

# *The Existence of Local Tourism Through Instagram Content (Marketing Communication Studies in Account @pikniklampung)*

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**Abstract**—Lampung Province is a province that has many tourism destinations. Based on information published on the Lampung Provincial Government website, there are around 350 tourist attractions that can be visited in Lampung Province. Instagram influencers who share content about the beauty of Lampung tourism are now increasing. One of the Instagram accounts with Lampung tourism content that has the most followers is the @pikniklampung account with 1,13,000 followers. The aim of this research is to analyze the marketing communication process of the @pikniklampung account in increasing the existence of tourism in Lampung Province. A qualitative descriptive research approach was used to examine the results of this research. The research results show that the marketing communications carried out by @pikniklampung rely on the power of captions and attractive audio-visual displays. The mix that is relevant to this program is direct marketing and public relations that can be carried out well.

**Keywords**—Marketing Communication, Tourism, Media Equation Theory, Lampung Province.

## I. INTRODUCTIONS

Tourism is a sector that is very important for economic development in a region. Tourism can provide life capital for the community if it can be managed and developed well [1]. The process of managing and developing tourism can now not only be carried out by the government but also by the community through their media. The media referred to here is social media such as Instagram which can be a promotional medium [2]. Currently, there are many Instagram social media accounts that have become influencers that promote tourism in every region. The presence of these influencers can help the government in managing and developing regional tourism. This means that the government has the opportunity to increase the existence of tourism by embracing influencers or content creators to continuously spread and promote existing tourism through creative content [3].

Lampung Province is a province that has many tourism destinations. Based on information published on the Lampung Provincial Government website, there are around 350 tourist attractions that can be visited in Lampung Province. These tourist attractions include various attractions, ranging from beaches, mountains, lakes, forests, monuments, museums, and many more. Instagram influencers who share content about the beauty of Lampung tourism are now increasing. One of the Instagram accounts with Lampung tourism content that has the most followers is the @pikniklampung account with 1,13,000 followers. This account with 4,061 posts about Lampung tourism has received the sympathy of many people. The content he uploads looks interesting to his followers, which can be seen from the number of viewers, likes and comments on each content which reaches tens of thousands.

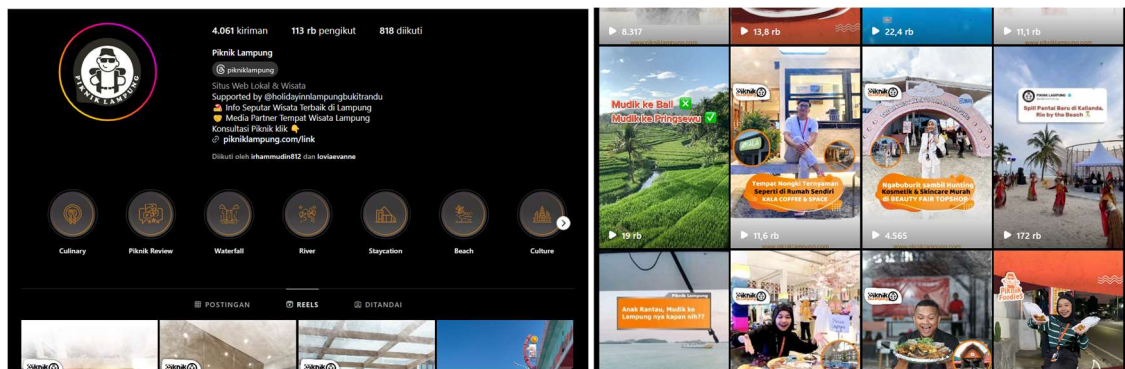


Figure 1. View of the @pikniklampung account

The content uploaded to the @pikniklampung account provides information about the various beauties of tourism in Lampung province. Based on the interview, the @pikniklampung account is not currently collaborating with the Lampung Provincial Tourism Office, but has attended invitations and meetings at official events. Even though it does not collaborate and receive direct support from the government, this account can continue to grow with creative management so that it can have an impact on the existence of Lampung tourism. However, to obtain deeper data, this research uses a marketing communications approach in analyzing the promotional process carried out by the @pikniklampung account in increasing the existence of Lampung tourism.

