a priority location for the urban national strategic area as a regional growth center in Kalimantan (RPJMN 2015-2019). So that the image of the city can add to the selling value or attractiveness of the city of Banjarmasin. However, along with this growth, the City of Banjarmasin has now undergone changes. Changes caused by development and occurring in the morphology of the city, this can affect the clarity of the city's image (Hartanti, 2016).

Determination and formation of the city's image is basically formed through the mental processes of society, so that the image of the city that is planned and formed is basically to strengthen or clarify the image of the city. In the technological era, people can easily access information and share their perceptions of space. Information technology, especially social media, can affect human expression of the city's image. Technology has produced tools that can help detect, analyze, and evaluate cognitive mapping or what residents remember about cities (Alghamdi and Alharigi, 2015). Today, social media can reframe understandings and experiences about a city in a more participatory way. Smartphones and easy access to available and free social media provide new ways to interact with urban environments and can influence perceptions of cities (Motamed and Farahani, 2018). On social media networks, people voluntarily provide data from various experiences regarding activities, interests, and perceptions and images of the city in their minds. This is also supported by the research of Huang et al (2021) that data collected from social media or virtual space can explain people's perceptions of a place in the real world and provide a role in explaining the perceived image ability of a place.

The rise of social media and technology can offer new opportunities to study perceptions of the urban environment (Bahrehdar, et al., 2020). Interpretation of the city's image through social media geo- tagging is able to cover all perceptions both from the public, students and experts (Afrianto 2020). Geotag provides big data, in which people have the spontaneity in giving their views and opinions about the popularity of a city.

Regarding this, the study of the image of Banjarmasin city was conducted using the social media geo tagging method.

The research aimed to determine the image elements of the city of Banjarmasin according to people's perceptions based

on social media geotagging. The social media used in this research is Instagram through hashtags. The hashtag used in the research is #KotaBanjarmasin.

2. Literature Survey

Residents or visitors can form a city image through a chain of associations or networks that are built over a certain period of time, as a result of the stimuli collected (Chen et al. 2019). The physical elements of the image include the categories of city views, public transportation, cultural symbols, greenery, pathways, cafes, rivers and landscapes, urban architecture, contemporary architecture, heritage, and towers (Motamed, and Farahani, 2017). Other physical elements are the iconic building Riza et al, 2012), as well as architecture and open spaces (Zasina, 2018).

Instagram and twitter were found to play a large role in explaining the perceived image ability of a place (Huang et al, 2021). Emerging research agendas are leading to new paradigms of collecting, analyzing, and modeling urban structures through social media crowd sourcing and location-based service tracking to provide a new lens for understanding the physically bottom-up mechanisms and socially driven urban structures (Jin and Batty, 2013 in Chen et al. 2019). Instant and spontaneous Instagram posts can capture user perceptions and experiences at a specific location and time (Tagtmeier in Huang,2021).

3. Methodology

In this study, a quantitative research method was used to process geotagged data regarding the image of the city of Banjarmasin. In addition, geotagging data processing was carried out spatially and/or using a geographic information system, in order to see the distribution of city image elements. The social media used in this research was Instagram. This study uses coding technique to identify the content of Instagram social media captions.

Research Variables

The variables used in the study referred to physical variables according to Motamed and Farahani (2017), Riza et al (2012), Zasina (2018). Variables in the study are as shown in (Table 1).

Table 1: Research Variables

Variables	Sub Variables
Physical	Landmark
	Path
	Open and Public Spaces
	Edges
	Building

Population and Samples

The research population was Instagram social media posts related to the city of Banjarmasin. Identification of the image of the City of Banjarmasin based on social media geotags included posts by the people of Banjarmasin City and/or people outside. Regarding this, there was no specific determination about the domicile of the research respondents. The social media post sample criteria were the hashtags Kota Banjarmasin and the maximum posting time is more than 5 years.

Analysis Method

Coding Analysis

This study used coding analysis in the form of subcoding. The first stage including determining the main code or main category and followed by determining the second sub category. The subcoding analysis technique in this study aimed to determine the elements of city image in Banjarmasin City so that the main code or category is city image. The second order sub categories or codes in this study were in accordance with the sub variables of the research in the form of roads, landmarks, open and public spaces, buildings, and rivers. The coded data was in the form of text or captions from social media Instagram.

Statistic Descriptive Analysis

Descriptive statistical analysis was one of the recommendations for further analyzing coding analysis (Johnny S, 2013). Descriptive statistical analysis in this study will be carried out after the coding stage, so that the collected data has been classified or categorized. Descriptive statistical analysis was used to describe data based on the results of coding analysis.

