Research Article

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Volunsharing of Lenggong Valley world heritage site: A content analysis

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Abstract

UNESCO World Heritage Sites (WHS) has the ability to attract diverse domestic and international tourists' visitation. Malaysia being blessed with four WHSs unfortunately faces a decline in tourist arrivals in one of them, which is the Archaeological Heritage of the Lenggong Valley (AHLV). In combating the issue, a *volunsharing* program was proposed by the authority, nonetheless it was yet to be materialised. *Volunsharing* is where volunteers share their holiday experiences at tourism destinations through social media by using word-of-picture. This study aims to investigate the effect of *volunsharing* through Instagram content analysis via #lenggong. It examines post frequencies, comment slant, total engagement values and exploring emerging themes for captions frequently used in Instagram tourism-related post. Deductive content analysis and thematic analysis are used as the study's methodology, based on Framing Theory and word-of-picture (WOP) dimensions. Results show that the portrayal of Lenggong Valley as a tourism destination and a WHS is poor. A total of 1,549 posts were analysed and only 290 posts were deemed tourism WOP post, including five thematic captions emerged throughout the six months period sample of this study. The theoretical and practical contributions of this study are discussed.

Keywords:

World heritage site; Voluntourism; Volunsharing; Word-of-picture; Social media; Content analysis

1   Introduction

It is a pride of a country to have its attractions to be endorsed as World Heritage Sites (WHSs) awarded by the United Nations Educational, Scientific and Cultural Organization (UNESCO). WHS recognition is given to heritage sites around the world that proves itself to be of outstanding universal value through two categories that are cultural or natural heritage (UNESCO, 2010). From its inception in 1978 until 2018, there are 1,073 WHSs worldwide combining cultural, natural and mixed heritage category, originating from 167 state parties worldwide, with European and North America countries leading with a total of 506 WHSs while Asia and the Pacific countries came in second with 253 WHSs (UNESCO, 2018). Its international recognition has the ability to attract both tourist arrivals and type of tourists (Su & Lin, 2014; Ramires, Brandao & Sousa, 2018). Thus, it has been included as one of the dimensions in the calculation of the Travel and Tourism Competitiveness Index, which carries a 14.2 percent weightage (TTCI, 2017).

Malaysia has four WHSs, two each for both categories, natural and cultural. Gunung Mulu National Park and Kinabalu Park are under the natural heritage category, accorded in 2000. The other two which are under the culture heritage category are Melaka & George Town, Historic Cities of the Straits of Malacca; and Archaeological Heritage of the Lenggong Valley (AHLV), accorded in 2008 and 2012 respectively (UNESCO, 2018). Of the four WHSs, only Melaka and George Town are located in urban locations, the others are located in remote locations (Dowling, 2013; Jaafar, Noor & Rasoolimanesh, 2015).

Similar to most regions with WHS, Malaysia is utilising its WHSs for tourism development, especially for the benefit of the rural community. However, one of the WHSs which is AHLV is facing a critical decline in tourist arrivals yearly (Tan, 2014) with records showing a decline from 80,925 to 7,484, tourist arrivals in 2014 and 2017 respectively (Jabatan Warisan Negara, 2018). AHLV did not even make it in the list of top five most visited destinations in Perak, the state where it is located (Department of Statistics, 2018).

Lack of promotion was identified by industry players as one of the reasons as many do not recognise Lenggong Valley as a tourist destination (Loh, 2018). Even local communities within the valley are generally unaware of the WHS recognition and have no idea on how they might benefit from it (Jaafar, Noor & Rasoolimanesh, 2014). Hence, this study analyses the promotion effect by leveraging on youth and social media platform through a program coined as volunsharing (MOTAC, 2018). It is a promotional activity, where volunteers share their holiday experiences at tourism destinations through social media by using elements of word-of-picture (Pa'ee, Aminudin & Abdullah, 2018).

Since the average ages that spend most of their time using social media were between the ages 16-24 years of age (Global Web Index, 2018), this group of age is considered as voluntourists while Instagram is chosen as it is listed as one of the famous

social media application among youth (MCMC, 2017). Additionally, in 2018, Malaysia made it into top 20 most Instagrammable places in the world (Emma, 2019).

