

# Lombok Tourism Marketing Communications In Social Media Instagram

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## Abstract

This study aims to discuss Instagram social media marketing communication activities and measure Instagram utilization rates. This study uses qualitative analysis of qualitative content (qualitative data), the data used are activity data and diagrams, or graphs related to the number of followers or likes and Instagram engagement levels.

The results showed that Lombok marketing communication activities in Instagram social media conducted by @looklombok consisted of Advertising, Direct Marketing, and Publicity by uploading photos and videos.

Lombok in Instagram social media conducted by @looklombok can be seen from the level of Instagram involvement. After calculating the level of involvement obtained is 0.1% (zero one percent). Which means seen from the statement if the level of engagement on Instagram is below 1% (one percent), it means that the level of engagement that is obtained is very low. This also gives the sense that the audience is not involved with the contents of the looklombok account.

**Keywords:** Marketing Communication, Social Media, Instagram, Lombok Tourism.

## 1. Introduction

The progress of this industry also affects the world of tourism, especially tourism in Indonesia has also experienced significant development. For developed countries, the only way to adapt and develop their economies is through the tourism sector. With tourism, people can travel from other areas to these other communities (Setyawati et al., 2018). One of the areas in Indonesia with progressing tourism is Lombok, so that it gets an award. The island of Lombok is dubbed as City of a Thousand Mosques, this is based on where the majority of the indigenous people of Lombok embrace Islam if tourists visit Lombok, especially those who are Muslim, it is very easy to get a mosque to worship because the distance between the mosques is very close. The existence of a very peaceful or harmonious combination of religion and tourism has made Lombok to get an award at that time in Dubai, United Arab Emirates as "The Worlds Best Halal and the award for "The Worlds Best Halal Honeymoon" in 2015. In the Lombok area, there are three Gili areas that are favorites for tourists to do snorkeling, diving, and fishing activities including the Gili Air, Trawangan, and Meno areas. Actually, not only these three Gili areas are in Lombok, there are also other Gili areas which are precisely located in this group of islands that lay out a very, very beautiful charm. When talking about the island of Lombok, this island has a very interesting tourist charm starting from its nature, culture, to religion. With the tourism potential of Lombok, it is very important that these potentials be marketed in order to attract tourist visits. (bncIndonesia,2017)

The industrial revolution that occurred also had an impact on the style of tourism marketing. In the past, tourism marketing methods were carried out through electronic media channels to print, but the weakness of this marketing method is that it has not been able to reach the wider public. The development of information technology has revolutionized the current tourism marketing method, namely by utilizing existing social media, one of which is Instagram social media. There are many benefits to be gained in promoting the tourism industry through Instagram, namely as the cheapest means of marketing communication for tourism products and services. There is direct interaction with consumers and potential consumers on Instagram and others.

One of the Instagram accounts that promote Lombok tourism is @looklombok (which in this study will be written with looklombok). Since this writing, the looklombok account has had 1,847 followers and has posted 334 photos and videos of Lombok tourism in its account. This account was founded in 2017. The purpose of creating this looklombok Instagram account is to make it easier for tourists to get information about tourism in Lombok for free.

The basis for the author's decision to choose looklombok to be used as the object of this research because the looklombok Instagram account is an Instagram account that can be said to be still newly created, the researcher wants to analyze whether the looklombok Instagram account is effective in promoting tourism in Lombok like other Instagram accounts that have been created. long made and has tens of thousands of followers. This research is very necessary to do because research on tourism marketing communication with social media is very important to support government programs for the welfare of the region. Therefore, from the very comprehensive explanation above, the author is interested in writing a report with the research title "Lombok Tourism Marketing Communication in Instagram Social Media (Study on @looklombok Instagram Account)"

## 2. Research Methodology

The location of this research is located on the island of Lombok. This study uses a qualitative research type method., Sugiyono (2003) says that qualitative data is a type of data whose explanation is in the form of sentences, descriptions, and short stories used for a description. This study will describe how the activity and effectiveness of the @looklombok Instagram account in promoting tourism in Lombok. There are two sources of data in the acquisition of information, namely secondary data is data obtained indirectly providing data to data collectors, for example through other people or documents. This secondary data is supporting for primary data purposes. The data to be obtained in this case is a diagram or graph related to the increase in the number of followers or likes on the looklombok Instagram account. Meanwhile, primary data is data that can be obtained by people conducting research and directly. This primary data is obtained from individuals or individuals who become sources of informants (Hassan and Iqbal 2002: 82). as for the data to be obtained in this case, namely, related to the history of the creation of the looklombok Instagram account, activities, the effectiveness of the looklombok Instagram account in promoting tourism destinations in the Lombok area.

