

Instagram Social Media Marketing Communication Performance Evaluation @Baturadenpalawi

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Abstract

This research evaluates marketing communication performance on Instagram by user @aturadenpalawi in Wana Wisata Baturaden (Baturaden District), Banyumas Regency, Central Java, Indonesia. The researcher used the Concept of Tourism Marketing Communication Objectives by Nurdin Hidayah to inform, persuade, and remind. The data was collected through observations, questionnaires, interviews, and documentation studies. Analysis, questionnaires, and interviews are used to obtain the results. This research leads to the evaluation of marketing communications and produces recommendations for each dimension (to inform, persuade, and remind) on Instagram account @aturadenpalawi.

Keywords: Tourism Marketing Communication; Social Media Marketing; Tourism Management

A. INTRODUCTION

Tourism is one of the sectors that contribute significantly to the economy of a country or region. Quoting from (Yoeti, 1997), tourism is currently not only a foreign exchange earner but also an influence in determining industrial locations in several low-economic areas but has great potential in its natural resources. Hence, tourism development is one way to advance the economic welfare of people in less-explored areas. Therefore, marketing is essential in influencing the tourism sector in Indonesia.

Based on Kominfo 2017 data, the use of online media for marketing communication is now much more effective because it is stated that internet users or social media users in Indonesia are around 106 million. One social media platform that is popular today is the Instagram platform. We Are Social data states that as of April 2022, Instagram platform users worldwide have reached 1.45 billion people, and Indonesia ranks fourth as active Instagram users. To increase the number of tourist visits and expand market reach, one tourist destination that relies on tourism marketing communication strategies is Wana Wisata Baturaden.

Wana Wisata Baturaden is a protected forest area and a tourist destination located at the foot of Mount Slamet, Baturaden District, Banyumas Regency, Central Java which PT Palawi Risorsis Business Area manages, a subsidiary of Perum Perhutani. Through the Instagram platform under the account name @aturadenpalawi, Wana Wisata Baturaden introduces various attractions and tourist activities to reach a broader target market. However, offering products through online media on Instagram is often a challenge for managers. This research aims to evaluate the performance of marketing communication. This can help the managers of PT Palawi Risorsis to optimize tourism information media and see the quality of marketing communications that @aturadenpalawi has carried out as digital marketing media.

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Performance and Evaluation

According to (Khotimah et al., 2017), performance is concrete evidence of a person who has tried his best, and the effort sought becomes a greater responsibility, such as quality of work, speed, and accuracy of work. Performance can be interpreted as the result of the quantity and quality of work an employee does in carrying out his duties following the responsibilities given. The mismatch of expectations in the achievement of performance results that are not suitable, according to (Parwoto et al., 2017), can be influenced by personal/individual factors, leadership factors, team factors, system factors, and contextual factors (situational). Therefore, if the performance results are not as expected, it is necessary to rearrange the draft strategy for performance improvement.

According to (Wirawan, 2012), evaluation is a research component that aims to collect, analyze and present information related to the object to be evaluated and then juxtaposed with measurement indicators whose results are used to make decisions related to the object. Meanwhile, according to (Yunanda, 2009), evaluation becomes a series of planned processes with a benchmark to find the reality and produce conclusions using instruments. Evaluation has the purpose and function of assessing suitability, measuring standards, identifying and determining deficiencies, developing decision-making, accountability, advice, and developing theory and research. The form evaluation results are in the form of recommendations intended for decision-making (decision makers), which become a reference for further actions.

Tourism Marketing

According to the definition of several experts (Keller & Kotler, 2009), it can be concluded that marketing is the main activity and needs to be carried out by companies of goods or services to maintain the survival of their business. In contrast, according to experts, the definition that we can conclude is (Tjiptono & Chandra, 2012) Marketing in the form of individual activities aiming to meet needs and desires through a barter system. Success in achieving marketing goals is the key to the company's success. Based on the definition above, it can be concluded that marketing activities are the overall system of business activities used to plan, determine prices, distribute, and promote goods or services to satisfy consumer needs. Marketing is also a series of commercial activities related to the flow of goods and services between consumers and producers that direct a good from one place to another, from storing to making changes in ownership based on the activity of buying and selling goods - the goods. The concept of marketing is also needed in marketing activities aimed at determining and meeting market needs based on predetermined goals. Marketing must be distinguished from sales activities because marketing is management-oriented, so the company's main task is to maximize the satisfaction of its customers. In contrast, sales activities are part of marketing activities that are more oriented toward maximizing the increase in sales volume.

