

TOURISM VILLAGE PROMOTION STRATEGY VIA INSTAGRAM (QUALITATIVESTUDY@KAMPUNGLAWAS)

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ABSTRACT. Kampung Lawas Maspati is one of the old villages located in Surabaya based on the oldest map of the City of Surabaya which was made in 1677. The potential and uniqueness of Kampung Maspati has the opportunity to be developed into a Tourism Village so that it attracts tourists to visit and has a direct impact on improving the economy of the residents. The formulation of the problem in this study, how is the promotion strategy carried out by Kampung Lawas Maspati in using the @KampungMaspati Instagram account. While the goal is to identify and explain the promotion strategy. This study uses a qualitative descriptive research method. The findings from this study The promotional strategies carried out by Kampung Maspati through social media Instagram @kampunglawas include: 1) Content preparation. 2) Management of the @kampunglawas Instagram account 3) Establishing relationships with followers 4) Organizing events in Maspati Lawas Village 5) Monitoring and Evaluation of content, Monitoring and Evaluation of Event Activities.

KEYWORDS: Old Village, Tourism Village, Promotion Strategy, Content, Followers

1 INTRODUCTION

Kampung Maspati Lawas is one of the old villages in Surabaya. The evidence of this village's existence is based on the oldest map of Surabaya city, which was made in 1677 and brought by Cornelis Speelman (GH von Faber in Basundono, 2021). This map shows that Kampung Maspati is in front of the old paseban (*de oud passebaan*). Paseban was the area of the ruler of Surabaya during the palace period in the pre-colonial Dutch era, where Kampung Maspati itself was the residence of palace officials with the position of *Patih* (Viceroy). In addition, there are still Dutch relics in this village, which have become the main attraction for Kampung Maspati. The manager of Maspati, *Sabar*, stated that the potential and uniqueness of Kampung Maspati possess the opportunity to be developed into a Tourism Village so that it attracts tourists to visit and has a direct impact on improving the villagers' economy. This village was inaugurated coincided with the visit of Tri Rismaharini, who served as Surabaya's mayor at that time. Initially, the manager marketed this village through word of mouth and collaborated with Tour Operators in Bali and Surabaya.

Prior to the COVID-19 pandemic, many foreign tourists visited, especially tourists from the cruise ship group that rested at the Tanjung Perak Port. This tourist visit had an economic impact on the villagers. At that time, they were more focused on the foreign tourist market share because it was considered to have the purchasing power of tour packages at the cost of two million. This package offered a variety of artistic performances and various traditional culinary delights. However, when the COVID-19 pandemic hit Indonesia in 2020, there were restrictions on foreign tourist visits to Indonesia. The circumstances made the manager change their marketing strategy and target market. The management is starting to consider attracting domestic tourists, especially the people of Surabaya and its surroundings, because, during the pandemic, tourists prefer to travel to locations close to where they live to minimize the spread of the COVID-19 virus. To reach the target market of domestic tourists, the manager of Kampung Maspati began to use social media to promote. One of the selected types of social media is Instagram. Instagram was chosen because it sees the number of users in Indonesia, which is quite large, so that it could reach a broader market.

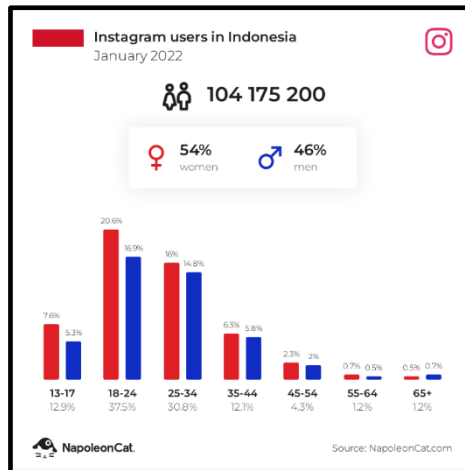


Figure 1.1 Instagram users in Indonesia

Based on data from Napoleon Cat, the number of Instagram users in Indonesia is 104,175,200. This number is equivalent to 37.5% of the total population of Indonesia, with the majority of users being women, which is 54% of the total users, and the age of the most users is in the range of 18-24 years old, which is 39,100,100. Based on this data, Instagram is one of the social media platforms with an excellent opportunity to attract users to travel. Thus, with this number of users, the manager of Kampung Maspati assesses that promotion through Instagram social media has the opportunity to reach a larger target market, especially the domestic tourist market share. Marketing through social media is considered low budget and targets the end-users directly. Instagram also offers various features such as photo editing, video editing, messaging, sharing photos and videos, and sharing reviews and reviews (Wijayanti, 2021).

2 STATEMENT OF THE PROBLEM

Based on the description of the background above, the problem is formulated as follows “How is the promotion strategy carried out by Kampung Lawas Maspati in using the Instagram account @Kampunglawas?”