This study aims to explore tourism marketing communication activities in Instagram social media and measure the effectiveness of Instagram (engagement rate). The explanation of how to calculate the engagement rate is to total up the number of likes and comments for several video and photo posts to obtain the average value of the calculation. Then, divided by the number of Instagram followers (followers). The bad engagement rate is below 1% because the audience is not too involved in any content they have, then if the engagement rate is above 3%, it means the quality of the Instagram account is very good. Then, if the number is between 1-3%, it means that the engagement rate is quite good. And if the number is above 3%, it means that the quality of an Instagram account is very good. Major headings are to be column centered in a bold font without underline. They need be numbered. "2. Headings and Footnotes" at the top of this paragraph is a major heading.

## 3. Analysis Result

### 3.1 Looklombok Marketing Communication

#### 1. Looklombok Advertising

Lombok tourism promotion activities carried out by looklombok accounts are advertising. The advertising activity carried out by the account is by posting flyers or brochures on the looklombok Instagram account feed. The advantages of posting flyers or brochures on the looklombok Instagram account feed are that there is no need to spend advertising costs because the advertisements distributed are carried out on their own Instagram account, the form of advertising carried out by the looklombok account can be seen in Figure 1.



Fig 1.Looklombok Advertising in Instagram

As can be seen that the looklombok account is posting a flyer or brochure containing an advertisement about a tour package. The tour package is themed “Kenawa Island” where the activities are camping & snorkeling. In that post, the looklombok admin also includes what facilities are available in the tour package, namely transport, driver, 1x lunch, breakfast, grill fish dinner, ferry ticket, private boat, snorkeling & camping equipment, entrance & parking area. On the flyer there is also a price listed, which is IDR 550.000/pax and duration for two days and one night. Don't forget to also include a contact person who can be contacted to order the advertised tour package. This is one example of the Instagram looklombok account advertising activity that was carried out.

## 2. Looklombok Direct Marketing

The second Lombok tourism promotion activity carried out by the looklombok account is direct marketing. The direct marketing activities carried out by the account are by utilizing video and photo media uploaded to Instagram looklombok. The advantages of using video and photo media on Instagram are that this media provides quality and also good video and photo display, so it is very appropriate to be used as a promotional medium if you want to post videos and photos of tourism products. The form of direct marketing carried out by the looklombok account can be seen in Figure 2.

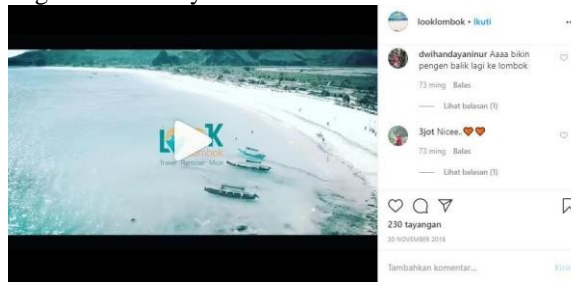


Fig 2. Looklombok Direct Marketing in Instagram Video

The first direct marketing activity carried out by looklombok was posting videos. The video contains about one of the beach destinations in Lombok, the accessibility to that destination, the activities and facilities offered. This video has a duration of only one minute, where this duration has indeed been set by Instagram. Based on interviews, the videos uploaded from Instagram looklombok are partly the result of reposting videos of looklombok customers who mention Instagram looklombok. This method is done with the reason that it follows the existing trend where there are lots of Instagram accounts whose posts are reposts from Instagram followers if the account gets mentions from their followers. In addition, through video media, looklombok's Instagram account also uses photo media in promoting Lombok tourism. In the photo post, Looklombok has a picture taken with a very beautiful angel, where a man stands at the same time as the light that shines on him. The location of this photo is located in the Bat Cave destination. Instagram direct marketing that looklombok does is only by providing a description of the Bat Cave destination accompanied by a caption related to tourism.

If you look at the direct marketing carried out by the looklombok Instagram account, both through videos and photos, there are no prices or tourist facilities listed like advertisements in general. Based on the results of interviews conducted, this happens because the looklombok account in its direct marketing uses soft selling techniques instead of hard selling. Where, marketing with soft selling techniques carried out on the looklombok account emphasizes the education of the products offered, in this case Lombok tourism products. Sales of the looklombok account hardselling technique are only carried out on tour packages that are not widely promoted by other competitors, in this case the competitor is an Instagram account that offers tourism destination packages in Lombok, for example, the Kenawa Island tour package. According to the Instagram looklombok owner, Mr. Ismoyo, he is the only one who has received the most orders for Kenawa Island tour packages compared to other competitors.

