

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

The tourism sector is one sector that can help increase Indonesia's income. This is supported by a statement from Yanda (2016), namely, tourism is currently one of the most critical factors in improving the Indonesian economy. Therefore, tourism is one of the crucial sectors of the Indonesian economy. The Indonesian government further develops the tourism service business by optimizing natural resources, which significantly supports the progress of the tourism industry in Indonesia (Octaviani, 2017). Indonesia is a country that has multifarious tribes and cultures, and this makes Indonesia a country known for its tourism potential. Various natural and cultural wealth is also a capital for Indonesia to develop various industries related to its natural and cultural wealth, especially the Tourism Industry (Tourism) as one of the most significant contributors to foreign exchange. Indonesia's tourism sector currently contributes approximately 4% of the total economy (indonesia-investments.com, 2020).

Tourism based on *kamus besar Bahasa Indonesia*, namely, everything that has to do with travel for recreation or tourism, as well as tourism. Linguistically, tourism comes from the word *pari* which means many, round and round, complete, or many times. And *wisata* which means traveling or journeying. Therefore, tourism can be interpreted as a journey from one place to another, carried out in circles or many times.

The Indonesian government has carried out various programs to develop its tourism sector. On February 18, 2022, the Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia launched three leading programs for tourism and creative economy (parekraf) 2022, including the Creative City District (KATA), the Indonesian Creative Appreciation (AKI), and the Tourism Village Award. Indonesia (ADWI). Sandiaga Uno, head of the Tourism and Creative Economy Agency (Menparekraf), said that the program aims to accelerate the recovery of the tourism sector and the creative economy industry after the COVID-19 pandemic. In addition, on January 17, 2022, Sandiaga Uno, head of the Tourism and Creative Economy Agency (Menparekraf), stated that in 2022 Wonderful Indonesia, which is a form and commitment to promoting tourist destinations to both domestic and foreign tourists, will focus on five Super Priority Tourist Destinations

(DSP), including Mandalika (Lombok), Lake Toba (North Sumatra), Likupang (North Sulawesi), Labuan Bajo (East Nusa Tenggara), and Borobudur (Central Java).

From 18 to 22 March 2022, Grand Prix motorcycle racing or MotoGP Mandalika 2022 in Central Lombok, West Nusa Tenggara (NTB). Sandiaga Uno, head of the Tourism and Creative Economy Agency (Menparekraf), revealed that MotoGP provides value-added value for Indonesia, namely 4.5 trillion rupiahs, above expectations. In addition, MotoGP also contributes to various sectors and increases the gross regional domestic income of West Nusa Tenggara by 1.46% year on year. In the food and beverage supply sector, it also increased to 1.04%, and in the transportation sector, which was 0.74%. The impact of MotoGP on the national side, namely an increase in business fields where the tourism sector and the creative economy are dominant, including in the provision of food and beverages to 22.29% and transportation to 15.36%.

According to data from data.ntbprov.go.id contained in the image below, currently, tourist attractions in the West Nusa Tenggara Province are rated as the highest ranking based on data from the West Nusa Tenggara Provincial Tourism Office in 2021 with December 2021 being the peak. This is driven by the collaboration between tourist and sports destinations, namely the MotoGP event, which was held in Praya, West Nusa Tenggara Province.

BULAN	WISATAWAN MANCANEGARA	WISATAWAN DOMESTIK
JANUARI	777	71704
FEBRUARI	641	67420
MARET	956	84707
APRIL	771	69331
MEI	777	70002
JUNI	697	88522
JULI	797	57880
AGUSTUS	1010	56742
SEPTEMBER	1104	78919
OKTOBER	1033	94482
NOVEMBER	1961	104462
DESEMBER	1366	107975

**Picture 1. 1 Visitor Data for West Nusa Tenggara Province International and Domestic**

*Source: data.ntbprov.go.id*

The Department of Culture and Tourism of West Nusa Tenggara Province is the executor of regional household affairs and tourism development. In this case, it is responsible for tourism development and development. Has a Vision "The Realization of West Nusa Tenggara as an Internationally Competitive Tourist Destination Area" (Disbudpar NTB,

2011). NTB Province has various tourism potentials, such as Senggigi Beach, Sekotong, Mount Rinjani, Narmada Park, and the focus on Sasak culture, which gives its uniqueness separately, exceeding other regions (NTB Province, 2020).