According to (Kotler & Andreasen, 1995), Tourism Marketing is an activity oriented towards tourist satisfaction and expectations. Meanwhile, according to (Muljadi, 2009), this tourism marketing concept is a means to bring together the needs of tourists. Along with the development of the times, there are modifications and adjustments related to the meaning and definition of tourism marketing as mentioned (Hidayah, 2020) that tourism destination marketing is all activities in the destination that include the activity of creating, communicating, conveying, and exchanging all offers that have value for tourists that provide wisely managed profits.

Marketing Communications

According to (Kotler & Keller, 2009), "marketing communications are how firm attempts to inform, persuade, and remind consumers-directly or indirectly about the product and brand they sell." Marketing communications are set to be a tool for companies to provide information, persuade, and give customers direct or indirect memories about the products and brands they sell. Marketing communication is a series of activities to realize a product, service, or idea using a marketing mix, such as advertising, personal selling, sales promotion, public relations, publicity, and direct marketing. Activities carried out in marketing communications become a

series of activities to develop a product, service, idea, and marketing combination. According to (Kotler & Keller, 2009), marketing communication is also a form of "voice" from the company and the company's brand because it is a form of means that can build communication, conversation, or relationship with its customers.

Tourism Marketing Communication (Nurdin Hidayah, 2020), Tourism Destination Marketing Communication is a two-way interaction process between the message giver (destination manager) and the message recipient (target customer) through conventional and digital media to achieve the goals and objectives and reach promotion and marketing targets effectively and efficiently. Objectives of Marketing Communication Marketing communication, according to (Shrimp, 2010), is an activity representing a combination of all elements in the marketing mix concept, which becomes a forum for exchange with the value provided jug with a spread to customers. Communication is an alternative bridge between providers and customers so that information on the existence of a product or service is distributed. The purpose of marketing communication, according to (Donni Juni Priansa, 2017) there, are three objectives of the effect that will be given, namely: 1) Cognitive effect, providing the effect of forming awareness in the customer's mind of information conveyed; 2) Affective Effect, giving influence or influence to the customer to carry out an expected reaction; 3) Conative Effect, the formation of a pattern of re-purchase behaviour.

Instagram Social Media

According to (Nasrullah, 2016), social media is the most widely used media today to be a means to carry out social interaction in the virtual world. Social media can also be said to be an online site or application that can make these users create personal profiles, follow, and follow friends (follow & follow back), communicate (communication), share (share), and send messages (text messages). Instagram is a social media based on visual uploads; there is a photo or video sharing service online using the internet network so that the information shared can be sent instantly and globally.

B. RESEARCH METHOD

This research method uses a qualitative approach to see the reality of the performance of marketing communication objectives of the Wana Wisata Baturaden Area through Instagram social media with @baturadenpalawi accounts. Data collection techniques are based on the type of data consisting of primary and secondary data. In the primary data collection, this study used open interviews with informants from PT Palawi Risorsis. Distribution of questionnaires and interviews with tourists as a form of collecting data were carried out with a non-probability sampling of snowball sampling type with a target of 61 respondents. It is determined based on the number of tourist visits to the Baturaden tourism area in 2021 (29,909 visits) with a sampling error of 5%. Meanwhile, the secondary data collection in this study is through desk research or searching for information from the literature. This aims to determine the extent of marketing communication in the Wana Wisata Baturaden area, primarily through Instagram social media @baturadenpalawi, whether it can be effective or has not achieved compelling results.

C. RESULTS AND ANALYSIS

Evaluation of Instagram @baturadenpalawi Social Media Audience Response

1. To Inform

This analysis found that the results of achieving audience response from Instagram @baturadenpalawi are still in quartile 2. Thus, it can be stated that the audience's response to being aware of information about product offerings in the Wana Wisata Baturaden Area from Instagram @baturadenpalawi did not reach the level of audience awareness of the tourist products conveyed by Instagram @baturadenpalawi. In this case, some

audiences still do not know the existence of Instagram @aturadenpalawi. This happens because the Instagram content upload schedule is inconsistent, so the Instagram algorithm does not increase; that way, Instagram users can only find the Instagram account @aturadenpalawi if they search for the account name "aturadenpalawi." In addition, the audience has a little difficulty understanding information about the attractions in Wana Wisata Baturraden by Instagram @aturadenpalawi because some content is still considered less interactive and exciting. However, the audience of Instagram users finds it quite helpful to choose destination attractions through the information presented by Instagram @aturadenpalawi.

