

Utilizing Instagram for Tourism Package Marketing in the Pandemic Era CV Nara Tour Organizer

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Abstract

The travel agency is one of the business ventures with great potential and is growing rapidly coupled with technological advances. CV Nara Tour Organizer is present as one of the travel agencies domiciled in Yogyakarta. In its development, it experienced various competition between fellow travel agencies. In addition to intense competition, entering 2020, the world is shaken by the Covid 19 or Corona outbreak, which is detrimental to all aspects of life, especially the travel business sector. CV Nara Tour Organizer is one of the companies affected. With the influence of digital marketing, it is hoped that the company will survive and compete in the future, even in this pandemic. This type of research is descriptive with a qualitative approach. The study was conducted using the research subject's CV Nara Tour Organizer located in the Province of the Special Region of Yogyakarta. This data collection uses in-depth interviews, observations, and documents. The data analysis used is to collect, reduce, present, and conclude. The results of this study indicate the influence of digital marketing on progress in marketing the travel agency CV Nara Tour Organizer in this pandemic era.

Keywords: Instagram, Social Media Marketing, Tour Organizer, Travel Agency

I. INTRODUCTION

Tourism has become one of the leading sectors in contributing foreign exchange to the country. We can see from bps.go.id sources that for the 3 years 2016 – 2018, the foreign exchange contribution provided by the tourism sector has increased from year to year. For 2018, it reached (Billion US \$) 16,426. From the beginning of 2020 until the mid-quarter of 2022, there was a drastic decline in foreign exchange earnings from the tourism sector. It was clearly due to the Covid-19 pandemic, which has attacked all regions of the earth. So the tourism industry players, one of which is CV Nara Tour Organizer, which is a travel agency located in the DIY area, which has been greatly impacted by the Covid-19 pandemic, experiencing a decrease in income, there are no operational activities because no guests are carrying out tourist activities as a result of this impact CV Nara Tour Organizer must work hard to rise, one of which is by aggressively promoting their flagship product, Tour Packages. It can be assisted by using social media, one of which is Instagram.

The development of the era is getting faster. The business market in Indonesia is currently very benefited and helped by the presence of Instagram [1], [2] As a form of technological advances that are growing rapidly day by day, Instagram is an application that allows users to share photos and videos, easy use makes the Instagram application make this application in great demand by various groups [3] both for sharing everyday information and for business. It cannot be denied that marketing communications also require communication media in the marketing communication process, one of which is through social media [4], [5]. CV Nara Tour Organizer can use social media, such as Instagram, as a promotional medium. With the rapid development of internet users, information exchange is getting faster and easier. It makes people more inclined to communicate via the internet because it makes it easier for users to communicate without any time, place, or distance restrictions. This convenience makes millions of people in the world. Interact using the internet so that social media sites form. Instagram is an application used to share photos and videos. Now, Instagram is developing as a medium for businesspeople to communicate business through promotional activities on the Instagram application. It has been widely used by companies worldwide [3], [6].

II. LITERATURE REVIEW

A. Tourism Marketing

According to the American Marketing Association, marketing is a series of processes in creating, communicating, exchanging, and delivering offers that have value for customers, partners, and the wider community [7]. Meanwhile, according to Kotler, marketing is a social and managerial process of individuals and groups to achieve certain goals through the creation and exchange of something of value freely with other parties [8] [9]–[11]. Based on these two statements, it can be concluded that marketing is a series of product offering processes to customers in terms of individuals and groups to achieve value (value) goals. If viewed broadly, tourism marketing is one way or effort to determine market segments and how they behave (hospitality). Meanwhile,

Holloway and Robinson state that tourism marketing consists of 7 components or what is referred to as 7P, namely product, positioning, price, promotion, place, packaging, and partnership [12]. Tourism marketing is a system and coordination that must be carried out as a form of mandatory action for private and government companies in the local to international scope to achieve tourist satisfaction by obtaining reasonable profits [13], [14].