Marketing communications (*marketing communication*) is the process of delivering messages persuasively carried out by a business entity to influence consumers so that they can know, understand and remember the services and products offered either directly or indirectly [4]. Communication is a tool used to build relationships with audiences and evaluate the entire series of marketing activities [5]. In this context, marketing communications are carried out by the @pikniklampung account through content uploaded to Instagram social media. @pikniklampung content provides messages to its audience about the charm and beauty of tourism in Lampung Province. The aim of this activity is to disseminate information (informative communication) about tourism in Lampung which is packaged in creative content, then influence to attract audiences (persuasive communication) to visit tourism in Lampung, and remind the audience that @pikniklampung provides recommendations and information about tourism in Lampung interestingly (communication recalls) [6]. In this approach, there is a study that cannot be separated, namely regarding the marketing communications mix. The marketing communications mix is a series of important elements to convey messages to consumers or in this case the audience and followers of @pikniklampung. The marketing communications mix consists of 5 elements, namely, advertising, public relations, sales promotions, personal selling and direct marketing [7]. The communication mix has a role in increasing a positive image and strengthening the connection of a business entity or company with followers or audiences [8].



Figure 2. Marketing Communications Mix

The advertising or advertising mix has the aim of presenting a service or product being offered. Every content promoted on the @pikniklampung account is part of tourism advertising. Advertising is a marketing communication tool that has an important function. Through advertising, the message conveyed can be packaged by adding supporting elements such as education and persuading the audience to create awareness of the quality of the brand being advertised and as a feeder for the existence of a product. Next is sales promotions which are an interesting marketing communication tool. Sales promotion can be done with giveaways, discounts or price cuts and so on. Next, Public Relations is a communication process that aims to build or establish good relationships with various parties as an effort to build a positive image of a business entity. Public relations is experiencing development in this modern era. Public relations can be done through social media by collaborating with various parties through social media. Different from sales promotions, personal selling is a subject, person or employee who carries out sales promotion activities with the aim of introducing products or services persuasively to consumers or customers. Direct Marketing is a form of interactive relationship with consumers through careful steps and aims to get a quick response and build strong relationships with customers. Instagram social media facilitates this part by using a direct promotion feature.

Marketing communications is the right approach in analyzing the process of delivering marketing messages so that the impact or effectiveness of the results of the process can be known so that a business entity or even a company knows its achievements and weaknesses. Afifah, Dewi & Suryani (2019) have conducted research on Exploring the Effectiveness of Marketing Communication for Padang City Tourist Attractions via Instagram. The results of this research explain that managing Instagram accounts in promoting tourism by the Padang City Tourism Office can work. Some of the packaged content succeeded in attracting the attention of the audience. However, this management process is not yet optimal and there are still several obstacles in managing content. Previous research was also conducted by Saraswati & Afifi (2022) regarding Tourism Marketing Communication Strategies during the Covid-19 Pandemic. The results of this research explain that one of the tools used in the marketing process is using the social media Instagram which is able to support the message delivery process. However, the discussion regarding Instagram as a marketing communications medium cannot yet be explained specifically.

There is a difference between this research and the two studies above, namely that this research focuses on analyzing the marketing communication process carried out through the social media Instagram. Then, what is unique about this research is that the subject of this research is an account managed by the community, not by the tourism office. Even though it is not managed by the government, the @pikniklampung account has been able to grow well with the number of followers and various creative content. This research will also be deepened by using relevant theories to support the results of the analysis, namely Media

Equation Theory which is also used in this research to show that the media can be invited to speak, to become interlocutors as in the interpersonal communication process. Therefore, people often unconsciously and even automatically respond to content or activities conveyed by mass media or social media because it is as if the media were humans [9].

Based on the presentation of the data above, this research aims to analyze the process of managing marketing communications on the Instagram account @pikniklampung to encourage the existence of tourism in Lampung Province. This research is really needed to help provide data as material for tourism development in Lampung Province so that it is hoped that creative and sustainable economic development can be created for the people of Lampung.