3 OBJECTIVES OF THE STUDY

To identify and explain the promotional strategies implemented by Kampung Lawas Maspati in managing the Instagram account @Kampunglawas, and the factors that made Kampung Maspati choose Instagram as a medium for promotion.

4 RESEARCH METHODS

This research uses qualitative research methods with descriptive study research. Data were obtained through direct observation, namely interviews. The main informant in this study was the initiator and manager of Kampung Lawas Maspati, *Sabar Soeastono*.

5 LITERATURE REVIEW

5.1 Promotion

Kotler and Armstrong (2012) define promotion as an activity to communicate the benefits of a product and persuade the target market to buy the product offered. While the purpose of promotion is to inform, entice and remind consumers, either directly or indirectly about the products and brands offered (Kotler, 2016).

5.2 Destination Image

The internet has become the main source of information in travel marketing and purchasing, so that the reputation and image of a destination influence tourist decisions before visiting, this is to minimize the risk of an unsatisfactory travel experience (Darwish, 2021).

Destination image is a process of comparing and contrasting the forming factors, namely environment, tourism, entertainment, culture, facilities, accessibility, relaxation, outdoor activities and price value (Dias & Cardoso, 2019); Liu et al, 2020 in. Destination image is not only formed from experience or reality, but can also be formed as a driving factor that influences tourists to travel to a tourism destination (Hani et al 2016, Nurhayati et al, 2019 in Putri et al (2022). Crompton in Ahmad (2018) states that image destination as a number of cognitive beliefs and affective impressions of a person on a particular destination.

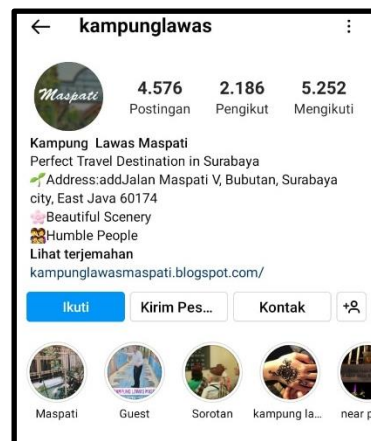
5.3 Social media

Fantani in Egger et al (2022) states that communication technology and social media have changed user behaviour and attitudes. This happen because everyone has the opportunity to create content in the form of images, messages, text and comments.

5.4 Instagram

Iglesias-Sánchez (2020) states that Instagram's ability to convey messages through photos is a valuable communication tool in branding, customer involvement in Instagram has a strategic function to improve the brand image of a destination, the resulting photos are a representation of the tourist experience when visiting destinations that impact on the image of the destination. Compared to other social media, Instagram has an advantage, namely the photo and video sharing feature, this feature has a contribution as a means of tourism promotion. So, we need images and videos with high quality and interesting text or captions that can be uploaded to the Instagram feed. (Granberg, 2019). Juju in Ratnasari (2017) said that the purpose of using Instagram is to continue to communicate, connect and share with each other.

6 RESULT AND DISCUSSION



Kampung Maspati uses Instagram as a promotional tool for village tour packages through the @kampunglawas account. As seen in the picture, the total number of posts on Instagram is 4,576. Almost every two days, Kampung Maspati uploads new stories. Sometimes in one day, there are two or more posts. This attracts tourists to visit, increasing tourist confidence that Kampung Maspati is safe to visit during the pandemic. There are 2,186 followers, and the @kampunglawas account follows 5,252 accounts. This number still needs to be increased because more followers will significantly impact the broader dissemination of information.

The promotional strategies carried out by Kampung Maspati through social media Instagram @kampunglawas include:

1. Content creation

The manager performs several stages in compiling content before posting it on the Instagram account. The management involves the village's young generation to take photos and videos of every visit by tourists, state guests, ministries, local governments, and events. The following process is the selection of photos and the video editing process. Then the preparation of interesting captions and hashtags that involve the younger generation because they are considered more creative. After a series of steps, the manager posts on the @kampunglawas account.

2. The @kampunglawas Instagram account management

The Instagram account, @kampunglawas, is managed by the initiator of Kampung Maspati, *Sabar Soeastono*. This facilitates communication between the manager and Instagram users who send questions via Instagram's comments or direct messages. In addition, because the policy or decision-maker is Mr. Sabar, if there are questions about prices, price negotiations, or tour package modifications, they can get a quick response from him.

3. Maintaining relationship with followers

Maintaining relationships with followers is important because it can maximize feedback from followers on every upload posted by Kampung Maspati. A good relationship between the @kampunglawas account and followers will increase followers' loyalty to the Kampung Maspati account. Based on the results of interviews, uploaded stories regularly increase direct messages that enter Kampung Maspati's Instagram. Many ask about the price of tour packages and entrance tickets. This is because the manager deliberately does not write down package prices on Instagram to increase interaction with followers and Instagram users so that they will send direct messages and two-way communication occurs. In addition, there were also competitions for followers of the Kampung Maspati account. This became one of the promotional strategies to disseminate information and improve the relationship between followers and the account owner. One example is a photography competition in Kampung Lawas Maspati, where the contestants must visit Kampung Maspati to take the best pictures, with a prize of IDR 5,000,000.