This study aims to investigate the media portrayal of Lenggong Valley on Instagram and *volunsharing* promotional effect. Through content analysis of Instagram tourism-related #lenggong posts, investigations were carried out on frequency of tourism-related posts; comment slant; and total engagement values of each word-of-picture dimension. It examines post frequencies, comment slant, total engagement values and exploring emerging themes for captions frequently used in Instagram tourism related post.

2 Literature Review

Lenggong Valley is a rural area located in Perak with a relatively small population of approximately 17,000 (Tan, 2014). It's four major archaeological sites which extended back to almost two million years and one of the longest records of early man in a single area including the oldest outside from the African continent that exhibits cultural remains from Paleolithic, Neolithic and Metal ages era gained the recognition as the country's fourth and newest UNESCO's WHS in 2012 (Rashid, 2014). Its appearance in social media seems to be limited, thus limiting its promotion especially among youth.

Online communication and marketing have shifted the paradigm of the tourism industry especially in the context of online communication and marketing, which is further enhanced by electronic word-of-mouth (eWOM) made possible in a form of user-generated contents (UGCs) platform (Hu, Marchiori, Kalbaska & Cantoni, 2015). Social media is one of the famous examples of UGCs used by countless users globally (Leung, Law, Hoof & Buhalis, 2013). Its common nature of sharing pictures, comments, videos, narrative stories and experiences draw an attractive profile of a tourism destination that can invokes the possibility of travel intention (Lu & Stepchenkova, 2012; Chen, Shang & Li, 2014). This explains the surge of online travel awareness and information search (Barreda, Bilgihan, Nusair & Okumus, 2015; Pa'ee, Aminudin & Abdullah, 2018).

As of January 2019, there were approximately 3.4 billion active social media users globally (WeAreSocial & Hootie, 2019) with youths being the group that spend most of their time on social media, thus may be considered as experts in optimizing utilization of social media (Global Web Index, 2018). This supports the study which recruits them as voluntourist in sharing picture using the social media platform. The Malaysia's most used social media applications are Facebook (97.3%), Instagram (56.1%), Youtube (45.3%), and WeChat Moments (43.7%) (MCMC, 2017).

Volunsharing marketing assisted by volunteers pursued by this study is adhering to the Framing Theory (Goffman, 1974) which refers to the idea where the media tells general society "how to think about" an issue introduced by the media. It is a method in which certain parts of a storyline is chosen, featured and reported in a media with the end goal that it impacts its audiences and triggers their point of view into envisioning

about an issue in a certain way (Entman, 1993). This made the framing of media to be extremely crucial in light of the fact that media should affect the perception of their audiences towards specific issues (Saifuddin & Sualman, 2017). In the context of this study, the media influence the perception of their audience towards Lenggong Valley.

3   Methodology

This study applied a deductive content analysis for Instagram, which is suitable in analysing content of pictures, captions and comments. This is followed by thematic analysis in order to analyse verbal text such as captions into themes. The hashtag search of #lenggong were chosen as the main data source due to its highest total search result compared to other Lenggong related hashtags (Table 1).

Table 1: Instagram Lenggong related hashtag (#) search result.

Hashtag (#)	Total Search Result
#perakman	767
#whslenggong	0
#lenggongvalley	716
#lenggongunesco	1
#lenggongheritage	3
#lenggongperak	820
#lenggong	12,792

Note: Data were collected on 31st August 2018

The population for this study is the Instagram search result of #lenggong, by which as of 30th October 2018 resulted in 13,409 posts. The sample size for this study is based on six months Instagram #lenggong posts search results, from 1st May 2018 to 31st October 2018.

3.1 Research Instrumentation

A code-book or coding scheme was designed based on prior related studies which use the framing codes from Sualman and Aziz (2012) and Pa'ee, Aminudin and Abdullah (2018) word-of-pictures dimensions as the main issue. Hence, a code-book with the list of framings and their descriptions were created for the study.