## II. RESEARCH METHODS

This research is included in the type of qualitative descriptive research. Qualitative descriptive research is intended to describe phenomena that occur in the field, especially those related to the problem being studied [10]. The research process starts from the first stage, namely the researcher carries out pre-research activities by identifying problems and making data collection plans. Data collection was carried out through observation, interviews and documentation. In the second stage, researchers design instruments or questions to be asked during interview sessions, observations and searching for data from various documentation. Research data was obtained from various data sources, namely primary data and secondary data. Primary data is direct data from interviews. The collection method was carried out by interviewing key informants and supporting informants. Key Informants are competent parties who directly understand the research problem. In this case, the key informants are the founder and team of @pikniklampung. Meanwhile, supporting informants are followers of @pikniklampung or tourism parties promoted on the @pikniklampung account. Secondary data is used to complement information collected through interviews and observations. Data sources supporting research include data from social media, books, articles, documentation and other information. In the third stage, the researcher began carrying out the data collection stages. The fourth stage, after the researcher obtained the data, the researcher carried out data analysis techniques. The data analysis technique used is an interactive model (interactive model analysis) proposed by Miles and Huberman (2014) including data reduction, data presentation, drawing conclusions and verification [11]. Fifth stage, researchers prepare results, discussion and conclusions.

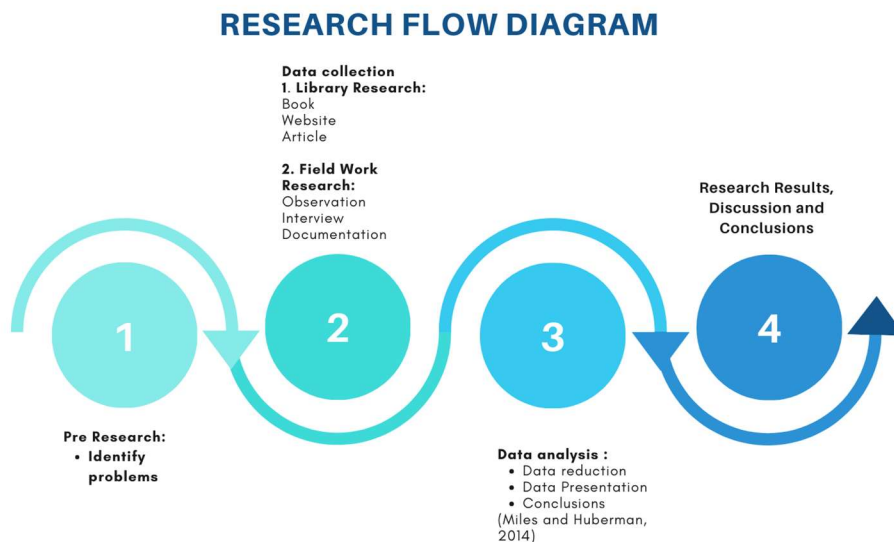


Figure 3. Research Flow Diagram

III. RESULTS AND DISCUSSION

A. @Pikniklampung account profile

The Instagram account @pikniklampung is an account that promotes tourist attractions in Lampung Province. Initially, this account was managed by a content creator who contained content about tourist attractions that the founder had visited since 2016. Along with the development of Instagram and good content management, @pikniklampung became increasingly attractive and gained many followers. The rapid development of @pikniklampung can be seen from the current number of followers which has reached up to 1,130,000 followers which has led it to become one of the tourist accounts with the most followers in Lampung. Apart from that, the number of posts is increasing and becoming more interesting. It doesn't stop there, the account which was initially managed personally, now the founder has his own team to manage the @pikniklampung account. To date, the @pikniklampung account has contained 4061 posts. Most of the content published on the @pikniklampung account comes from requests from tourism parties who want to be promoted through a paid promote visit system or paid promotions. @pikniklampung is also active in several activities with other tourism communities in promoting tourism in Lampung province.