Table 1. Total Marketing Communication Objectives Score

Statistics				
		SKORTF	SKORTP	SKORTR
N	Valid	65	65	65
	Missing	0	0	0
Mean		22.9538	37.7538	14.7077
Median		24.0000	40.0000	15.0000
Mode		28.00	44.00	16.00
Percentiles	25	17.0000	30.0000	13.5000
	50	24.0000	40.0000	15.0000
	75	28.0000	46.0000	17.0000

Source: Processed Researchers

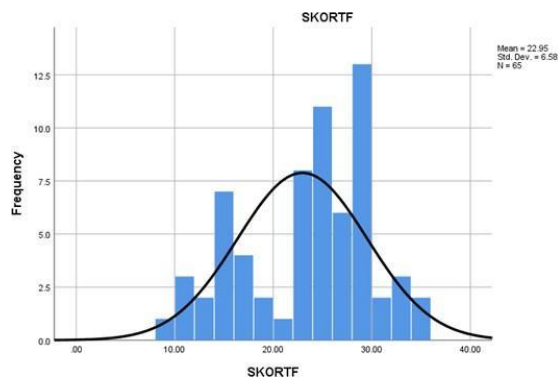


Figure 1. Average To Inform

Source: Processed Researchers

2. To persuade

This analysis was carried out to determine audience interest in Instagram @aturadenpalawi. This analysis found that the results of achieving audience response from Instagram @aturadenpalawi are still in quartile 2. Thus, it can be stated that the audience's response to realizing information about product offerings in the Wana Wisata Baturaden Area from Instagram media @aturadenpalawi has still not been achieved. It was found that most of the audience did not visit the Wana Wisata Area because of Instagram @aturadenpalawi. Most audiences do not share Instagram content @aturadenpalawi with family/relatives/friends, and this is due to the lack of awareness level of the audience.

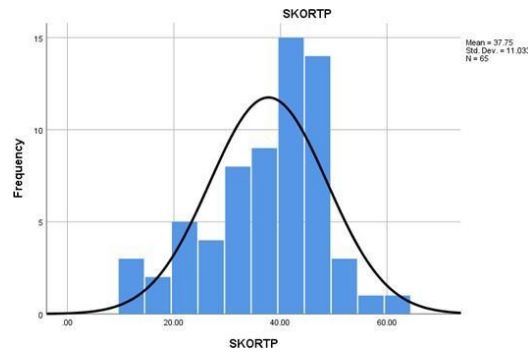


Figure 2. Average Score To Persuade

Source: Processed Researchers

3. To remind

To remind aims to remind the audience to revisit or recommend the destination to the general public. The results of achieving audience response from Instagram @aturadenpalawi are still in quartile 2. Therefore, it can be stated that the audience's response to remembering information about the destination of the Wana Wisata Baturaden Area from Instagram media @aturadenpalawi has still not been achieved. Most of the audience did not tag (tagged) @aturadenpalawi's Instagram account in their posts due to the lack of an audience that knew @aturadenpalawi's Instagram account. However, some results show exemplary achievements; namely, most of the audience has an interest in making a return visit (revisit) and shares and recommends Wana Wisata Baturaden by posting stories of their experiences on Instagram stories.

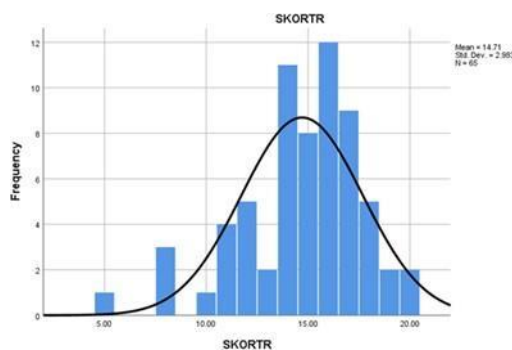


Figure 3. Average Score To Remind

Source: Processed Researchers

Evaluate Marketing Communication Performance Based on Instagram Engagement Rate Metadata