3.1.1 Code-Book Definition

1. **Month:**
The Month the post being posted: October (10), September (9), August (8), July (7), June (6), and May (5).
2. **Post Form:**
The form of post posted in Instagram: Picture with caption (1), Picture without caption (2), Video with caption (3), and Video without caption (4).

3. Word-of-Picture:

The nature of picture dimension being represented in the post:

Tourism WOP - Nature & Landscape (1), Food (2), Built attractions (3), Local people (4), Festivals & Rituals (5), Way of Life & Traditional Clothing (6);

Non Tourism WOP - Nature & Landscape (7), Food (8), Built attractions (9), Local people (10), Festivals & Rituals (11), Way of Life & Traditional Clothing (12), and Others (13).

4. Post Source:

The source of post posted in Instagram: Individual/ Account Owner (1), Local Authority (2), Business advertisement / Entity (3), Travel blog (4), and Others (5).

5. Post Purpose:

The main purpose associated in the post: Informative (1), Persuasion (2), Education (3), Awareness (4), Experience (5), and Appreciation (6).

6. Personalities:

The personality presence in the post: Prime Minister (1), Ministry of Tourism and Culture (2), Tourism Perak (3), Local authority (4), Artist/Celebrity (5), Individual (6), None (7), Others (8).

7. Caption Slant:

The post's caption narration of portraying Lenggong Valley: Positive (1), Negative (2), and Neutral (3).

8. Comment Slant:

The post's comment engagement relating to Lenggong Valley: Positive (1), Negative (2), and Neutral (3).

9. Likes Frequency:

The 'likes' frequency a post obtained.

10. Comment Frequency:

The comment frequency a post received.

3.1.2 Selection of Volunsharing Participants

This study utilized 10 willing volunteers who have Instagram account with a minimum of 500 followers and are in the age range of youth majoring in tourism management as their study background. The 10 willing participants were approached through acquaintances and convenience sampling of recommendation through participants' connections. Subsequently, each participant (volunteer) was given the choice of selecting a minimum of six or more pictures of Lenggong Valley and its tourism attractions and post them in their Instagram feed for at least seven days. Table 2 below displays the demographic profile of the volunsharing participants contributed in this study.

Table 2: *Volunsharing* participants' demographic profile.

Participant	Instagram Followers	Age	Gender	Country of Origin
Participant 1	3,060	31	Female	Malaysian
Participant 2	2,027	22	Female	Malaysian
Participant 3	1,390	26	Female	Malaysian
Participant 4	1,359	29	Female	Malaysian
Participant 5	1,309	25	Female	Malaysian
Participant 6	639	25	Female	Malaysian
Participant 7	573	24	Female	Malaysian
Participant 8	527	24	Female	Malaysian
Participant 9	523	27	Female	Malaysian
Participant 10	507	24	Female	Malaysian

3.2 Data Collection

A total of 1,549 Instagram #lenggong posts were collected and analysed. The pictures and captions posted include the 'likes' and comments engagements collected were coded and analysed post-by-post using the respective code-book into SPSS.

3.3 Data Analysis

Using the code-book or coding scheme adapted from Sualman and Aziz (2012) and Pa'ee, Aminudin and Abdullah (2018), each Instagram post was coded into SPSS. The next step in deductive content analysis is to develop a categorization matrix and code the data according to the categories. Developing a categorization matrix follows this; data contents are then reviewed and coded according to their correspondence categories (Polit & Beck 2004). Adhering to the principles of inductive content analysis and since there are unconstrained matrix, different categories are created within the bounds and includes open coding, creating categories and abstraction (Elo & Kyngäs, 2008).

The post material is read and reanalysed, and as many headings as necessary are written down in the margins to describe all aspects of the content, thus producing initial categories (Hsieh & Shannon, 2005). Finally, the abstraction process in formulating a general description of the research topic through generating categories is carried out (Polit & Beck 2004; Elo & Kyngäs, 2008). Thus, the generation of new emergent category for framing is generated. In this study, several new categories were generated such as post purpose of experience and appreciation.