## 3. Looklombok Publicity

The third marketing communication activity that can be done on Instagram social media is publicity activities. In Herman and Winarto's journal entitled "Marketing Communications for Maritime Tourism Services in Instagram Social Media (Study on gililabak\_madura Instagram Accounts) it was found that there are three types of publicity, namely Facility Publicity, Payment Publicity, and Activity Publicity. However, the findings of this study differ. Publicity carried out by looklombok consists of Destination Publicity, Facilities Publicity, and Activity Publicity. The following researchers will describe the publicity activities carried out by the looklombok Instagram account:

a. Destination Publicity:

The destination publicity carried out by the looklombok account is very much. The method used by the looklombok Instagram account to post destination publicity is to use photo media that are taken very interestingly, one of which is as shown in the picture above, which is a Gili Layar destination located in West Lombok. The method taken by the looklombok Instagram account is the right decision, so that it can attract Instagram users to like (like) the photos posted. As seen in Figure 3



Fig 3. Tourism Destination Publicity by Instagram Account Looklombok

An attractive photo will make Instagram users share it with their friends voluntarily. Their way to share photos posted on Instagram looklombok is by tagging other Instagram friends. With Instagram users tagging their friends, the publication of the looklombok destination is widely seen. As seen in figure 4



Fig 4. Instagram user tagging another user in Instagram post

### b. Facility Publicity

In tourism, facilities are important because facilities support the needs of tourists in traveling. In the looklombok Instagram post, there are publications of facilities, one of which is accommodation facilities. As seen in Figure 6, the accommodation facilities posted on the looklombok Instagram account are the result of the collaboration between the accommodation owner and the looklombok party as a travel agent. There are a lot of accommodations published in the looklombok account. Looklombok's job in publishing accommodation facilities is only to post, not as the owner of the accommodation. As seen in Figure 5.



Fig 5. Accommodation Facility

Apart from publishing accommodation facilities, Looklombok also publishes restaurant facilities. These published restaurants are Looklombok's recommendations to tourists who want to visit Lombok. As can be seen in Figure 6, it is one of the restaurants recommended by the looklombok account. The restaurant is very interesting which is directly facing the beach view so that the publication of restaurant facilities posted by looklombok gives Instagram users a desire to visit there.





Fig 7. Facility Publicity Restaurant by Looklombok

### c. Publicity Activities:

In publicity, looklombok activities are carried out by posting photos and videos. The publicity of this activity is publicity that is useful as a testimony that will attract potential tourists to Lombok. The publicity of the looklombok Instagram account activity can be seen as shown in Figure 8, where the activities in the picture are playing inflatable boats, white water rafting and snorkeling.



Fig 8. Publicity Activities by Looklombok

### 3.2. The effectiveness of looklombok Instagram accounts

In a study conducted by Paul Harrigana, Uwana Eversa, Morgan Milesb, and Timothy Dalyc with the title "Customer Engagement With Tourism Social Media Brands" in 2016 said that customer engagement has been found to increase brand loyalty, trust, and evaluation. Customer engagement is facilitated by social media, but neither of these phenomena is well researched in tourism." As stated in the study, to increase loyalty, trust, and brand evaluation of tourism, it can be done with social media because on social media customers can be involved in content published by social media. One of the media that is currently trending is Instagram. With Instagram, tourism actors can publish their tourism products effectively and with the hope that the posted content can be seen by followers and they can be included in every published Instagram content. As reported in Nuraji's thesis research (2019), entitled The Effect of @Naikmotor's Instagram Content on Interest in Motorcycle Modification Among Followers @Naikmotor explained that usually the simplest measure of Instagram's effectiveness is to look at the number of followers on Instagram.

If on the first day an Instagram account managed to get 10 followers, then the total followers increased again to 100 followers the following week, then the number of followers increased again by 500 at the end of the first month the owner of an Instagram was quite satisfied and thought that the performance of his account was classified as good. And in a study conducted by Komang Ayu Pradnya Indrawati, I Nyoman Sudiarta, I Wayan Suardana whose research title is "The Effectiveness of Social Advertising Through Facebook and Instagram As One Of The Marketing Strategies At Krisna Traditional Balinese Souvenirs" to determine the effectiveness of social media Instagram in every posting of advertisements or other posts can be reviewed from the four dimensions of EPIC whose acronyms are Empathy, Persuasion, Impact and Communication.