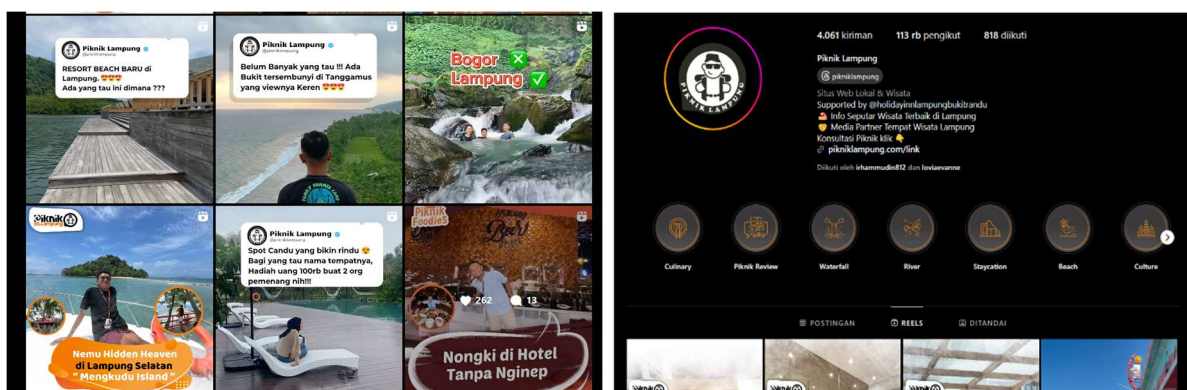


Figure 4. @pikniklampung account profile

B. @pikniklampung Marketing Communication Process

The marketing communications process carried out by @pikniklampung has well-developed strategic stages. In implementing a campaign there is a process that needs to be followed. According to Faridz, the founder of @pikniklampung, he explained that in content management his team uses a supporting application, namely content planning. Through this application, the team can determine the schedule, types and messages that will be conveyed in tourism marketing communications. Through this application, content management activities can also be helped.

*"We use content planning applications to manage cash. This application is on the drive spreadsheet. "With this application we are more helped and can determine which is regular content and project content."*

C. Marketing Communications Mix @pikniklampung

In analyzing @pikniklampung marketing communication tools, the author uses a 5 marketing communication mix approach, namely:

1) Advertising

In this context, @pikniklampung is a promotional agent or advertising medium. The content contained in the account is a form of advertising activity. Even though the Instagram feature has an advertising feature that can help promote the @pikniklampung account, this account has never tried the Instagram advertising feature or advertising in other media. All the success and insight obtained by the @pikniklampung account comes from the type of content and the messages conveyed in the content.

*"We never use the advertising feature from Instagram, we just do this naturally"* said Faridz.

2) Personal Selling

The @pikniklampung account always carries out personal selling or promoting activities or offers services directly face to face with clients. This is the difference between sales that prioritize social media compared to direct sales.

3) Direct Marketing

A marketing communications mix that is more intense and in line with the character of Instagram is direct marketing. The @pikniklampung account creates interactive content and allows its followers to provide positive responses. Not only relying on the power of visual audio, but @pikniklampung also provides stimulus through interesting and interactive captions.

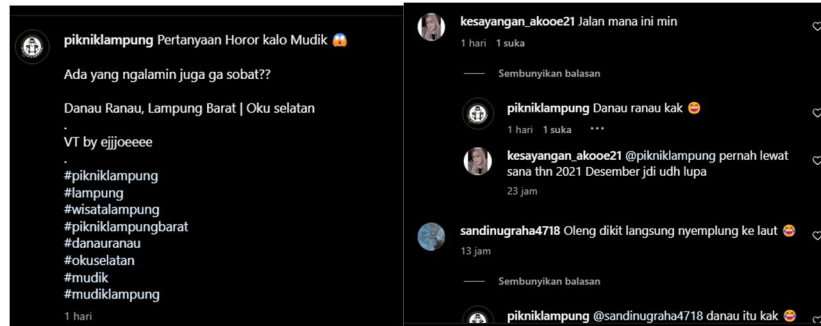


Figure 5. Direct Marketing @pikniklampung

4) Sales Promotions

The sales promotion program is one of the programs that is rarely carried out. Although on several occasions @pikniklampung has carried out sales promotions in the form of giveaways, this is not a priority or ongoing program. This has become the policy and consideration of the founder of @pikniklampung.



Figure 6. Sales promotions

5) Public Relations

Public relations is one of the programs that is often carried out. @pikniklampung always tries to collaborate with various parties, especially tourism parties in Lampung Province. However, it cannot be denied that @pikniklampung also collaborates with other industries but there is still a connection with tourism activities. In the government domain, @pikniklampung once held a meeting with the Lampung provincial tourism office. The meeting was only temporary and no collaboration was established.

*"We were once invited to a provincial tourism service event, but it was just a gathering together and no collaboration was made."*

Based on the findings above, researchers see that the communication strategy carried out by @pikniklampung focuses more on direct marketing activities. This program is one of the programs that has quite a significant impact on audience insight. Posts, both videos and captions, have the power to attract and persuade audiences.