Based on Figure 1, tourism marketing is one of the important elements forming a tourism destination management system. Usually, tourism marketing tasks align with on-site implementation components of the tourism destination management organization. The main purpose of tourism marketing is to make outsiders or tourists want to visit a destination. One of the most prominent terms in the world of tourism promotion is promotional activities, which are ways of communicating in marketing to convey information that aims to influence/persuade and increase the target market for a tourism product. Then, for the marketing of a destination to run effectively and efficiently, destination marketing management must be carried out. According to Kotler and Keller, marketing management is the art and science of selecting target markets, acquiring them, maintaining them, and developing them through the process of creating, delivering, and communicating superior value [8], [9]–[11]. The marketing concept is not just promotion and product but rather leads to a value creation process that can develop a business. An approach to the right marketing method is needed in the tourism sector and other sectors. It is related to the image and trust formed for the business and services offered to customers. The value set in tourism marketing must also be reasonable and follow the target consumer's average ability. The following is the formula for formulating a tourism destination marketing strategy.

B. Concept of Social Media Marketing

Marketing a business, especially in the tourism sector, is closely related to the intended target. We, as writers, carry out a marketing approach through social media. M. Wolf, J. Sims, and H. Yang defines social media as a group of internet-based applications built on the ideological and technological basis of Web 2.0 and allows the creation and exchange of user-generated content [15]. Web 2.0 became the foundational platform for social media. Social media exists in many forms, including social networks, internet forums, weblogs, blogs, microblogging, wikis, podcasts, pictures, videos, ratings, and social bookmarks. According to M. Wolf, J. Sims, and H. Yang, there are six types of social media: collaborative projects (e.g., Wikipedia), blogs and microblogs (e.g., Twitter), content communities (e.g., YouTube), social networking sites (e.g., Facebook, Instagram), virtual games (e.g., the world of warcraft), and virtual social (e.g., second life) [15]. From the definition of social media above, social media has several characteristics that distinguish it from conventional media. In the following, some of the characteristics of social media are seen from several elements.