However, according to Yoko Widito on his website (<https://www.infoeasy.com/info-it/menkenal-engagement-rate-di-instagram/>), knowing for sure that the marketing presented on Instagram accounts is effective and relevant to those Instagram followers there are other indicators that are very important to pay attention to rather than just prioritizing the number of followers, namely by paying attention to how the level of relationship or interaction with the content posted on Instagram is. The general term for Instagram Marketers this level of interaction is known as Engagement Rate. To apply this method of calculating the engagement rate to the looklombok Instagram account in this study, the researcher will take the looklombok post in 2020. Then, the researcher adds up the total likes and comments and then the results of the calculation are divided by the number of followers of the looklombok Instagram account. In the end, it will be seen what percentage of

the effectiveness of the looklombok account in posting videos and photos of Lombok tourism on Instagram. Here's the calculation:

**Engagement Rate Formula:  $[308 + 14] : 1.842 = 0,1\%$**

Explanation:

Less than 1% = low engagement rate

Between 1% and 3.5% = average/good engagement rate

Between 3.5% and 6% = high engagement rate Above 6% = very high engagement rate

Based on the calculation of the looklombok Instagram account engagement rate, the number of likes obtained by looklombok from January to April 2020 was 308 likes (three hundred and eight), comments were 14 (fourteen), and the number of followers was 1,842 (one thousand eight hundred and forty-two) since this research was written. After calculating the engagement rate, the obtained rate is 0.1% (zero point one percent). Which means that when viewed from the description if the engagement rate of an Instagram is below 1% (one percent), it means that the engagement rate obtained is very low. This also means that the audience as a whole is not too involved with the contents of the looklombok account.

Of course, there are indicators that the Instagram engagement rate can be low which has an impact on the audience not being involved in Instagram content. Quoted from the ChubbyRawit site that “post frequently and consistently, the more likely it is that your audience will see and engage with your content.” (<https://chubbyrawit.id/algorithm-instagram-year-2020/>). This sentence directly explains that if an Instagram account wants content that can be created to involve many audiences, what needs to be done is one of them, namely the need for a level of consistency in posting content on Instagram so that the engagement rate obtained is also high.

Based on the observations that researchers did, looklombok posts in promoting Lombok tourism in 2020, to be precise, starting from January to April, only 9 posts. Which is the first post on January 6, the second post on January 31, the third post on February 2, the fourth post on February 26, the fifth post on February 27, the sixth post on February 29, the seventh post on March 1, the eighth post on April 8, and in the ninth post on April 19. If you look at the posting time range, looklombok is very far away. This shows the inconsistency of the looklombok account in posting Instagram. With the inconsistent postings made by the looklombok account, it can be said that this account is not effective in promoting tourism in Lombok.

#### 4. Conclusion And Recommendation

In accordance with the data obtained from the results on this study and the purpose of this study, the conclusions of the study regarding the activity and effectiveness of Instagram engagement on the looklombok account in promoting Lombok tourism, include:

1. Based on this study, the activities carried out by the looklombok Instagram account in promoting Lombok tourism are divided into three, there are: 1) Advertising, 2) Direct Marketing, 3) Publicity. The advertising activity carried out by the account is by posting flyers or brochures on the looklombok Instagram account feed. The advantages of posting flyers or brochures on the Looklombok Instagram account feed are that there is no need to spend advertising costs because the ads that are distributed are done on their own Instagram account. Meanwhile, direct marketing activities carried out by the account are by utilizing video and photo media uploaded to Instagram looklombok. And Publicity carried out by looklombok consists of: 1. Destination Publicity. 2 Facilities Publicity, and 3. Activities Publicity.

2. Based on the calculation of the engagement rate for the looklombok Instagram account, the number of likes obtained by looklombok from January to April 2020 was 308 likes (three hundred and eight), comments were 14 (fourteen), and the number of followers was 1,842 (one thousand eight hundred four). twenty-two) since this study was written. After calculating the engagement rate obtained is 0.1% (zero one percent). Which means that when viewed from the description if the engagement rate of an Instagram is below 1% (one percent), it means that the engagement rate obtained is very low. This also means that the audience as a whole is not very involved with the contents of the looklombok account. If an Instagram account wants the content created to involve many audiences, what needs to be done is one of them, namely the need for a level of consistency in posting content on Instagram. If you look at the posting time range, looklombok is very far away. This shows the inconsistency of the looklombok account in posting Instagram. With the inconsistent posting of the looklombok account, it is said that this account is not effective in promoting tourism in Lombok.

It is recommended that the looklombok account admin continue to carry out marketing communication activities in order to increase the number of followers and engagement rate of looklombok.

1. To the looklombok Instagram admin to improve time consistency in posting Instagram content so that the looklombok engagement rate can increase.

2. The looklombok Instagram admin can increase the number of posts, either photos or videos, so that the looklombok engagement rate can increase.
3. For research that has the same focus in order to be able to conduct an assessment of marketing communication activities in Instagram social media and the results can be compared with this research so that it can improve the results of this research.

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