In analysing the post captions, the data collected are analysed using the thematic analysis. This study chooses to manually analyse the data in a conventional way. In the thematic analysis, the data initially go through a process of familiarization where the process of reading, verbatim and transcribing the data take place. The data is then filtered for relevant texts that are deemed relevant to the aim of the study. This is followed by identifying the themes through grouping relevant texts according to themes and categorise them by identifying repetitive ideas (Guest, Macqueen & Namey, 2011).

The next step involves coding using textual codes or numeric so that specific piece of data, which resemble to different themes, can be identified (Spencer & Ritchie, 2002). Afterward, the researchers developed themes by micro-analysing and classifying captions into emergent categories based on the way of the post-caption being narrated (Creswell, 2012). The themes that emerged along the process were cross-checked and validated with a scholar of tertiary educator that specializes in qualitative methodology, specifically in thematic analysis. As a result, five emergent themes were discovered.

4   Findings

4.1 Instagram Portrayal of #lenggong and Frequencies of Post Contents

Since this study had undergone some volunsharing participants' contribution posts in the month of September and October 2018, the findings in Table 3 and 4 represent the overall findings including undisturbed tourism-related post, undisturbed non-tourism related post and volunsharing tourism-related post. *Volunsharing* post contributed to approximately 35.2 % within the two months imposement in the overall findings of tourism-related post, while non-*volunsharing* tourism-related post only garnered 64.8% out of six months. This shows that with only 10 *volunsharing* participants, 35.2% of Lenggong portrayal as a tourism destination were garnered, if the number of participants increases, the percentage of tourism-related post will also increase.

Instagram greatest functionality is their picture-sharing platform, thus content analysing its main functions is relevant in this context of study which is imperative to identify the tourism aspect of pictures that portrays Lenggong Valley. Based on Table 4, 1,495 (96.5%) of the posts were confirmed to exhibit the six WOP dimensions. However, only 290 (18.7%) of the posts were related to tourism, while the rest of the majority posts of 1,205 (77.8%) were related to non-tourism related post. This shows that the expense of social media convenience towards portraying Lenggong as a tourism destination is being poorly portrayed by Instagram users. The usage of #lenggong that is used in Instagram post is considered to be used in order to increase the online traffic towards the visibility of the post that is being shared and they are mostly non-tourism related posts.

The highest Instagram portrayal of Lenggong Valley is displayed through pictures that are non-tourism and non-"Word-of-Picture" dimension. Based on the observation of the researchers, the "others" picture category of 51.1% in the non-related post mostly displayed business advertisements of cosmetic brand, body enhancement product, phone accessories and car seller ads. This further displays that the usage of #lenggong in a certain Instagram post are mostly used for the purpose of gaining more online traffic towards the advertisement post in order to increase visibility.

Table 3: Content Analysis of "Word-of-Picture" and The Month of #lenggong Post.

"Word-of-Picture"	Month Frequency (F) & Percent (%)													
	May		June		July		Aug		Sept		Oct		Total	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
Non-*Volunsharing* "Word-of-Picture"														
Nature & Landscape	9	3.1	5	1.7	8	2.8	5	1.7	12	4.1	18	6.2	57	19.7
Food	1	0.3	5	1.7	12	4.1	5	1.7	9	3.1	6	2.1	38	13.1
Built Attractions	7	2.4	6	2.1	4	1.4	13	4.5	8	4.5	7	2.4	45	15.5
Local People	0	0.0	4	1.4	3	1.0	0	0.0	1	0.3	0	0.0	8	2.8
Festivals & Rituals	1	0.3	0	0.0	4	1.4	11	3.8	2	0.7	5	1.7	23	7.9
Way of Life & Traditional Clothing	0	0.0	6	2.1	3	1.0	2	0.7	6	2.1	0	0.0	17	5.9
Non-*Volunsharing* Post Total	18	6.2	26	9.0	34	11.7	36	12.4	38	13.1	36	12.4	188	64.8
***Volunsharing* "Word-of-Picture"**														
Nature & Landscape	-		-		-		-		10	3.4	13	4.5	23	7.9
Food	-		-		-		-		8	2.8	7	2.4	15	5.2
Built Attractions	-		-		-		-		17	5.9	13	4.5	30	10.3
Local People	-		-		-		-		7	2.4	7	2.4	14	4.8
Festivals & Rituals	-		-		-		-		1	0.3	4	1.4	5	1.7
Way of Life & Traditional Clothing	-		-		-		-		7	2.4	8	2.8	15	5.2
Volunsharing Post Total	-		-		-		-		50	17.2	52	17.9	102	35.2
Overall Tourism-Related Post Total	18	6.2	26	9.0	34	11.7	36	12.4	88	30.3	88	30.3	290	100.0
Non-Tourism Related Post Total*	201	13.0	164	10.6	194	12.5	239	15.4	269	17.4	192	12.4	1,259	81.3
Overall Total Post*	219	14.1	190	12.3	228	14.7	275	17.8	357	23.0	280	18.1	1,549	100.0