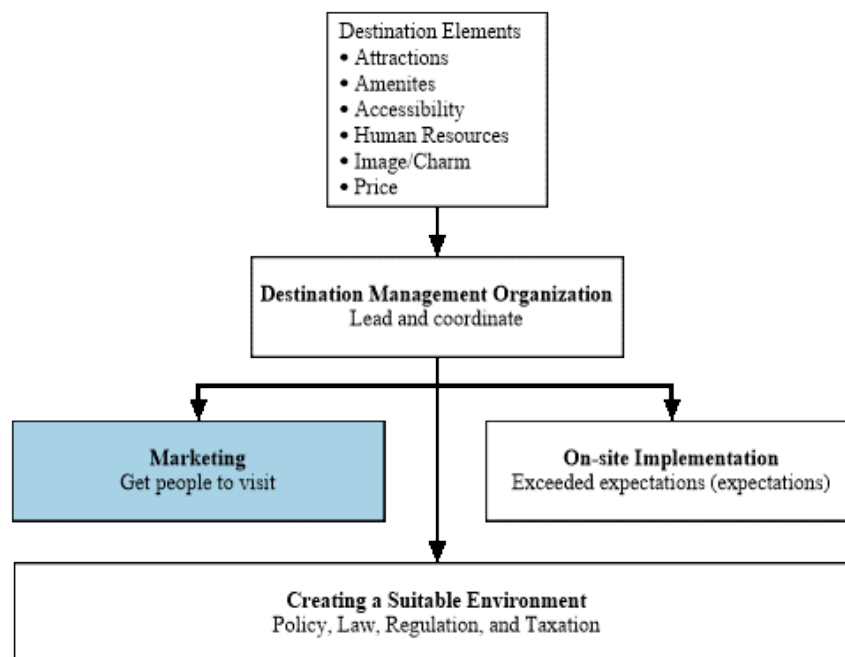


FIGURE 1. Marketing Position in Management of Tourism Destination

- **Network**
The first definition of social media, viewed from a networking angle, is built from the social structure formed in the internet network. The presence of social media provides a medium for you to connect through technological mechanisms. That said, the notion of social media in terms of networking is that it will be easier for you to network with other users worldwide via the internet [16].
- **Information**
Information is the main element that must exist in conventional mass media and social media. However, in contrast to conventional mass media, social media information has its characteristics in producing content for the interactions realized from information. So, it can be concluded that the meaning of social media in terms of information is the ease of accessing information quickly in various content, be it writing, images, videos, and so on. In addition, information can come from any user and be intended for users who have been targeted [17].
- **Archives**
When you use social media, an archive is a character explaining that information has been stored and can be accessed at any time and through any device. Thus, all information you share or obtain is not immediately lost but will be stored (archived) with certain limitations according to the timeline and size [18].
- **Interaction**
Interaction is a common characteristic of every form of conventional and social media. However, the basic character of social media is the formation of networks between users. Not only expanding friendships or increasing followers on the internet. Simple forms of social media can be audience involvement, such as commenting, liking, subscribing, and so on [19].
- **Social Simulation**
Social media is where society takes place in the virtual world (virtual). Like a country, social media also has rules and ethics for its users. The interactions on social media can describe the reality that occurs, but the interactions are simulations that are sometimes different from those in real life [20].
- **Content by Users**
Content on social media provides different characteristics. This characteristic shows that users and account owners own social media content. This user content indicates that on social media, users not only produce their content but also use content produced by other users.
- **Deployment**
The deployment cannot be separated from the notion of social media. With social media, people can more easily disseminate information or share content globally in seconds—Instagram is a social media tool for marketing a product. Instagram is one of the most popular social media, especially for internet users in Indonesia, with 61 million active users. The average age that actively uses this platform is in the range of 18-24 years. The advantages and features possessed by Instagram lie in Instagram stories, feeds, and IG TV. You can also use Instagram for business needs, such as promoting your products or services.

In addition, Instagram also provides various face detection features or filters that use AR (Augmented Reality) to produce interesting photos or videos that can be used as content. And the most important feature to support your business is Instagram ads. You can promote products through available advertising services. Thus, these products can reach consumers globally and broadly.

C. CV Nara Tour Organizer's Profile

One of the companies engaged in the tourism travel business, which has been established since 2014, has a vision: "To become a leading tourism service provider company, oriented towards meeting consumer needs and able to compete globally." Making it happen through the following missions: Providing service wholeheartedly to the participants providing memorable knowledge and experience to the participants. Provide services with quality and rational prices to the participants. To become a company that cares about employees, the environment, and the surrounding community. Products from CV Nara Tour Organizer cover all travel activities' needs, ranging from transportation and accommodation to other supporting facilities. The condition of CV Menara Tour Organizer due to the impact of the Covid-19 pandemic, starting from a decrease in company income to a decrease in the number of guests describe in the Figure 3.



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FIGURE 2. CV Nara Tour Organizer's Profile