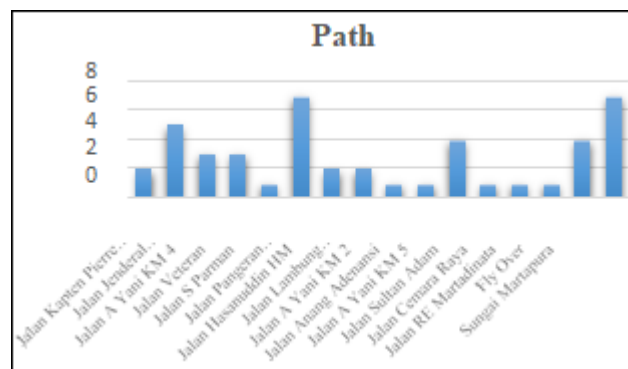
4. Result and Discussion

Image from Hastagh City of Banjarmasin

The image of the City of Banjarmasin is taken from social media data, namely Instagram through hashtags. Banjarmasin city hashtags are hashtags that are usually used by government social media, such as @pemko_banjarmasin, @diskominfotikbanjarmasin, and mayor's account. The Hastagh for Banjarmasin City itself is one of the hashtags with the most posts containing the beauty of the City of Banjarmasin.

Path

Path based on Hastagh City of Banjarmasin consist of 16 (sixteen) roads. The road consists of Captain Pierre Tendeau Street, Jenderal Sudirman Street, Hasanuddin HM Street, S.Parman Street, PangeranSamudera Street, Hasan Basri Street, Colonel Sugiono Street, LambungMangkurat Street, A. Yani KM 2 Street, A. Yani KM 4 Street, A. Yani KM 5 Street, AnangAdenansi Street, Sultan Adam Street, Cemara Raya Street, VeteranStreet, RE MartadinataStreet, Fly Over, and Martapura River. Access to movement in the city of Banjarmasin consists of land and rivers.



The paths with the most number of posts were PangeranSamudera Street and Martapura River with 7 posts or 15.6% each. PangeranSamudera Street is one of the streets

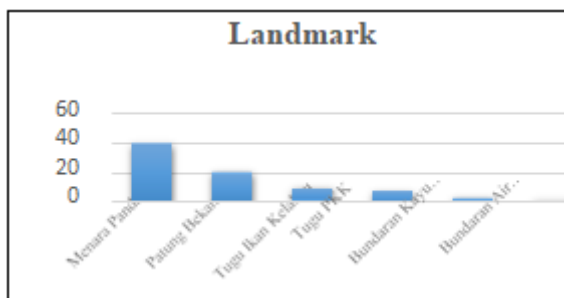
that is enlivened by trade and services, namely the Sudimampir market, the Blauran market, and the Samudra Baru market. Meanwhile, the Martapura River is an access to water transportation for the City of Banjarmasin.



Figure 1: Path Map of Banjarmasin City

Landmark

Landmark based on hastagh Banjarmasin City consists of 6 (six) objects. The landmark consists of a viewing tower, a proboscis monkey statue, a kelabau fish monument, a PKK monument, KayuTangi roundabout, and the Banjarmasin Baiman fountain roundabout.



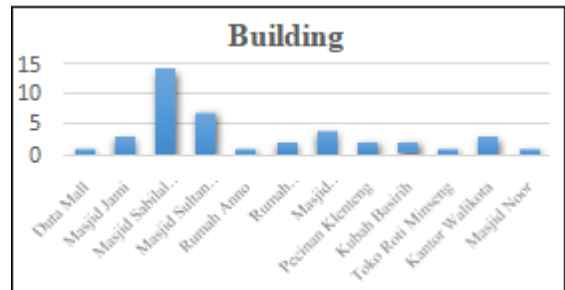
Landmarks with the most number are viewing towers of 40 posts or 47%. The viewing tower is one of the icons of Banjarmasin City which is located at Siring Jalan Captain PiereTandean. The Viewing Tower can represent the image of Banjarmasin City and is on the edge of the Martapura River.



Figure 2: Landmark Map of Banjarmasin City

Building

Buildings based on Hastagh City of Banjarmasin consist of 12 (twelve) objects. The building consists of Duta Mall, Jami Mosque, SabialMuhtadin Mosque, Sultan Suriansyah Mosque, Anno House, Bubungan Tinggi House, HasanuddinMajedie Mosque, Chinatown pagoda, Basirih dome, Minseng bakery, and Mayor's office.



The building with the most number is the Sabial Muhtadin mosque with 14 posts or 34%. The SabialMuhtadin Mosque is one of the magnificent mosques in Banjarmasin City which is in the heart of the city. This mosque was built on the west bank of the Martapura river.

