



Marketing Communication Through Instagram Account @cikadongdong_rivertubing as an Effort to Introduce the Cikadongdong River Tubing Tourism Object in Payung Village, Rajagaluh District, Majalengka Regency

Regina Arun¹, Farida Nurfalalah², Welly Wihayati^{3,*}

Faculty of Social Science and Politic, Universitas Swadaya Gunung Jati, Cirebon, Indonesia^{1,2,3}
reginaarun@gmail.com¹, faridanurfalalah@gmail.com², wellywihayati@gmail.com^{3,*}

^{*}Corresponding author

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ABSTRACT

The research is motivated by the development of technology that support social media as a new dimension in developing the need to find information and knowledge. Social media that is popular among the people one of which is social media instagram, there are also popular accounts in it, one of which is the instagram account @cikadongdong_rivertubing which discusses information about the Cikadongdong River Tubing tourist attraction located in Payung Village, Rajagaluh Sub-district, Majalengka Regency presented in the form of photos and videos and there is information to explain the photos and videos uploaded. The aim of this research is (1) To find out how marketing communication through instagram as an effort to introduce Cikadongdong River Tubing attractions in Payung Village, Rajagaluh District, Majalengka Regency (2) To find out the marketing communication constraints faced by managers in introducing attractions through instagram (3) To find out the effort made by managers in dealing with obstacles when introducing attractions through instagram. The method of this research used in this thesis is a descriptive qualitative research method with data collection that carried out by means of interviews, observation, and documentation using five informants, one key informant is the manager and admin of the instagram account @cikadongdong_rivertubing, and four supporting informants namely visitor and followers of the instagram account @cikadongdong_rivertubing. The results of the study concluded that, (1) Marketing communication through social media instagram in the digital age is an effective way of being able to attract visitors (2) The obstacle faced by the instagram account admin @cikadongdong_rivertubing is the lack of public interest in reading (3) The effort made by the instagram account admin @cikadongdong_rivertubing in dealing with obstacles is to clarify the caption with an interesting photo upload.

INTRODUCTION

At this time, technological progress is growing rapidly. Technology makes it easy for people to get information, ranging from shopping and looking for tourist information that they want to visit is now very easy to obtain using communication technology. By using communication technology also provides some information needs for people through internet services. With internet services, we will get information not only by word of mouth, but also by looking at other people's posts. This can be used by tourist attraction managers, by introducing tourist objects through social media, people can immediately find out about tourist attraction information and can increase tourist interest in visiting these attractions. One of the attractions that utilizes social media is the Cikadongdong River Tubing Tourism Object in Payung Village, Ragaluh District, Majalengka Regency. (taken on 06 March 2020). An Instagram account that specifically provides information about Cikadongdong River Tubing Tourism Objects through photos and videos. The real-time nature of Instagram social media, emphasizing visuals, varied features.

METHOD

Qualitative methods are used to obtain in-depth data, a data that contains meaning. Meaning is deep data, definite data which is a value behind visible data. Research conducted is contextual research that makes humans as instruments and interprets or captures what is revealed from the data that has been collected. The researcher uses a descriptive approach or method in the preparation of this thesis. Descriptive method can be interpreted as a problem solving procedure that is investigated by describing the state of the subject or object in the study which can be in the form of people, institutions, communities and others which are currently based on visible facts or what they are.

The informant selection technique that the researcher uses is a deliberate mechanism or in English it is called purposive sampling. According to Sugiyono (2014:85) Purposive Sampling is a sampling technique with certain considerations. The person is considered the most knowledgeable person who knows about the thing to be researched or is also called a key informant. This person can facilitate researchers in analyzing the object under study and facilitate the process of data collection.

1. Observation

Observations were made by direct observation to the object of research. To find out something that is happening or is being done, the researcher needs to see for himself, listen for himself or feel for himself. So, researchers will make direct observations on the object to be studied, namely the managers and visitors of the Cikadongdong River Tubing tourist attraction.

2. Interview

Interview is a method of collecting data with a question and answer process that is carried out systematically and based on research objectives. The type of interview used is an unstructured interview, which is a question and answer process between the researcher and the informant, guided by the interview guide which only serves as an initial reference which was developed by the researcher himself.