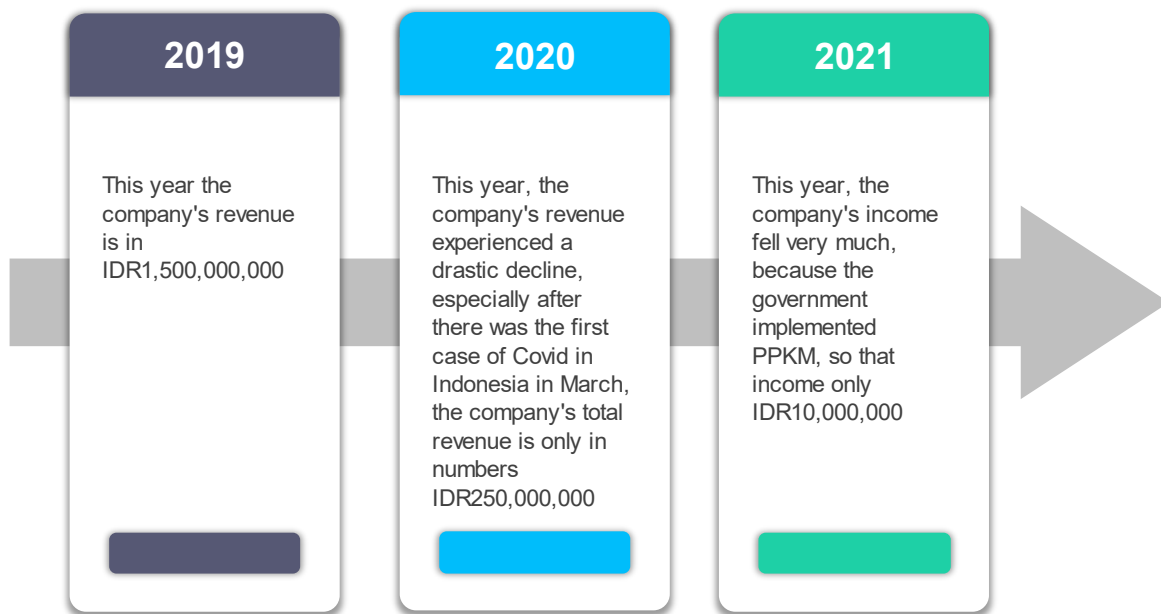


FIGURE 3. CV Nara Tour Organizer's income from before and during the pandemic



FIGURE 4. CV Nara Tour Organizer's customers from before and during the pandemic

III. METHOD

The primary data collection method was conducted by field observation of the Office of CV Nara Tour Organizer will observe existing conditions and conduct an open interview process with company managers. Secondary data collection is carried out by utilizing internet media, especially those related to the use of social media. The analytical method used in this study generally uses a qualitative and observative descriptive approach by utilizing the available data. Content analysis will also be used to determine the marketing patterns of tourism products in CV Nara Tour Organizer, through social media and internet publications owned by Sirnajaya Village. In addition, gap analysis will be used in the strategy formulation process by comparing the current conditions and planning needs in the future. So, we are taking a qualitative and observational approach based on CV Nara Tour Organizer Company data from 2019 to 2021 and the use of social media and its influence on increasing sales, especially during the pandemic.

IV. RESULTS AND DISCUSSION

A. Analysis of Product Marketing Conditions in CV Nara Tour Organizer

Based on the results of field observations and interviews with managers of CV Nara Tour Organizer, information was obtained that so far, for marketing the company's tourism products, especially Tour Packages, a marketing and promotion process has been carried out through social media such as Facebook and Instagram. At first, Instagram was named CV Nara Tour Organizer with 166 followers and 51 posts. However, the page management model and posting system are still not optimally managed. There is no clear template or format for each publication and no specific schedule regulating when to post tourism promotion content.

After the management of the company understood the huge impact of marketing through Instagram social media, and changed the name of the account to Nara Tour. There was a significant change in the number of followers, initially from 166 to 1629, about an 881% increase accompanied by 203 posts. From this we can formulate how the impact of increasing marketing activities through social media Instagram is very significant.

The results of a review of the information on Instagram social media show a good rating (five stars) and increased followers. In general, the product promotion conditions are carried out by CV Nara Tour Organizer, which focuses on destinations in the Yogyakarta Region and reaches national and international destinations.

The lack of quality management of marketing human resources in companies has resulted in a relatively limited digital-based promotion process. Therefore, improving the quality of communication networks and information technology is necessary, especially regarding the provision of tourism products. Then, marketing based on Instagram social media must be further improved by good HR management.

The company, especially the marketing department, especially the management of tourism products, wants to make CV Nara Tour Organizer's Instagram a Tour and Travel Company branding, which can be a source of company income through ordering tourism products through Instagram social media. Based on the results of interviews with company managers, with marketing through social media, Instagram CV Nara Tour Organizer's tourism products have been marketed to international markets such as Asian countries. However, no further steps have been taken to introduce tourism products via the internet or national-scale online marketing platforms such as Shopee, Tokopedia, etc. Branding of existing tourism products and destinations has no clear direction and purpose.

The marketing of tourism products being developed now can only reach local and regional markets and has not penetrated the international market. It shows that the DM and review results for CV Nara Tour Organizer's tourism products have not reached the international market of 1.6259 followers through the Instagram social media platform—almost 99% dominated by local or Indonesian people. The proof can be seen in Figure 4.

B. Instagram-based Marketing Strategy of CV Nara Tour Organizer

From Figure 3 and Figure 4 below, it can be seen how the growth of followers from the Cv Nara Tour Organizer Instagram account shows the general condition of the marketing system that exists in the company and the tourism products in it. As previously explained, tourism promotion, especially those that support the branding "CV Nara Tour Organizer", has started to show good progress but is still not optimal. Several deficiencies in the promotion system have been implemented at this time, most of which are problems with a less structured marketing system that emphasizes the characteristics of tourism products compared to other tourism products.

