



## The utilization of instagram social-media in the marketing strategy of the marketing department of Yogyakarta city tourism office

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### ABSTRACT

This research was conducted to find out and analyze the use of Instagram social media in the marketing strategy of the Marketing Department of Yogyakarta City Tourism Office. The type of research used in this research is descriptive qualitative research. The object of this study was from the Instagram account @wisata.jogjakota which the Marketing Department of the Yogyakarta City Tourism Office manages. The analysis technique used in this study is the Miles and Huberman analysis model which consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, and concluding/verification. Instagram social media in the marketing strategy of the Tourism Marketing Department of Yogyakarta City show that technological developments in this era affect how people search for and share information. Instagram social media in the marketing strategy of the Tourism Marketing Department of Yogyakarta City show that technological developments in this era affect how people search for and share information.

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## INTRODUCTION

Yogyakarta, or Jogja, is a city in the Province of the Special Region of Yogyakarta, Indonesia (Sumarto et al., 2020; Utami et al., 2022). This city is one of the most popular tourist destinations in Indonesia or even the world. Yogyakarta has a lot of uniqueness and beauty that attracts the attention of domestic and foreign tourists. One of its uniqueness and attractions is the Keraton Yogyakarta, a palace from the Mataram dynasty which the royal family still inhabits until today. Besides the historical tourism sites, such as the Keraton, this city is also known as a city of art and culture. Many art events, such as exhibitions or traditional music performances are held annually. However, many people still need more information or to learn about events, festivals, exhibitions, tourist destinations, and culinary in Yogyakarta (Giyarsih & Marfai, 2018; Musfirah et al., 2022).

The large tourism potential of Yogyakarta city will certainly have a positive effect on the economy if it can be maximized (Nurpita & Nastiti, 2016; Rahajeng et al., 2022). Of course, in order to maximize the existing potentials, cooperation from various parties is required, namely the

community, private sector, and the government. In this case, the government plays a role as the policy maker who has responsibility for managing Yogyakarta city tourism through the Tourism Office. The Yogyakarta City Tourism Office was established based on the Local Regional Regulation Number: 5 of 2016 concerning the Formation and Composition of Regional Agencies in Yogyakarta city. Within the Yogyakarta City Tourism Office, there are several fields or sectors, namely the Tourism Attraction Sector, the Tourism Resource Development Sector, the Tourism Marketing Sector, as well as the Tourism Industry Sector. Each of these fields or divisions certainly has the authority and duties. Suppose it is related to the problem issue of the need for more information among the community about events, festivals, exhibitions, tourist destinations, culinary delights in the City of Yogyakarta. In that case, this is the realm and responsibility of the Tourism Marketing Department (Nama et al., 2020; Sumarto et al., 2020).

In this digital era, many changes have occurred, including human habits in seeking information (Reken et al., 2020; Sari, 2020; Siagian Ade Onny et al., 200 C.E.) digitdi. Through the rapid advancement of technology, numerous new inventions have made it easier for humans to access information. The internet has replaced traditional methods of seeking information, such as reading newspapers, books or other printed sources. With its easy accessibility, the internet has become many people's primary source of information (Appel et al., 2020; Himawan et al., 2020; Ratna Amina et al., 2021). In light of these changes, it is essential for the Marketing Department of the Yogyakarta City Tourism Office to adapt their marketing strategies to the current situation so that the marketing strategy carried out can run efficiently and effectively. From the problems mentioned above, this research was conducted to find out and analyze the use of Instagram social media in the marketing strategy of the Marketing Department of Yogyakarta City Tourism Office. The implications of this research are expected to have a solution to the problems above.

## RESEARCH METHOD

The type of research used in this research is descriptive qualitative research (Sugiyono, 2019). The data generated from this type is in the form of written words to understand and explain phenomena regarding what happens to the research object, such as behavior, perceptions, motivation to the actions taken by the object under study. The object of this study was from the Instagram account @wisata.jogjakota which the Marketing Department of the Yogyakarta City Tourism Office manages. The duration time used to conduct research started from February 2023 to May 2023. Data collection techniques in this study involved observation techniques, interviews, and literature studies. Observation techniques were used to explore data in the form of events, places, objects, and recorded images. This observation was carried out by looking at the marketing activities by the Marketing Department of the Tourism Office. Interviews are the methods used to obtain data by conducting question-and-answer sessions or direct interviews with informants. This study conducted interviews with Alawy Adam as one of the staff in the Marketing Department of the Yogyakarta City Tourism Office. Meanwhile, the literature study includes data collection activities carried out to obtain more in-depth materials and references about the analyzed studies. The library sources came from books, journals, previous studies, print and electronic media, as well as literature related to the topics discussed in this research. The analysis technique used in this study is the Miles and Huberman analysis model which consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, and concluding/verification (Moleong, 2017; Tanzeh, 2018).