Based on the results of Instagram documentation, @aturadenpalawi has 4,286 followers with 899 posts. Based on the calculation value of the Instagram engagement rate average engagement rate (ER) from Instagram @aturadenpalawi was generated by a metadata combination of three tools, including trendhero.io, phlanx.com, and socialblade.com, which is 0.69%. This shows that the achievement of Instagram management performance @aturadenpalawi is still inferior because Instagram's average engagement rate to achieve an optimal score is supposed to be at 5.60% of the number of followers 1000 – 5000. Meanwhile, the results obtained from the observation of the Instagram documentation study @aturadenpalawi, with several followers 4,286, achieved a performance of only 0.69% with an average per post of 29 likes and one comment. The low engagement rate (ER) indicates that using the Instagram @aturadenpalawi platform managed by the Marketing of PT Palawi

Risorsis has not been optimal—constraints in the consistency of content publication on Instagram @baturadenpalawi cause this result. Based on the domicile of the target market of Wana Wisata, Baturraden is divided into 60% from Central Java, 30% from West Java, and Jakarta, then 10% from the Eastern region.

Based on the interview results, the manager has not carried out a consistent post-upload schedule. This affects a few audiences who know the existence of Instagram @baturadenpalawi. The content presented is in the form of information related to tourist activities. The management of Instagram @baturadenpalawi also presents information related to tourist attractions and lodging information in the Wana Wisata area as a business product from PT. Palawi Risorsis. In addition, the management of Instagram @baturadenpalawi also collaborates with @instapurwokerto, @infopurwokerto, and @nyongpurwokerto in creating content. Instagram social media admins usually request tour packages via Direct Message (DM). According to confirmation from the manager, the media is the key for tourists and managers to deliver packages and tourist products of Wana Wisata Baturraden. This is in line with the results of the distribution of questionnaires which show that the audience's awareness, interest, and memory towards tourist products is still low from the information submitted by the Instagram @baturadenpalawi media. The performance of Instagram marketing communications also influences audience response. Therefore, this is related to strategies and programs managed by PT Palawi Risorsis Marketing in informing, influencing, and reminding audiences through the Instagram @baturadenpalawi platform that are less than optimal.

The researcher conducted interviews with the informant of PT Palawi Risorsis, with the result as follows: First, Target Marketing: The target market set in the Wana Wisata Baturraden area is the people domiciled in Central Java with an age range of all age groups. In addition, the target market for its digital marketing through Instagram is teenagers aged 20–25. Based on the questionnaire results, it was found that the dominating audience was the Generation Z market (10-25 years old), and the majority were domiciled in Central Java. This means that Wana Wisata Baturraden's marketing team can reach its audience through marketing communications on Instagram @baturadenpalawi. Second, Message Tailoring: The content presented on the Instagram page @baturadenpalawi is made for the needs and desires of the audience. Instagram highlights @baturadenpalawi; there is information on ticket prices and other information and tries to be made as attractive as possible, which aims to eyegasm, namely the object of being seen with a sense of satisfaction. That way, the information packaged in such a way is expected to stimulate the audience's interest in reading the content that has been created to allow the audience to visit Wana Wisata Baturraden.

However, there is something that is a nuisance that makes information messages cannot appropriately be conveyed, namely because Instagram managers @baturadenpalawi do not post content regularly where those who should post one week three days and per day post three times (morning, afternoon, and evening) according to the schedule that has been made. The phrase reinforces this: "Actually, there is a schedule, well, it is just because we are here also just two and do not just take care of Instagram, so sometimes we have one week of regular posts, sometimes it is not because we are also preparing events here, for example, what activities are here so we put aside the promotional media first, more to customers who activities first, that is it." (Dani Setyawan, 2022).

Third, Interactive Capabilities: Based on a study of Instagram documentation @baturadenpalawi, the account's interaction capability is still inferior, as shown by the average engagement rate and audience feedback. This is a nuisance faced and an evaluation for managers because the non-routine content upload schedule makes the growth of audience reach rates slow.



Figure 4. Instagram Repost

Source: Instagram @baturadenpalawi

In this case, to optimize Instagram @baturadenpalawi, the manager performs the e-WOM (Electric Word of Mouth) technique to convey information about tourist destination products. This technique involves the audience in the form of uploading travel experiences in the Wana Wisata area through uploads in the form of photos and videos from their personal Instagram account and using the tagged feature on the @baturadenpalawi account, which then the Instagram manager will sort out the best content and repost as a form of communication relationship with the audience. However, the reality is that the e-WOM technique that has been carried out is still very lacking because the manager still relies on conventional techniques.