Based on the results of the analysis carried out by researchers aiming to formulate an appropriate marketing strategy, it was found that the comparison of the growth value of followers on the CV Nara Tour Organizer Instagram account has experienced an increase in terms of tourist enthusiasm and something tourists will get to access tourism products owned by CV Nara Tour Organizer The marketing system offered is still positive, which means that the profit gained from the number of tourists accessing CV Nara Tour Organizer's Instagram account is still quite large when compared to the promotional costs incurred. It indicates that CV Nara Tour Organizer, as a travel company, can become a tourist reference in using their chosen destination's product. Basically, tourists as consumers consider aspects of experience and greater benefits as material considerations when visiting a destination

or tourist area. Based on the results of the previous analysis, in general, a tourism marketing strategy based on Instagram social media can be formulated as follows:

- We are finalizing the direction and goals of the Instagram branding concept " CV Nara Tour Organizer" to become an attraction for tourists to access existing tourism products at CV Nara Tour Organizer. It can be done by forming a branding concept guidebook and so on.
- We are developing a digital-based integrated marketing system using various platforms, not just Instagram, by expanding to other social media such as TikTok and YouTube, whose use is booming.
- Utilizing larger networks such as the government and the private sector in assisting the Instagram marketing and branding process, CV Nara Tour Organizer can attract collaboration with relevant sectors such as PHRI and ASITA in providing tourist accommodation and helping sell existing tour packages.



FIGURE 5. Marketing through Instagram (Before)

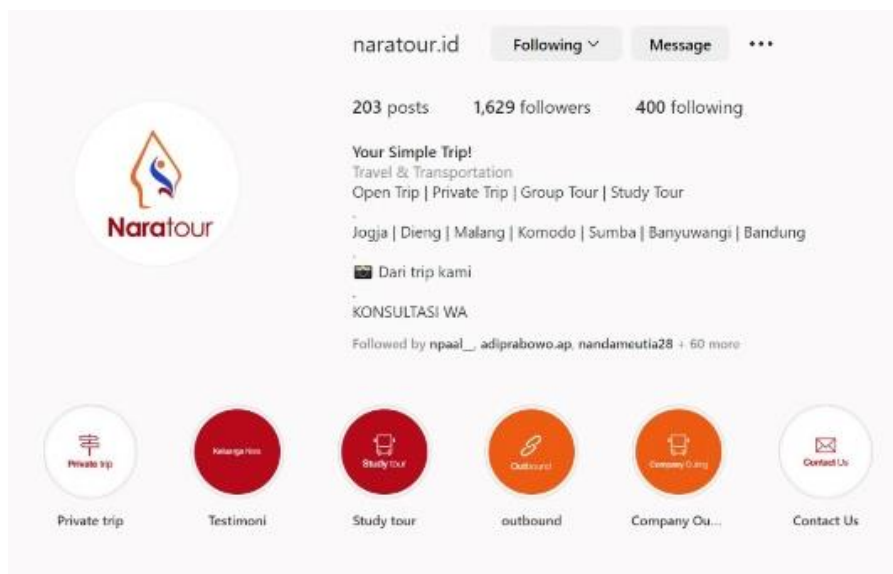


FIGURE 6. Marketing through Instagram (After)

TABLE I. MARKETING CONDITIONS AND INSTAGRAM SOCIAL MEDIA BRANDING OF CV NARATOUR ORGANIZER

Tourism Products	Current Promotion	Disadvantages
Tourist Transportation	Via Instagram by regularly updating the latest company or plan information.	- Not yet organized
Tourist Accommodation		- There are no specific templates and concepts related to digital promotion yet.
Tour Packages		- We have not explored social media and other platforms more extensively.

Source: Data processed

V. CONCLUSION

Tourism marketing and branding cannot be separated from one another. Along with the development of science and technology, digital-based marketing systems must be mastered by various sectors, especially the tourism sector. Understanding potential and market segmentation in the promotion system also needs to be considered to succeed in tourism branding. One of them is using Instagram. In general, the problems experienced by CV Nara Tour Organizer as a company engaged in the field of travel are the unstructured digital-based marketing system and the unpreparedness of Instagram-based tourism branding. The lack of a good promotion system coupled with poor supporting facilities is an obstacle that must be resolved. Therefore, strategies need to be implemented to realise good marketing using Instagram by using a structured concept and template and using a good appearance so that it can attract tourists to follow CV Nara Tour Organizer's Instagram account so that with many Followers on CV Nara Tour Organizer's Instagram account can increase the number of tourists who use tourism products in CV Nara Tour Organizer.

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