With the above improvement, it can become a bridge for the Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia, especially the West Nusa Tenggara Provincial Tourism Office, to market tourist destinations in West Nusa Tenggara Province, especially in the island of Lombok. Using appropriate and optimal marketing communication strategies in the tourism sector can certainly increase domestic and foreign tourist visits to existing tourist destinations. This is in line with the Ministry of Tourism and Creative Economy (Kemenparekraf) program of the Republic of Indonesia, which makes Mandalika a Super Priority Tourist Destination (DSP). With an optimal tourism marketing communication strategy on the island of Lombok itself, in addition to increasing the number of tourists, it will undoubtedly increase public awareness, both domestically and abroad, of tourist destinations on the island of Lombok. Furthermore, when the number of visitors and awareness of Lombok Island tourist destinations increases, regional income and state income can also increase, so the country's economy will also increase.

Marketing communication strategy is vital in achieving business success; therefore, the marketing sector plays a significant role in realizing the business plan. This can be done if the company wants to maintain and increase sales of the products or services they produce. The tourism sector is no exception.

Moriarty (2009) argues that before a company implements a series of promotions, three phases of a marketing communication strategy must be implemented: defining marketing objectives, defining segmentation and targeting, defining differentiation and positioning.

#### A. Defining Marketing Goals

The first step in determining a marketing communications strategy is to determine whether the marketing objective is to increase sales, increase market share, or expand distribution (Moriarty, 2009:49).

#### B. Defining Segmentation and Targeting

Segmentation involves identifying specific market groups where a company's products can satisfy their wants and needs. Segmentation divides groups based on demographics, geography, geodemography, psychographics,

behavior, and interests. While targeting involves selecting one or more segments that will be the target of marketing and promotional activities (Morissan, 2010:59).

### C. Defining Differentiation and Positioning

Companies must identify what differentiates and then decide how to present or position the product in a collaborative environment to meet consumer needs. Product differentiation can be applied to the product's appearance, features, style, and design. Positioning is a communication strategy related to how the public places a product, brand, or company in their brains so that the public has a specific assessment. Positioning is a strategy aimed at creating a unique distinction in the minds of target consumers to form an image of a brand or product that is superior to other brands or products (Tjiptono, 2011:109).

According to Prisgunanto (2006), everything in the marketing mix that involves communication between organizations or businesses and the target market and is intended to improve marketing performance is referred to as marketing communication. Promotion is one form of marketing communication strategy. Tjiptono (2001) defined that a marketing action with the goal of informing, influencing, persuading, or reminding the market of the firm and its products so that they can accept, purchase, and remain loyal to the supplied products is called promotion, which means that promotion is basically a marketing communication.

Promotion comes from the word *promote* which means to increase or develop. According to Lamb, Hair, Mc-Daniel (dalam Kotler & Keller, 2016), Promotion is seller communication that informs, persuades, and reminds potential buyers of a product to influence their opinion or elicit a response. While promotion according to Peter & Olson (2014), namely, marketers' activities to inform their products and convince consumers to buy them. Based on the definition of promotion from the experts, the researcher concludes that promotion is an activity to notify the product or service to be offered to potential consumers who are the target market. Promotional activities should ideally be carried out on an ongoing basis through several media that are considered effective in reaching the market, both print and electronic. However, the selection depends on the target market to be addressed.