Note: *Percentage is based on the overall total post (Tourism-related + non-related Post) of 1,549.*

Rows under Non-*Volunsharing* and *Volunsharing* headings are labelled "Tourism-Related Post".

Table 4: Content Analysis of the Instagram #lenggong Post.

"Word-of-Picture"			
	Non-*Volunsharing* "Word-of-Picture"		
	Nature & Landscape	57	3.7
	Food	38	2.5
	Built Attractions	45	2.9
	Local People	8	0.5
	Festivals & Rituals	23	1.5
	Way of Life & Traditional Clothing	17	1.1
	Total	188	12.1
	Volunsharing "Word-of-Picture"		
	Nature & Landscape	23	1.5
	Food	15	1.0
	Built Attractions	30	1.9
	Local People	14	0.9
	Festivals & Rituals	5	0.3
	Way of Life & Traditional Clothing	15	1.0
	Total	102	6.6
Total		290	18.7
	Nature & Landscape	17	1.1
	Food	109	7.0
	Built Attractions	5	.3
	Local People	70	4.5
	Festivals & Rituals	187	12.1
	Way of Life & Traditional Clothing	25	1.6
	Others	792	51.1
	Total	1,205	77.8
Total		1,495	96.5
	Video	54	3.5
Total		1,549	100.0

Note: "Tourism-Related Post" spans the first two totals block; "Non-Tourism-Related Post" spans the third block.

This study further detected within the 290 posts of tourism "Word-of-Picture", 188 (12.1%) of them were from the undisturbed data or non-*volunsharing* participants post while 102 (6.6%) of them were from disturbed data of *volunsharing* participants post. This further shows that without the *volunsharing* participants, there would only be 188 tourism "Word-of-Picture" posts being shared within the six-month period of May 2018 to October 2018. Thus, the portrayal of Lenggong Valley as a tourist destination and a recognized World Heritage Site is more severe than it is right now.

4.2 Tourism "Word-of-Picture" and Comment Slant

Observing the cross tabulation between tourism WOP and comment slant in Table 5, out of 290 tourism WOP posts, only 41% of them received comments. The distinction of positive and neutral comment is regarding their relation to Lenggong Valley. Table 5 also shows that an almost equal percentage of the comments garnered are of neutral slant (56.3%) and 43.7% of them are positive slant. In Table 6, the neutral comment

received is indeed seems positive but the context that it is referring to is not related or in regards of Lenggong Valley.

Table 5: The Tourism-Related "Word-of-Picture" Post and Comment Slant.

	"Word-of-Picture"	Comment Slant (%)		Total (%)
		Positive	Neutral	
	Non-*Volunsharing* "Word-of-Picture"			
	Nature & Landscape	10.1	13.4	23.5
	Food	13.4	5.9	19.3
	Built Attractions	10.1	16.8	26.9
Tourism-Related Post	Local People	0.0	3.4	3.4
	Festivals & Rituals	0.8	5.0	5.9
	Way of Life & Traditional Clothing	0.8	5.9	6.7
	Total (%)	35.3	50.4	85.7
	Volunsharing "Word-of-Picture"			
	Nature & Landscape	3.4	2.5	5.9
	Food	1.7	0.8	2.5
	Built Attractions	1.7	0.8	2.5
	Local People	1.7	0.8	2.5
	Festivals & Rituals	0.0	0.8	0.8
	Way of Life & Traditional Clothing	0.0	0.0	0.0
	Total (%)	8.4	5.9	14.3
Total (%)		43.7	56.3	100.0
Post with Comments		17.9	23.1	41.0
Post without Comments				59.0