4. Arrangement of events in Kampung Lawas Maspati



Figure 6.2 Festival Kampong Lawas Maspati

In addition to actively updating activities, Kampung Maspati always displays the latest activities. This is to inform people that many activities and events are held so that tourists who have visited can visit again because there are many new tourist activities that they can do. In addition, it can bring in new tourists who initially had no intention of visiting but changed their minds to visit Kampung Maspati after seeing posts on Instagram. Social Media changes tourists' perspective in planning, buying, and enjoying travel; Tourists use social media to consider before deciding to visit to minimize risk and dissatisfaction after visiting (Jaya et al., 2018).

Tourism activities need to be diversified to attract tourists who have visited to return. Many tourist villages offer the same activities from time to time, even though changes in tourist behavior and interests continue to develop and change according to market trends. Thus, the market will abandon villages that cannot follow market trends because they are considered less attractive. This makes Kampung Maspati hold regular monthly meetings to plan activities that will be carried out in the short term, i.e., next one to three months, to the long term, i.e., four months to one year. An example of a recent event in Kampung Maspati is the Kampong Lawas Maspati Festival which was held on 20 – 24 May 2022. In addition, during Ramadan this year, they held the small and medium-sized businesses (UKM) Bazaar and the 3rd Village Islamic Boarding School from the 8th to the 21st day of Ramadan.

5. Monitoring dan Evaluation

a. Monitoring and Evaluation of Content on Instagram

Monitoring and evaluation are carried out regularly every month and after the event. This aims to monitor what content has been presented and the response from followers. Monitoring also sees an increase in the number of followers regularly, whether there is a decrease or increase. Then an evaluation of the monitoring results is carried out so that improvements are made in the preparation of content to attract more responses from Instagram users.

b. Monitoring and Evaluation of Events carried out

Monitoring is carried out during the event, and all obstacles and shortcomings become evaluation material so that future event activities can run even better.

Kampung Maspati chose to use Instagram as a promotional tool because many advantages make Instagram the right promotional tool, so Kampung Maspati focuses on marketing through Instagram, including:

1. Electronic Word of mouth on Instagram users

Based on observations, many IG users do Electronic Word of mouth or E-Wom to Kampung Maspati. Yudisthira (2018) said that E-Wom is used as a marketing medium to promote tourist attractions and products. Users and followers review and upload photos when visiting Kampung Maspati. In addition, many users tag and spread Kampung Maspati's IG stories to various Instagram groups. For example, Figure 1.3 shows that some followers tag several Instagram groups.

2. Low promotion cost

Instagram provides free accessible facilities for its users. The decline in income during the pandemic also impacts cash income from tourist visits, so Instagram is considered one of the low-cost promotional tools for the tour manager in Kampung Maspati.

3. Reaching a vast market

The vast market reach makes Instagram one of the most promising social media. Simply by entering the word Kampung Maspati, users can immediately find @KampungMaspati, so the IG account is easily accessible by Instagram users.

4. Voluntary dissemination of information

Another advantage of Instagram is the repost feature that can be used to share images, videos, and writings. This makes it easier for Instagram users to share pictures, videos, and writings from the Kampung Maspati's Instagram to the user's Instagram or the Instagram group they are following. Indirectly, reposting becomes a free promotion tool for Kampung Maspati because users do it voluntarily. On the other hand, reposts signify that the stories uploaded by Kampung Maspati are considered attractive to users. It can impact the number of followers and Instagram users getting information about Kampung Maspati.

5. Directly to users without going through intermediaries

Prior to the existence of social media, many tourist villages were sold to Tour Operators or other intermediaries (drivers, guides, *et cetera.*) with a commission system. As they had to go through intermediaries, so the prices offered by intermediaries to tourists were more expensive. Sometimes intermediaries raise prices too high, so tourists have high expectations. When the expectations of tourists do not meet, the ones who suffer are the tourism manager and tourists.

Instagram is a shortcut that is considered effective and efficient in promoting a tourist attraction. Photos and videos uploaded by Kampung Maspati provide an overview for users that can be seen visually. Before seeing Kampung Maspati's Instagram, users who were not interested in visiting turned into interested in visiting and finding out more about Kampung Maspati. One example is that users will send direct messages to Kampung Maspati's Instagram to ask for information ranging from ticket prices, tour packages, and the location of Kampung Maspati. Besides, that users will also contact the contact person listed in the Kampung Maspati Instagram bio.

7 CONCLUSION

The conclusion of this study, it can be concluded that the promotion strategy carried out by Kampung Lawas is as follows; Content creation: The manager involves the younger generation of the village to play a role in compiling content to promote "Wisata Kampung Lawas". The Instagram account @kampunglawas is managed directly by the initiator of Kampung Maspati, namely Sabar Soeastono. This facilitates communication between the manager and Instagram users in maintaining relationships with followers

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