Consumers or the target market of tourism are visitors to tourist destinations or both domestic and foreign tourists. Introducing tourism products requires promotions to introduce tourist objects throughout the world and in Indonesia. Without effective promotion, tourist

objects cannot be recognized, so the level of tourist visits must be low. In order to attract potential tourists, promotions related to tourism are needed to introduce the public to the potential of West Nusa Tenggara. According to Payangan (2014), Tourism offers generally include those offered by destinations to actual and potential tourists. The offer is in the form of a tourism industry product that consists of three components that are closely related to each other, namely:

1. *accessibilities of the Tourist Destination*, namely all that can provide convenience for tourists to visit a tourist destination.
2. *Facilities of the Tourist Destination*, serves to meet the needs of tourists during their temporary stay in the area visited.
3. *Tourist Attractions*, namely all the attractions, why tourists are interested in visiting a tourist destination.

According to the tourism office, tourism promotion is a communication activity carried out by tourism organizations (destinations and provinces) that seek to influence the audience or tourist market by explaining the tourism object. Law no. 10 of 2009 concerning Tourism limits the marketing of Indonesian tourism as "Joint, integrated, and sustainable tourism marketing by involving all stakeholders and responsible marketing in building Indonesia as a competitive tourism destination."

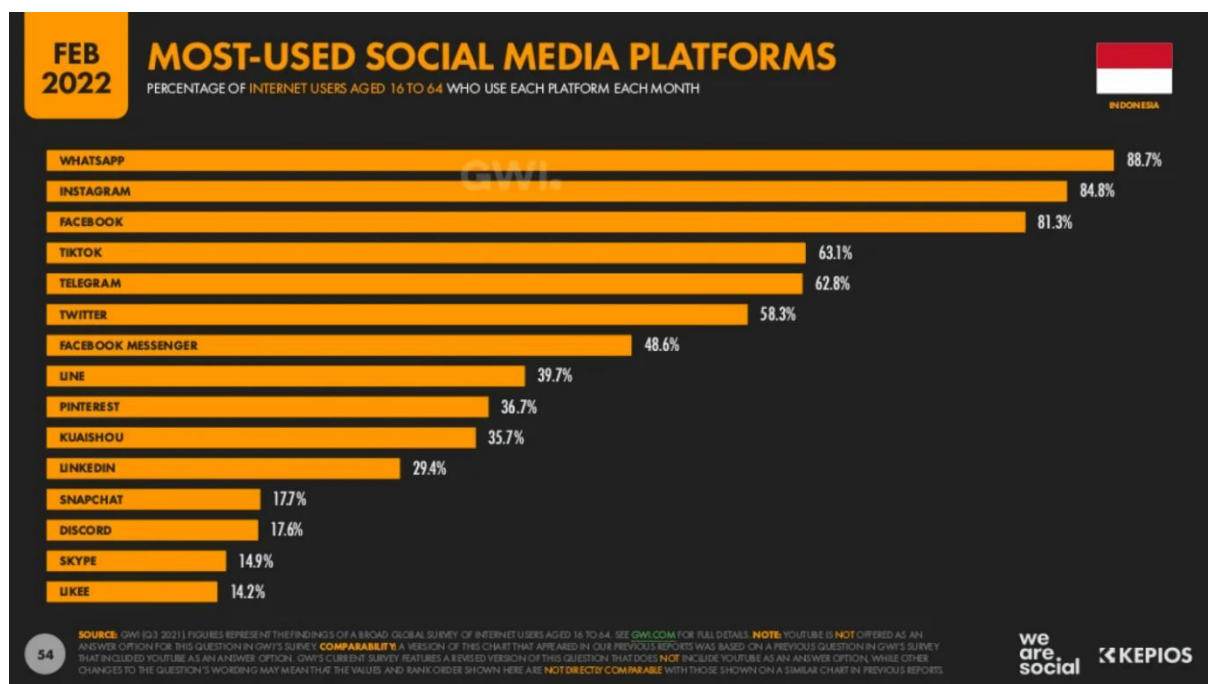
The increase in the number of visitors in West Nusa Tenggara Province is not only due to specific events but also to the intervention of the department and related agencies in promoting tourist destinations in West Nusa Tenggara Province. The West Nusa Tenggara Provincial Tourism Office is responsible for planning, developing, regulating, guiding, and providing tourism information in the area as a support for the Tourism Industry in West Nusa Tenggara Province. In carrying out this task, the West Nusa Tenggara Provincial Tourism Office certainly has its marketing communication strategy to market or promote the tourism industry in West Nusa Tenggara Province to increase domestic and international tourist visits, as well as provide awareness to the public both locally and internationally about the destination. Tourism and creative economy in West Nusa Tenggara Province. One of the platforms used by the West Nusa Tenggara Provincial Tourism Office for marketing or promotion is social media, especially Instagram.