The low positive comments received from the other users or followers is possible due to many factors such as pictures posted do not generate adequate stimulation for commenting or it could be possible that the audience were just simply scrolling through the Instagram post without paying proper attention to each post. This further enhances the need for correct marketing stimulation for an Instagram post in order to gain more total engagement and online traffic focusing on the tourism-related aspect of Lenggong Valley.

Table 6: Neutral and Positive Comment Slant of Tourism-Related "Word-of-Picture" Post.

Comment Slant	Comment Examples
(1) Neutral Comments	@winstoncls:"Nice" @azza.chiakilee: "Gorgeous kak Azza" @azwanshah74: "Spooky bnw shot. Nicee"
(2) Positive Comments	@jaja_taher: "Given the chance to camp, setting up campfire, roasting marshmallow with hot choc will be the best for this site..Then talk about life all nite long.. Walaweh!!!!!" @digitaldome: "Where is this? So beautiful" @irmayantie_im: "wow…the water is so clear…this is interesting…"

Besides, Table 6 also displays positive comments are often garnered through WOP of nature & landscapes, built attractions and food dimensions. These three picture dimensions can conclude that they successfully generated comment stimulation or netizens are more likely to comment on these pictures instead of others.

4.3 Tourism "Word-Of-Picture" Ranked by Total Engagement Values

The most prominent interactive response that an Instagram post can obtain is through their 'likes' and comments engagement frequency. Through total engagement, users can see how active their audience is towards their posts and have ideas of what post strategy is effective. Thus, this study was able to show that out of the 290 tourism WOP posts, a total engagement of 12,537 was able to garner.

The top three highest amount of total engagement presented in Table 7 was 3,603 from built attractions, nature & landscapes with 3,055 engagements and food with 3,001 engagements. It also displays that the number of 'likes' of each dimensions are higher than comments, which inferred that Instagram users have a behaviour tendency to engage in small or quicker engagement rather than taking the time to actually construct comments on a post.

Table 7: Overall Tourism "Word-of-Picture" and Total Engagement Values Rank.

Rank	'Word-of-Picture'	Likes	Comments	Total Engagement	Total Post	Percent (%)
1	Built Attractions	3,440	163	3,603	75	25.9
2	Nature & Landscapes	3,055	116	3,171	80	27.6
3	Food	2,648	353	3,001	53	23.9
4	Festival & Rituals	1,278	12	1,290	28	10.3
5	Way of Life & Traditional Clothing	768	28	796	32	6.3
6	Local People	659	17	676	22	5.4
Total		11,848	689	12,537	290	100.0

Looking at Table 7 top three highest ranks, it can be suggested that *volunsharing* post should focus on posting more WOP regarding the rank. The ranks display the picture dimensions that are most likely to stimulate Instagram users' engagement.

Table 8: Volunsharing Participants Tourism WOP and Total Engagement Values Rank.

Rank	'Word-of-Picture'	Likes	Comments	Total Engagement	Total Post	Percent (%)
1	Nature & Landscapes	885	30	915	23	22.5
2	Built Attractions	424	6	430	30	29.4
3	Local People	353	10	363	14	13.7
4	Food	288	3	291	15	14.7
5	Way of Life & Traditional Clothing	266	6	272	15	14.7
6	Festival & Rituals	171	3	174	5	4.9
Total		2,387	58	2,445	102	100.0

Out of the total overall tourism WOP total engagement value of 12,537; *volunsharing* participants contributed to 2,445 (19.5%) total engagements in the overall value as shown in Table 8. In other means, without the *volunsharing* participants' contribution towards the overall total engagements, the undisturbed data of tourism WOP total engagement value would be 10,092 (80.5%) throughout May 2018 until October 2018.