Fourth, Information Access: It can be known through posts @baturadenpalawi indirectly promotion through Instagram post information is informative by clearly including various captions that the audience can quickly receive, explaining various travel content following the actual travel product and associating data with information. Instagram managers use the Shortcuts technique, where Instagram media can be a shortcut for internal and external parties in disseminating, using, and receiving information. Instagram @baturadenpalawi has shown the Shortcuts technique; Instagram can be a company profile, meaning that with Instagram, the audience can immediately see posts related to the Wana Wisata Baturaden Area in conducting research before travelling. In addition, on the Instagram account @baturadenpalawi, information about contacts for reservations, contact person marketing, direct addresses (links) (ordering products & websites), and addresses of the Wana Wisata Baturaden Area.

Instagram can be used to book entrance tickets; when the audience wants to visit the Wana Wisata Baturaden Area, the audience can book tickets through Instagram @baturadenpalawi through the Instagram direct message feature, which will be directed to WhatsApp of the business manager of the Wana Wisata Baturaden Area. Instagram can be a medium for communication intermediaries. Through comments, columns, and direct messages, Instagram audiences and managers can communicate by sending messages that will later be responded to by @baturadenpalawi.

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messages, Instagram audiences and managers can communicate by sending messages that will later be responded to by @baturadenpalawi.

Sixth, Creativity: Pengelolaan akun Instagram @baturadenpalawi still does not have Brand and Design Applications Guidelines as a brand recognition tool (a way for consumers to recognize a brand easily), so the content presented can be said to be not optimal to attract the attention of the audience. In delivering information in the form of Instagram content, @baturadenpalawi is still less interactive; interactive content delivery requires active engagement from the audience, such as ideation of the use of the Instagram Live feature, Instagram Poll, Instagram Question, Add your Instagram, Instagram Reaction, and Instagram Mention. Thus, the delivery of information can be created using these features. However, on the other hand, Instagram @baturadenpalawi can already provide quite exciting content. This is supported by the audience's response, who feel that the content of Instagram content @baturadenpalawi is quite interesting. This is evidenced by creating content in videos of all activities in Wana Wisata Baturraden.

Seventh, Market Potential: The management of Instagram @baturadenpalawi uses the Instagram advertisement feature to reach potential markets most likely to be interested in visiting Wana Wisata Baturraden. Based on one of the results of the video content published with the Instagram Ads feature, there were 1,428 impressions, 16 profile activities, and 1,295 accounts reached, which can further become a market potential in Instagram management strategies as a promotional and marketing medium for Wana Wisata Baturraden.

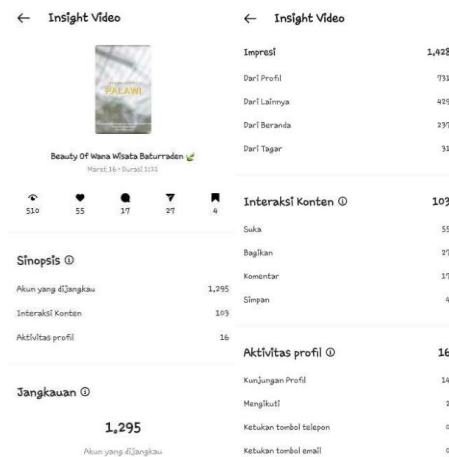


Figure 5. Instagram Insight
 Source: Instagram @baturadenpalawi

In addition, Instagram @baturadenpalawi always offer back to their loyal customers by going through the Instagram admin @baturadenpalawi, contacting their loyal customers again, and then asking if there will be any events/activities you want to do at Wana Wisata Baturraden later.

D. CONCLUSION

Based on the research results, it can be concluded that marketing communication is based on three dimensions: to inform, to persuade, and to remind. Carried out by Instagram social media @baturadenpalawi in promoting the Wana Wisata Baturraden Area, the achievements can be considered sufficient but still do not get an audience response when viewed from the audience's perspective. This is because, based on our data, the interactive and Instagram engagement rates obtained by Instagram @baturadenpalawi are still not reaching the ideal value.

In addition, several factors hinder the management of Instagram @baturadenpalawi, causing the low level of Instagram marketing communication performance due to limited marketing human resources, especially the creative team, time constraints, uncontrolled posting plans, spontaneity post concepts, and lack of interaction with

the audience. It is known that most tourists get word-of-mouth information, and conventional marketing activities are still practical for the marketing of PT Palawi Risorsis Wana Wisata Baturraden. It is because the average market visit is the baby boomers who do not have Instagram, so most Instagram audiences do not know the existence of the @baturandenpalawi Instagram account. This is what causes the impact of the low Instagram engagement rate and the level of performance between Instagram.

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