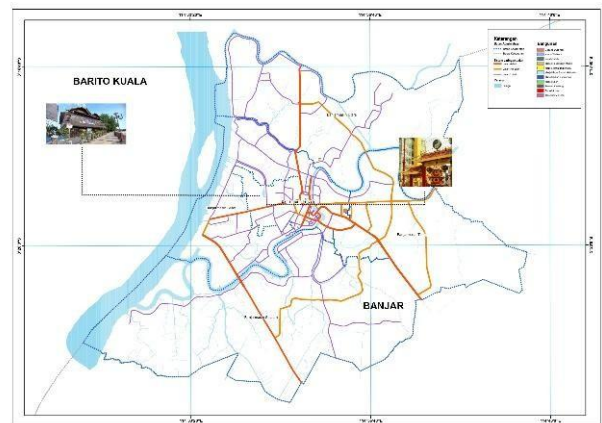
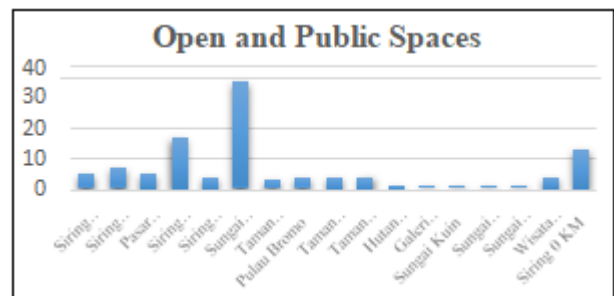


Figure 3: Buildings Map of Banjarmasin City

Open and Public Spaces

Open and public space based on Hastagh City of Banjarmasin consists of 17 (seventeen) objects. The open space consists of a siring along the Martapura River, a floating market, Sultan Suriansyah's siring, a cambodian garden, a PKK heart garden, and a Kuin floating market.



The most open space is the Martapura River with a total of 35 posts. The Martapura River is the venue for the jukung festival, and riverside tours. Every weekend, on the Martapura River there is also a floating market, where

traders sell on boats.

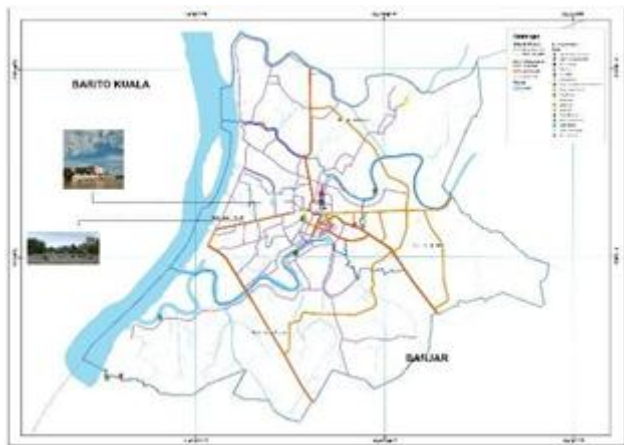
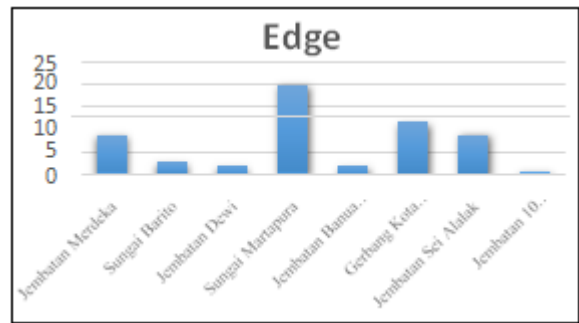


Figure 4: Map of Open and Public Spaces



The edge with the most number is the Martapura River with a percentage of 34%. Besides being an open space, the Martapura River is also the boundary between sub-districts in Banjarmasin City. Merdeka Bridge, Dewi Bridge, BanuaAnyar Bridge, and 10 November Bridge are bridges that cross over the Martapura River.

Edge

Edge based on Hastagh City of Banjarmasin consists of 8 (eight) objects. The edge consists of Merdeka Bridge, Barito River, Dewi Bridge, Martapura River, BanuaAnyar Bridge, Banjarmasin City Gate, Sei Alalak Bridge, and 10 November Bridge.