Along with the times, technology has also developed. Today there is a communication and information technology widely used by humans, namely social media. The developed

communication and information technology are also widely used for marketing communication strategies. Hastuti (2017) revealed that today, social media is a trend in marketing communications. With social media, information can be disseminated quickly to many internet users. Besides, the costs for promotion through social media are relatively cheap. Social media is a type of digital platform where online interaction between people takes place. Interaction on social media is possible without restrictions on time or place.

One social media that is often used for marketing communication strategies is Instagram. Instagram is a photo-based social networking platform where users can post photographs and videos online. Kevin Systrom and Mike Krieger introduced Instagram in 2010. Instagram is from the words instant, which is short for immediate or direct, and gram, which is short for telegram, a messaging app that can deliver messages quickly. Instagram has captions, direct messages (DMs), and Instagram stories. By allowing users to publish photographs and posts to the program, Instagram hopes to help users express themselves. 2010 saw the launch of Instagram, which Kevin Systrom and Mike Krieger established.

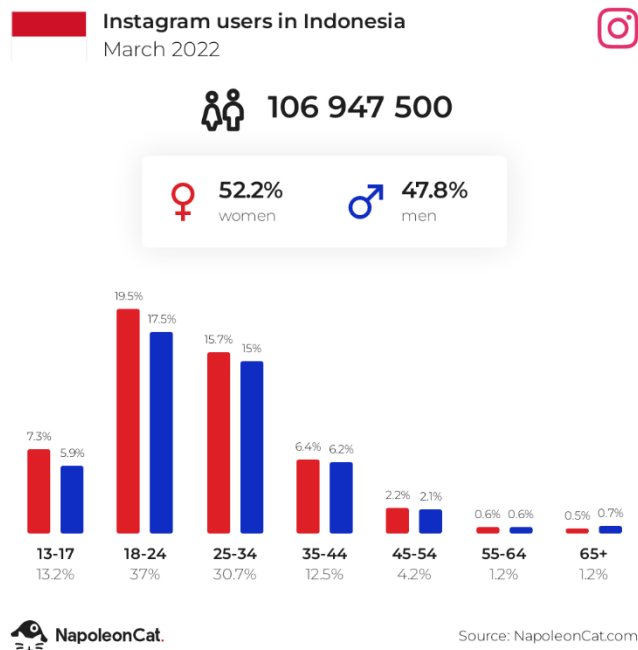
In Indonesia itself, many people use Instagram every day. According to data from We are social in February 2022, Instagram has ranked the second most used social media in Indonesia with a total of 84.8%. Fifteen social media are widely used in Indonesia, with the first rank occupied by WhatsApp with 88.7%.



Picture 1. 2 Most-Used Social Media Platforms Tourists in 2021

Source: We Are Social

While data from NapoleonCat.com in March 2022 states that there are 106,947,500 Instagram users in Indonesia, which is 38.5% of the entire population of Indonesia. Where Instagram users are 52.2% female and 47.8% male, NapoleonCat.com stated that there was an increase in Instagram users due to a policy from the government during the COVID-19 pandemic, namely the work from home (WFH) policy.