## RESULTS AND DISCUSSIONS

The role of the Marketing Department at the Tourism Office is very important (Pessot et al., 2021; Riyadi et al., 2019). Regarding from its name, this field takes care of everything related to the tourism marketing (Cristobal-Fransi et al., 2020; Streimikiene & Korneeva, 2020). Tourism marketing as a management process in which national organizations or tourism business entities can identify

preferred tours, both actual and potential, and can communicate with them to convince and influence their expectations, needs, motivations, preferences, and things they don't like, either at the local, regional, national or international level, as well as formulate and adjust their tourism products appropriately, with the aim that tourists can achieve optimal satisfaction (Adachi et al., 2022; Dolnicar & Ring, 2014; Minh Ngo et al., 2018; Tusell-Rey et al., 2021). Through the problem that currently happens, there is a change in people's behavior in seeking information, the Marketing Department of the Yogyakarta City Tourism Office is trying to expand the reach of their promotions or information by utilizing technology and new findings in disseminating information about tourism in the Yogyakarta City.

In today's era, with the continuous development of technology, various new media have emerged which are very helpful in the process of publishing content. According to the BSN Library website, quoting from the book *"Etika Komunikasi dalam Media Sosial: Saring Sebelum Sharing"* (2021) by Rahmanita Ginting et al., new media refers to online-based media that uses the internet, characterized by flexibility, potential for interactivity, and can function privately or publicly. This new media has several advantages over the old media, such as being easier and faster to find information. Therefore, new media can quickly become popular and used by many people. Of course, within this new media, there are various examples and types, one example is social media. Social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other.

The Yogyakarta City Tourism Office, keeping up with the times and trends, realizes the potential of social media which has become a powerful tool in the world of marketing. In utilizing social media, they employ a content marketing strategy. This is an activity of spreading information that is transformed into an image, video, and writing or commonly called content, which is then distributed through the media platforms with the aim of conveying a value, uniqueness or superiority of the products offered. In carrying out its duties, the Marketing Division of the Tourism Office often conveys information that is a solicitation or appeal to the public. Therefore, the content created for marketing purposes is often persuasive in nature, it can be seen in every content always uses words, such as "let's", "come on", and "don't". Persuasive communication is a communication that is carried out in persuasive ways, namely containing invitations or appeals. Persuasive communication encourages or stimulates the audience to do something the communicator desires. This persuasive communication can be successful if the communication succeeds in changing a person's attitude or actions voluntarily. The use of content to convey information in the marketing strategy of the Marketing Department of Yogyakarta City Tourism Office is also supported by the hypodermic or syringe theory. This theory explains that messages conveyed through the mass media can strongly and effectively influence mass behavior.

One of the social media platforms used to carry out marketing activities in the Marketing Department of the Yogyakarta City Tourism Office is Instagram. It is an image-based platform that provides services for sharing photos or videos online. This social media is used by the Marketing Department of the Yogyakarta City Tourism Office to carry out its marketing duties because Instagram is one of the popular platforms with a large number of users. According to *We Are Social* data, the number of active monthly Instagram users reached 1.45 billion in April 2022, with 99.9 million in Indonesia. This large number of users, coupled with the backgrounds of users from various regions, countries and even continents, shows that the reach potential of Instagram is very broad. In addition, this platform is a visual base platform. Quoted data from *smartinsight*, data from the Visual Teaching Alliance states that humans will more easily absorb information through visual media. This is because the human eye can process 36,000 messages from the media in one hour and 90% of this information is transmitted to the brain in visual form. The human brain is stated to be able to process visuals 60 thousand times faster than written information.

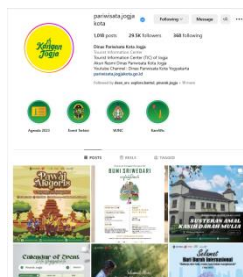


Figure 1. Instagram account of @tourism.jogjakota

Through the Instagram account with the username @wisata.jogjakotakota the Marketing Department of the Yogyakarta City Tourism Office actively promotes events, such as exhibitions, concerts, art shows, and festivals in the city of Yogyakarta. They try to attract the attention of Instagram users and build high enthusiasm by uploading content of teasers, posters or special announcements from events, and using interactive features, such as Instagram stories to provide snippets from events, create polls or quizzes related to events, and involve followers on Instagram to participate. Moreover, they also use Instagram to share content containing the latest news about tourism, such as infrastructure development, tourism awards, new tourism policies, and activities from the Yogyakarta City Tourism Office. In order to maximize the reach of this content, they take advantage of several features as follows:

1. Collaboration Post

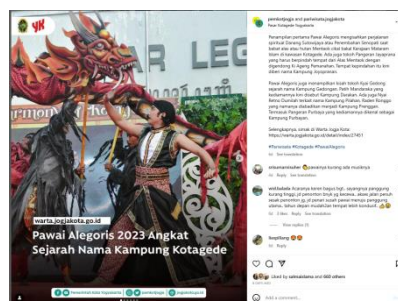


Figure 2. Example of Instagram collaboration post by @tourism.jogjakota

Doing the Collab Posts with other users with great influence or followers can help reach a wider audience because the post will be displayed to followers from both accounts that do the collab posts.

2. Reels

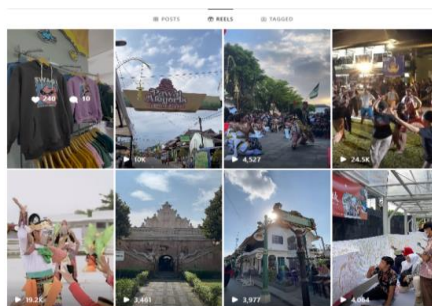


Figure 3. Reels content from Instagram by @wisata.jogjakota

Creating content reels can help reach a wider audience because reels on Instagram have a special tab on the explore page allowing Instagram users to find content from accounts they do not follow. Instagram currently uses an algorithm to recommend content based on the interests of its users, so if there are Instagram users who like the content on tourism topics, it is very likely that content from Instagram @pariwisata.jogjakotakota will appear as recommendations to them. In addition, reels can be shared and re-uploaded by other users easily to help reach the new audiences.

### 3. Hastags

#jogja #eventjogja #eventjogjakarta #eventyogyakarta #Jogja  
#Jogjalstimewa #Yogyakarta #jogjainfo #Jogjakarta #jogjaku  
#explorejogja #wisatajogja #jogjawisata #wisatamuseum  
#yogyakarta #eventjogja #infojogja #jogjanyaaman #jogjaaman  
#jogjaramai

**Figure 4.** An example of a hashtag from an Instagram post by @ wisata.jogjakota

Using popular and relevant hashtags to the content will make it more likely that the content will be found by users who are looking for information about that hashtag. Using hashtags can increase content visibility to an audience interested in that topic. Besides, other users can also contribute by using hashtags that the Marketing Department of the Tourism Office has created.

After observing for three months, here are insights from Instagram of @wisata.jogjakota. From the insights above, it can be seen that Instagram of @tourism.jogjakota during the period



**Figure 5.** Insights from Instagram of @wisata.jogjakota

Feb - 27 May 2023 is successfully reached more than 200,000 Instagram users, which means there was an increase of 382% compared to the previous three months period, successfully engaged with 7,799 Instagram users, which means there was an increase of 84% compared to the previous three months, and total followers reached over than 30,000, an increase of 7% compared to the previous three months. Based on these figures, the Yogyakarta City Tourism Office's Marketing Department has reached a wide audience through their managed Instagram account. As a result, content related to information about tourism in Yogyakarta City has been quickly and effectively spread. In this way, it can increase awareness, interest, and attractiveness to the community towards tourism in Yogyakarta City.

## CONCLUSION

Instagram social media in the marketing strategy of the Tourism Marketing Department of Yogyakarta City show that technological developments in this era affect how people search for and share information. The Tourism Office of Yogyakarta City as the party responsible for managing tourism, especially the Tourism Marketing Sector which has the task of marketing tourism in Yogyakarta City, strives to carry out their duties to the maximum extent by adapting to the current trends and implementing content marketing strategies. Content marketing involves an activity of spreading information that is transformed into the form of an image, video and writing or what is commonly called content. In order to optimize the marketing content marketing strategy, a platform is required to distribute this content. The Marketing Department of the Tourism Office chose to utilize Instagram social media as one of the popular media with many users. Through Instagram with the account of @wisata.jogjakota, the Marketing Division of the Tourism Office in Yogyakarta City actively shares the latest information about tourism in Yogyakarta City. The use of Instagram in the marketing strategy is considered successful in helping them broaden their audience reach, enabling the rapid and effective dissemination of tourism-related content in Yogyakarta City. It is expected that this will increase awareness, interest, and appeal among the public, stimulating the growth of the tourism sector in Yogyakarta City. What are the limitations of this study and provide suggestions for future research to complete the limitations of the current study.

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