4.4 Thematic Caption

This study further applied thematic analysis in order to examine the captions used by Instagram users in tourism WOPs post. After analysing the 290 tourism-related posts, five prominent themes emerged from the captions.

The first theme was termed "Facts/History" and could be seen in a form of sharing local history and facts, stating only the name of the place or attractions. The second prominent theme that emerged was "Experience". The appearance of this theme is visible when Instagram users shared their experience through a narration of their travel experience, their past memories, life achievement and storytelling of anything that occur to them.

The third theme was deemed to be "Recommendation" that involved Instagram users to recommend their suggestion of a place, must do activities and travel itinerary including tourism business recommendation. The fourth theme that emerged was "Expression" which involved Instagram users to narrate their feelings and emotions towards a moment, a phenomenon, and even self-connotation. The final theme that emerged from the analysis was "Quotes" that mainly recite the quotes from famous people or even making quotes of their own relating to life, travel and self-motivation. Table 9 explains in detail of the translated data or caption analysed.

Table 9: Emerging Tourism WOP Caption Themes.

Emerging Themes	Caption Examples
(1) Facts / History	@haslanhussain: "An old photograph which was taken between 1938 and 1939. The red and yellow omnibus was used as a mode of transportation for aborigines to travel to their destination. This photograph was taken at lenggong, Perak" @azym_shbdn: "Gua kajang Lengggong. This was the first cave in the country to be excavated in 1917 by Evans, where urn fragments, stone tools, food as well as human bones were uncovered. Malaysia found evidence that Gua Kajang had been used since 11,000 to 5,000 year ago."
(2) Experience	@adam105001: "Pictures from my visit last week to archeological sites in Lenggong, Perak." @breakfast_at_ewahs: "SUKA SUKA Spent a night disconnected at Suka Suka Homestay in this rustic 100 year old bungalow. Had a traditional Malaysian meal sitting on the floor and eating with our hands. Learned to wrap a proper sarong to wear to dinner and then played Congkak, the Malaysian version of Mancala, until the wee hours of the night."
(3) Recommendation	@ammalenna: "Bridge to Lata Kekabu, Lenggong. A must visit and swimming site in Lenggong, Perak not to be missed. Just you and mother nature" @nurlembahlenggongecoresort: "Are you looking for a location for team building @ leadership program? But have a very limited budget? Nur Lembah Lenggong Camp is the place for you, we offer complete team building package with very good price. For more information please contact us at 0135882697 (Anuar)"
(4) Expression	@ystiang0823: "In the exquisite valley, the misty lake is connected to the Weihe River. The blue sky and the calm lake reflect each other. Olympus Pen-F + Laowa C-Dreamer 7.5mm f/4.0 ISO80 1/320s". @endisamad: "Alhamdulillah, finished performed at Majlis Rakyat Aidilfitri in Kota Tampan just now. Thank you YAB Dato who invited us and never seem to get tired of us by consistently calling us to perform and entertain people of Lenggong. @talam_rl and @aepulbakri you guys are never a disappointment since the beginning hahaha truly awesome. Brother @radhioag had a crazy powerful energy. People of Lenggong are truly sporting and awesome @wearesecharma"
(5) Quotes	@sawada7319: "We travel to wake our souls. Taking lessons from our journey from different worlds, communities and cultures" @digitaldome: "Right now I am trying to be in a place of calm, a place where I can chill out and then handle the chaos of life better. You don't just get it overnight; you have to work at it. It's a daily struggle. -Jackee Harry"

The thematic captions that emerged from this study are encouraged to be of narration reference of tourism Instagram post-caption. Remarkably, a picture can say a

thousand words but it is with actual narration attachment that audience can truly comprehend its actual meaning. Seemingly, that the most common form of Instagram post is the picture with caption, hence, the narration is as important as pictures that are posted and shared.

5   Discussion

Tourism destination depends profoundly on their perceivability in the online world toward potential tourists (Leung, et al., 2013). Pictures of a destination contribute a great deal on the visualization of a destination which can lead to interest or intention to visit. Pa'ee, Aminudin and Abdullah (2018) also concurred with this idea. However, the perception and the image of the site that is being portrayed are also vital in portraying the destination significant as a tourism destination (Leung, et al., 2013). This portrayal is often associated with the portrayal of media towards its audience and potential tourist's eyes.