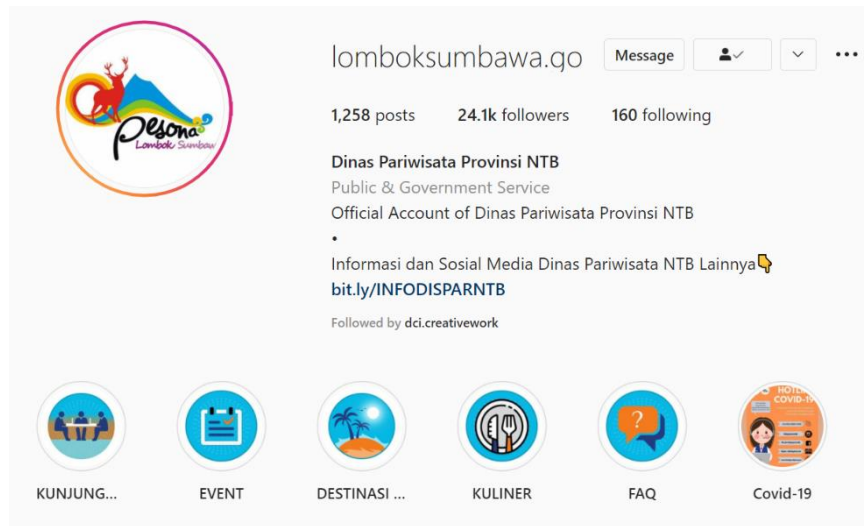


**Picture 1. 3 Instagram Users in Indonesia**

*Source: NapoleonCat.com*

As one of the widely used social media in Indonesia, the West Nusa Tenggara Provincial Tourism Office also uses Instagram as a marketing communication strategy to promote the various beauties and cultures of West Nusa Tenggara Province. By utilizing Instagram as a marketing communication strategy, the West Nusa Tenggara Provincial Tourism Office can promote West Nusa Tenggara Province in the form of photos, videos, or texts that can attract Instagram users to visit West Nusa Tenggara Province. With a good and exciting marketing communication strategy, it can undoubtedly ensnare many enthusiasts on Instagram both nationally and internationally. The complete audio-visual component of Instagram itself supports an attractive marketing communication strategy. Of course, the number of Instagram users in the current era can widen the target audience of the West Nusa Tenggara Provincial Tourism Office. Especially with the increase in tourists in West Nusa

Tenggara Province, Instagram can help visitors more easily access information related to destinations in West Nusa Tenggara Province so that it will be easier for visitors to reach and choose which destinations they will visit in West Nusa Tenggara Province.



**Picture 1. 4 The Official Instagram Account of the West Nusa Tenggara Province Tourism Office**

*Source: Instagram.com*

The West Nusa Tenggara Provincial Tourism Office has its official Instagram account username @lomboksembawa.go. The @lomboksembawa.go account has 27.7 thousand followers, 1,547 posts, and 176 accounts. On the Instagram account, the marketing communication strategy carried out is by reposting content, uploading advertisements or promotions for events and competitions, and promoting the Lombok Sumbawa destination. (Juwita et al., 2018).

Judging from the number of followers of the account, researchers can see that many people already know about the official Instagram account of the West Nusa Tenggara Province Tourism Office. However, in every post uploaded by the West Nusa Tenggara Provincial Tourism Office on the @lomboksembawa.go account, there is a significant difference between the number of followers and likes on the uploaded post. The following is the latest post from the @lomboksembawa.go account on July 13, 2022, and it can be seen that there are only 36 likes on the post. In addition, based on the results of observations by



Juwita et al. (2018), The NTB Provincial Tourism Office does not yet have a specific time or schedule for uploading content on its social media. Updates are carried out only when there are activities related to tourism. Content reposts are carried out if interesting content is marked as an attraction for tourism promotion for tourists or visitors.