3. Documentation

This method is to find data about variables in the form of notes, books, agendas, photos of activities and so on. This method is used to strengthen and obtain data regarding research at Cikadongdong River Tubing Tourism Object in Payung Village, Rajagaluh District, Majalengka Regency.

4. Literature Studies/ Literature Studies

Collecting data through reference books related to the problems faced and something related to marketing communications, social media and tourist/tourism objects.

RESULTS AND DISCUSSION

Marketing Communication Through Social Media Instagram

The results of this study were carried out by adapting the marketing communications proposed by Mahmud Mahfoedz (2019). The following theory will be described:

1. Resources

Based on the results of the interview, it was concluded that the source of information was a person, object, or place where the information appeared, obtained or came and the object that received it would increase knowledge or insight. Sources of information found around us such as cellphones, books as a form of objects or libraries in the form of places.

Clarity of information is considered the most important factor by respondents who are looking for information about the Cikadongdong River Tubing tourist attraction, because with this respondents can obtain information clearly without having to seek information through other media. The admin of the Instagram account @cikadongdong_rivertubing provides information clearly making respondents want to read other information on the Cikadongdong River Tubing instagram post. In addition, respondents felt that with Instagram's limitations in making captions that were limited in the number of sentences, the admin of the Instagram account @cikadongdong_rivertubing packaged messages in an interesting and clear way.

2. Promotional Message

The presence of the internet for business activities, especially in promotional activities is an important thing that needs to be studied. Because the internet can give us the freedom to package a more attractive promotional message. Various promotional messages can be packaged appropriately so that the public can get the information easily. No need to spend a lot of time and energy. Therefore, with the advancement of communication technology, currently the best way to distribute messages is through online media. Creating an effective promotional message is something that is important in business. Where with the development of communication and information technology which has now presented new media. The internet is one of the effective communication channels to convey messages to the public.

3. Promotion media

In the current digital era, choosing social media as an effort to promote a product, service or even tourism is the right step. Because nowadays many people fill their time by playing social media, as well as one of the social media that is very popular with all people because it offers various features and uses visual language, namely Instagram.

The selection of Instagram social media in an effort to promote tourism was carried out by the Cikadongdong River Tubing Tourism Object which is located in Payung Village, Rajagaluh District, Majalengka Regency because it is considered more effective. In the midst of the rise of people who use Instagram, the manager of the Cikadongdong River Tubing tourist attraction is used to promote it.

Obstacles in Promoting Tourism Objects Through Instagram

In promoting tourism objects through Instagram, you must be able to convey promotional messages in an interesting and clear way, because people can access them only by visiting the tourist attraction's Instagram account, but in conveying promotional messages through Instagram there are obstacles, obstacles faced by the admin of the Instagram account @cikadongdong_rivertubing lack of interest in reading the community so that messages conveyed by the admin via Instagram are not accepted by followers.

Efforts of Management In Facing Obstacles

In this modern era, people are more interested in visual language, conveying through visual language especially on Instagram is more effective than conveying messages in Instagram post captions. Admin must also understand the structure of the message to be conveyed and know the target audience. Before the content and form of the message is designed, the target market segment must be selected so that the admin already knows what kind of message and design form can attract the attention of the audience to read the message and make the audience interested in coming directly to the Cikadongdong River Tubing tourist attraction.

CONCLUSIONS

Conducting marketing communications through Instagram social media is able to attract visitors because in this digital era people are more interested in seeing news and information through social media, the Instagram account @cikadongdong_rivertubing is also able to provide direct information to potential visitors and is able to make the Cikadongdong River Tubing tourist attraction widely known. person. In introducing the Cikadongdong River Tubing tourist attraction, it also plays an important role because it actively interacts with followers.

The obstacle faced by the admin of the @cikadongdong_rivertubing Instagram account is the lack of public interest in reading which makes messages and information not conveyed and must inform potential visitors.

Efforts made in dealing with obstacles are to package messages into photos or videos so as to attract the attention of potential visitors and be more active in interacting directly with followers of the Instagram account @cikadongdong_rivertubing and providing messages and information through instastory or uploading them on the Instagram feed.

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