Figure 5: Edge Map of Banjarmasin City

Coding Analysis

Table 2: Analysis of Coding Hastagh in Banjarmasin City

No	Caption	Category	Sub Category	Image
1	Masjid Raya SabilalMuhtadinMenjelangmalamNisfuSya,BanSelamatMenjalankanIbadahPuasaNisfuSya,ban MohonMaafLahir dan Batin Taken Use DJI SPARK #southborneophotographyclub #borneodigital_share #kalsel#masjidrayasabilalmuhtadin #banjarmasin #kotabanjarmasin #visitkalsel #djiispark #dji	Masjid Sabilal Muhtadin	Building	
2	PatungBekantan, merupakan salah satu ikon wisatadarikota Banjarmasin. Patungbekantaniniberdiri di tepi Sungai Martapura, di antaraduajembatan, yaituJembatan Merdeka dan JembatanAYaniatauJembatanDewi. Jaraknyatidakterlalujauh dari Swiss-Belhotel Borneo Banjarmasin. Hanyakuranglebih 1,5 km saja. #wisatabanjarmasin #ikonkotabanjarmasin #patungbekantan #kotabanjarmasin #swissbelhotel #swissbelhotelbanjarmasin	Patung Bekantan	Landmark	
3	JembatanSeiAlalak. Jembatan Sei Alalak yang memilikipanjang850 meter dan lebar 20 meter, Jembatanjenis cable stayed denganstrukturmelengkungpertama di Indonesia. Jembatan cable stayed adalahjenisjembatan yang memilikibentanganpanjang. Biasanyajembataninidimanfaatkansebagaipenghubungantaraduawilayah yang bersebrangan, dipisahkan oleh lembah, sungaimaupuntanahdatardenganpenahanbebanjembatan yang terbuatdarikabel. Lokasi : Banjarmasin, Kalimantan Selatan, Indonesia. #banjarinfo #banjarmasinbanget #infobanjarmasin #kotabanjarmasin #visitkalsel #wargabanua #habarwarga #kalimantanselatan #kalseltoday #indonesia #jembatan #kayutangi #jembatanseialalak #lensabanjar #lensacommunity #klikbanjar #instakalsel #trendkalsel	Jembatan Sei Alalak	Edge	
4	Selamatpagi, darikota 1000 sungai, di Banjarmasin	Sungai	Path, Open	

	<p>andapatmenikmatirutinitaskehidupansungaiygasli (bukan kw hehe), lalulalangelokkecilbesar di sungaisebagaiusattransportasisungaidimanfaatkanwargadengan optimal, bebasmacet</p> <p>📍 Lokasi : Sungai Martapura Kota Banjarmasin, Kalimantan Selatan. Photo by @khuzaimi_jimie</p> <p>#kelotok #sungaimartapura #kotabanjarmasin #banjarmasin #banjarmasinbanget #banjarmasinbaiman #jakarta #surabaya #bandung #tanggerang #medan #makassar #semarang #siringbanjarmasin #batam #bogor #depok #explorebanjarmasin #balikpapan #palembang #manado #pekanbaru #samarinda #jayapura #flyoverbanjarmasin #yogyakarta #kalimantanselatan #baritoputera #borneodigital_share</p>	Martapura, Siring Menara Pandang	Space and Public	
5	<p>Menara pandangadalah salah satu Landmark Kota Banjarmasin 📍 Photoby@_paul</p> <p>#menarapandang #menarapandangbanjarmasin #banjarmasin #banjarmasinbanget #landmark #banjarmasinbaiman #kotabanjarmasin #jakarta #surabaya #bandung #tanggerang #medan #makassar #semarang #siringbanjarmasin #batam #bogor #depok #explorebanjarmasin #balikpapan #palembang #manado #pekanbaru #samarinda #jayapura #sungaimartapura #yogyakarta #kalimantanselatan #baritoputera #borneodigital_share</p>	Menara Pandang	Landmark	
6	<p>LOMBA JUKUNG TRADISIONAL 2018, BANJARMASIN.(Dispora Bjm). [15/12/2018] Sabtu</p> <p>Ajangbergensi para olahragawandayungjukung, mereka team yghebat,merekaygkuatbersatu dan tangguhakanjadijuara.Warga alalak,tamban,mantuil,aluh2,basirih, berangas,sungaitabuk,lokbaintandsbmenyaksikanjagoanya masing2 dalamkompetisi yang melestarikan BUDAYA SUNGAI INI. Video by @khuzaimi_jimie . Follow @ceritabanjar_ #ceritabanjar#festivaljukung2018 #lombadayung #lombajukung #kotabanjarmasin #ayokebanjarmasin</p>	Sungai Martapura	Open Space and Public	

5. Conclusion

The conclusions from the Banjarmasin City Image study according to Community Perceptions with Instagram Social Media Hastags are as follows:

- 1) The image of the City of Banjarmasin was identified through the hashtag City of Banjarmasin from Instagram social media. The image of Banjarmasin City was in the form of landmarks, paths, edges, open and public spaces, buildings.
- 2) The most frequent open and public space is the Martapura River, where riverside tours are held. This represents the image of Banjarmasin City as a rivercity.
- 3) The most frequent roads are Jalan PangeranSamudera and Sungai Martapura.while the most abundant edge is the Martapura River. Besides being an open space and paths, the Martapura River is also the boundary between sub-districts in BanjarmasinCity.
- 4) The most visited landmark is the Pandang Tower. The most numerous building is the SabilalMuhtadinMosque.

Where the object is located on the edge of the Martapura River, one of the icons of Banjarmasin City.

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