**Picture 1. 5 Latest Posts from Account @lomboksembawa.go**

*Source: Instagram.com*

With the significant tourism potential and the increasing number of visitors in West Nusa Tenggara Province, it will not mean anything if it is not published and known to the general public optimally. Therefore, as the main motor of provincial tourism, the West Nusa Tenggara Provincial Tourism Office is required to implement appropriate and effective promotional strategies. Of course, the benchmark for the success of the tourism object promotion strategy carried out by the West Nusa Tenggara Provincial Tourism Office is the number of tourists visiting tourist objects in West Nusa Tenggara Province. It can be seen from the number of people who saw posts from the Official Instagram @lomboksembawa.go and can be measured by the number of likes on each post. With the increase in the number of tourists visiting and likes from every post on the official Instagram account @lomboksembawa.go, the marketing communication strategy carried out by the West Nusa Tenggara Provincial Tourism Office can be said to be successful. However, if it is the other

way around, the West Nusa Tenggara Provincial Tourism Office's marketing communication strategy should be evaluated more.

From the statement above, we can witness that the marketing communication strategy of the Tourism Office of West Nusa Tenggara Province needs to be investigated because the use of Instagram social media as a marketing communication strategy is still not optimal, so there is still a lack of awareness of posting promises on the @lomboksumbawa.go account seen from the number likes on the @lomboksumbawa.go account post. This is unfortunate because the number of visitors in West Nusa Tenggara Province is increasing due to the implementation of MotoGP in Mandalika, but access to information related to tourism in West Nusa Tenggara Province on Instagram @lomboksumbawa.go is still not optimal. Therefore, the researcher investigated the marketing communication strategy of the West Nusa Tenggara Provincial Tourism Office through the official Instagram account @lomboksumbawa.go.

This study is not the only one done; earlier studies also looked at marketing communication strategy on social media. The researcher will discuss the earlier work in the following description, including up to four pertinent studies. The first one is a thesis by Jihan Aulia Grisatita and Martha Tri Lestari dengan judul *Strategi Pemanfaatan Media Sosial Instagram Rok Galiya Sebagai Media Komunikasi Pemasaran*. Penelitian ini menemukan bahwa Rok Galiya has effectively utilized Rok Galiya's Instagram social media strategy as a marketing communication medium. By making a message strategy, namely the content of communication and the creative form of the message, as well as a media strategy, namely the selection of media and consumer gaps (Grisatita & Lestari, 2020).

The second one is a thesis by Rachmandian Haryasaka dengan judul *Strategi Komunikasi Pemasaran Amnaya Hotel & Resorts Melalui Akun Instagram @amnayaresorts*. Penelitian ini menemukan bahwa there is a Message Strategy stage, namely Communication Content; Amnaya Hotels and Resorts, on their Instagram account, explains that photos and captions are messages that are conveyed, and the Creative Form of the message is to display a brand identity that combines two emotional and rational aspects in each message. Then Amnaya Hotels & Resorts use Instagram as part of their media strategy, specifically for media selection, as it has always utilized digital marketing and is user-friendly. Furthermore, in the Consumer Gap, Amnaya Hotels and Resorts targets collaboration with foreign influencers because it fits the target market (Haryasaka, 2021).

The third one is a thesis by Bunga Chindryana dengan judul *Strategi Komunikasi Pemasaran NAMO.ID Melalui Media Sosial Instagram*. Penelitian ini menemukan bahwa Namo.id uses a marketing communication strategy in the form of message strategies and media strategies and utilizes Instagram social media as a place to convey information to the public in visual form on the Namo.id Instagram account (Chindryana, 2020).

The fourth one is a study by Diana Juwita, Siti Chotijah, and Arifudin Sahidu dengan judul *Strategi Komunikasi Dinas Pariwisata Provinsi Nusa Tenggara Barat dalam Meningkatkan Kunjungan Wisatawan Lombok Sumbawa tahun 2016 – 2017*. The findings indicated that the NTB Provincial Tourism Office implemented a communication strategy to boost tourism to Lombok and Sumbawa in 2016 and 2017. The NTB Provincial Tourism Office used the Penta Helix Synergy Cooperation, Events, and Promotion communication methods. In 2016 and 2017, this communication strategy was successful in increasing the number of visitors to Lombok Sumbawa, reaching 3,094,437 (1,690,109 domestic visitors and 1,404,328 foreign visitors) in 2016 and 3,508,903 (2,078,654 domestic visitors and 1,430,249 foreign visitors) in 2017 (Juwita et al., 2018).