In line with this research study objectives, it can be seen that the Instagram portrayal of #lenggong is very severe in displaying Lenggong Valley as a tourism destination and as a World Heritage Site. The severity can be seen through the comparison of total post garnered between tourism-related post (18.7%) and non-tourism-related (77.8%) post in Table 4. Based on the researcher observation along the conduct of this study, the significant of Lenggong Valley as a UNESCO World Heritage Site was very poorly mentioned and presented through Instagram. Majority of the Instagram posts are flooded with business advertisements such as cosmetic brands, body enhancement supplement, phone accessories ads and car seller ads. Moreover, the discrepancies of a tourism WOP to another tourism WOP post are very far apart and often time filled with non-tourism WOPs in between posts through Instagram with #lenggong search. This is much a concern as it can lead to audience' loss of interest to scroll down even further and being disconnected from the search result of posts altogether.

In the case of tourism-related WOP of Instagram #lenggong post, the comments slant that tourism WOP received were predominantly slanting neutral which indicates even with positive captions, positive comments that pertained to Lenggong Valley is complex to expect. Based on the researcher's observation of the comments engagement, most neutral comments are associated with the individual or account owner without relating to any Lenggong Valley subject at all. Nonetheless, an even worse neutral comments are from the automated-generated comments ads that tend to surface in the post comments section that are considered as "noise" that disrupted valid data. The researcher would also like to note that positive comments are also depending on the type of followers that the account owner has. For instance, if the account owner is known for his/her likeliness of travel and posting travel related post, the followers that he/she gained would likely share the same interest, thus his/her travel related posts tend to have higher positive engagement. In addition, the high number of

followers must also be considered in order to gain more audience views of a post including its total engagement value.

Besides, this study also manages to gather the total engagement of likes and comments out of the 290 tourism WOP posts. Based on the total engagement, it displayed that the top three highest engagements were garnered by built attractions, nature & landscapes and food dimension. This top three total engagement dimension can be inferred as engagement attractions or attractiveness. Thus, it can be suggested that these three dimensions should be displayed more commonly through Instagram to promote a tourism destination site and create interest or intention to visit.

Additionally, the captions themes were also analysed and extracted into themes from the 290 tourism WOP caption posts. As a result of the extraction, five themes emerged signify the common thematic caption that tourism WOP uses to narrate their post's caption. The five themes emerged were 'facts & history', 'experience', 'recommendation', 'expression' and 'quotes'. In accordance with tourism WOP caption slant majorly positive, these themes are suggestible for any tourism WOP caption post.

In overall, nowadays representation of a tourism destination is highly dependable from social media and Instagram being one of them in portraying visual imagery of such destination. However, the current portrayal of Lenggong Valley as a tourism destination through Instagram is indeed needed of aiding attention. Type of followers, number of followers, highest total engagement tourism WOP dimensions and post captions narration themes are considered as contributors of effective *volunsharing*. Therefore, these contributors should be greatly looking into in order to boost Lenggong Valley portrayal as a tourism destination and a UNESCO WHS through Instagram.

6   Conclusion

It is indeed a pride of a country to have its culture and natural heritage be recognized internationally through the World Heritage Site accolade. Preserving and sharing its' significant to the public especially locals and their acceptance of the heritage value is of upmost important. Social media provides the pathway for individual to express what they considered significant or valueable. Hence, the portrayal of a WHS destination such as Lenggong Valley through social media conveys the Lenggong Valley's significance from the public views. If Lenggong Valley search results over social media resulted with majorly tourism-related post, then the site is considered to be known as a tourist destination by the public's eyes.

Thus, this study indicates the urgent need in raising awareness of Lenggong Valley as a tourism destination and UNESCO WHS. It is through increasing awareness and attractions that definitely lead to more tourist arrival and increase local economic multiplier effect. Ultimately in the long run, the burden of conservation and preservation of the Lenggong Valley by the government and other related parties can be relieved.

7   About the author

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8   Acknowledgement

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