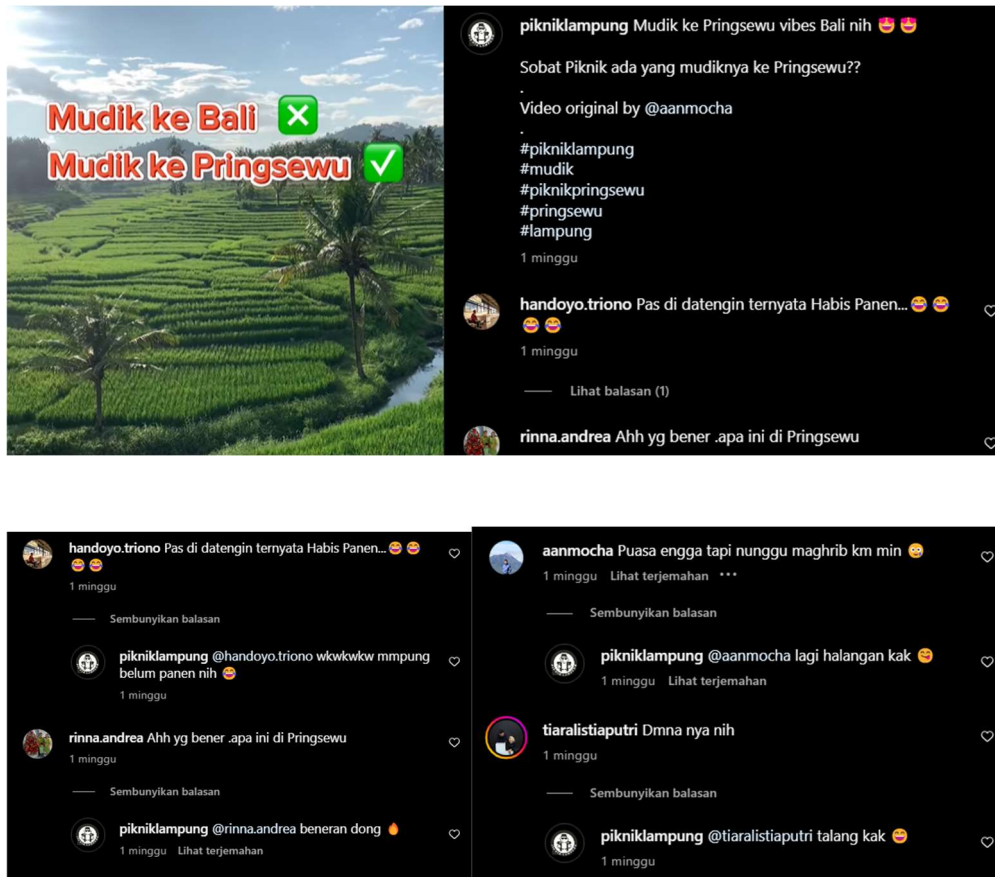


Figure 7. Direct Marketing pattern @pikniklampung

Every caption written by @pikniklampung has good interaction power. This ability stimulates the audience to comment and respond to the captions. This is in line with Media Equation Theory which assumes that the media are like humans who can be invited to talk. People subconsciously immediately responded to the stimulus provided by @pikniklampung. Apart from that, the stimulus provided is not only through captions but also in the form of interactive videos where the presenter in the video always provides stimulus, both questions and gestures that encourage the audience to comment. The visual appearance of @pikniklampung content also has good attractiveness such as shooting techniques, the colors produced and supported by attractive and creative graphic design touches.

According to the founder, the content he created succeeded in having a positive impact on the tourism promoted in @pikniklampung. Even the tourism account promoted by @pikniklampung was able to remind the tourism account's followers.

*"Yes, the tourist side feels it helps to introduce the place to the public, usually the tourism side's social media also increases its followers."*

#### IV. CONCLUSION

Marketing communications for the Instagram account @pikniklampung are carried out using the help of a content planning application which can determine the effectiveness of the content starting from determining the schedule, type and what messages will be conveyed in tourism marketing communications. In the marketing mix, direct marketing and public relations programs are

the superior programs, direct marketing is able to build good relationships and create audience responses in the comments column. The messages conveyed and attractive audio-visual displays create positive interactions. By having positive interactions in every content, this encourages the increasing existence of every Lampung tourism promoted by the @pikniklampung account.

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