There are differences between the research conducted by the four previous studies above. The difference between the four, namely research objects by Jihan, Martha, Rachmandian, and Bunga, is a marketing communication strategy on Instagram. In contrast, Diana, Siti, and Arifudin's research object is a marketing communication strategy with a more comprehensive media, including Instagram. The subjects of the four studies are also different from each other. Meanwhile, the difference between the four studies is that this research use descriptive qualitative method with case study approach and focuses on finding out how the marketing communication strategy of the West Nusa Tenggara Province Tourism Office is via the official Instagram account @lomboksumbawa.go.

This study uses a qualitative method with a case study approach in which the research describes clearly and in detail and obtains in-depth data from the cases studied by using data collection techniques in the form of interviews, observation, and literacy studies. Research informants will be selected through snowball sampling, where at first, the researcher determines one key research informant and develops to complete the research data.

Based on the description above, research on marketing communication strategy is essential because of the described phenomena. Therefore, researchers want to know how the marketing communication strategy of the West Nusa Tenggara Province Tourism Office is through the official Instagram account @lomboksumbawa.go. This research uses marketing

communication theory. This research can be used as an evaluation material for the marketing communication strategy of the West Nusa Tenggara Province Tourism Office on the official Instagram account @lomboksumbawa.go. It can be a reference for developing a more optimal marketing communication strategy. An optimal marketing communication strategy can undoubtedly increase awareness of West Nusa Tenggara Province tourism, and the number of domestic and foreign visitors will increase so that the regional and state economy will also increase. Therefore, researchers will conduct research “**Analysis of Marketing Communication Strategy for the Tourism Office of West Nusa Tenggara Province through the Official Instagram Account @lomboksumbawa.go**”.

## **1.2 Research Purposes**

Based on the formulation of the problem that has been mentioned, the purpose of this research, namely:

- a. To define the marketing communication strategy of the West Nusa Tenggara Province Tourism Office through the official Instagram account @lomboksumbawa.go.

## **1.3 Research Question**

Based on the background above, the research problem formulation can be drawn, namely:

- a. How is the marketing communication strategy of the West Nusa Tenggara Province Tourism Office through the official Instagram account @lomboksumbawa.go?

## **1.4 Research Purposes**

### **1.4.1 Theoretical Purposes**

This research is believed to assist the growth of Communication Studies, particularly Media Studies, and to improve knowledge of marketing communication strategies via Instagram. In theory, this research can be used as a source of information in the advancement of science. It can also be used to conduct additional research on marketing communication strategies.

### **1.4.2 Practical Purposes**

- a. For Research

This research adds knowledge and experience for researchers in applying theory and knowledge to phenomena and authentic communication strategies. This research also brings benefits to researchers in understanding scientific research.

b. For Academician

It is intended that this research will be used as a source of information in the growth of science. It can also be used in future research on marketing communication strategies.

### 1.5 Time and Location of Research

This study was conducted from October 2021 to August 2022. Research interviews were conducted online via a zoom meeting due to the conditions of the COVID-19 pandemic, which required researchers have to work from home.

**Table 1. 1 Times Table of Research**

No	Activities	2021			2022								
		Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	July	Aug	
	CHAPTER I to CHAPTER III stages												
1	Looking for problems to be raised, looking for research topics, looking for research titles and references, and making observations of the objects to be studied.												
2	Gather theories and create a frame of mind.												

3	Develop research methodology											
4	Desk Evaluation											
Stages Chapter IV to Chapter V												
5	Design and conduct interviews and observations of research subjects.											

*Source: Researcher Data Processing (2022)*