



The Use of Social Media as a Means of Tourism Promotion City of Pagar Alam (Case Study on Instagram Account @greenparadise_pga16)

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Abstract: This study aims to determine how managers use social media to market their tours and the benefits and drawbacks of using Instagram. This study employs a qualitative method with a descriptive approach. Interviews, observation, and documentation are the methods used to acquire data. The findings revealed that: (1) Instagram is a highly efficient promotional medium, utilizing elements such as photo titles or captions, hashtags, Instagram stories, reposts, and reels, as well as the AIDA concept (Attention, Interest, Desire, Action) to capture followers' attention. (2) Factors that support using Instagram social media to promote Green Paradise Tourism in Pagar Alam City include marketing that uses photo titles or captions. The restricting elements are content to be posted and promoted and competition from other destinations, particularly those with more active promotional strategies or more appeal.

Keywords: Green Paradise Tourism, Instagram, Promotion

Introduction

Media is any form of tool used to distribute or deliver information. Media comes from Latin and is the plural form of the word medium, which means intermediary, namely the intermediary of the message source (a source) with the message receiver (a receiver) ([Suryadi, 2020: 13-14](#)). As more sophisticated communication technology develops, old technology is slowly abandoned. For modern society, the presence of communication technology is now considered very important because, currently, communication technology in contemporary society is called new media, namely media as a communication tool to interact with each other, argue, exchange information, find out news through the internet network and the information is always up to date effectively and concisely provide information to readers or the public. Social networks are part of new media because, currently, social networks are in great demand throughout the world, especially for the Indonesian people ([Indrianti, 2018: 2](#)).

In today's modern era, the development of the internet and technology is progressing rapidly. One is the emergence of new digital media such as Instagram, Facebook, Twitter, YouTube, and other social media. Social media is a medium for sharing information that

users can more easily participate in, creating idea spaces, social networks, forums and virtual worlds. With social media, which has a wide range everywhere, the community began to change their usual way of promotion to a more modern one, namely by using Instagram. One of the promotional activities often used by Instagram users today is tourism promotion. The promotional steps usually occur by holding special events or announcing them on the radio or in newspapers. These steps have decreased interest compared to modern methods, namely through social media.

Business people need effective marketing media intending to expand their target market. Social media as a marketing tool is undoubtedly related to marketing communication. In marketing communication, there is a marketing mix, one of which is promotion. The main reason someone promotes is so that the product being marketed is more widely known. Once many people know the product, the sales results will increase. The key to advertising is creating persuasive messages that attract attention ([Coomon et al., 2019: 72](#)). Instagram is for business purposes. The advantages of Instagram over other social media are that it has several exciting features, offers business links, and has many users. The leading media are photos and graphics. Social media is used to share photos and videos. Social media for sharing photos and videos can also be used.

Currently, Instagram is not just a place to satisfy entertainment needs. It can also be used to share travel experiences with tourists and as a source of information when finding travel destinations. Social media is easy to use, affordable, and cheap regarding financing. This is why many parties use social media for tourism promotion.

Based on survey data conducted by one of the survey institutions in the United States in 2019, it is known that Instagram is ranked first as the most popular social media platform used for advertising. This survey was conducted on 4,800 people from all over the world, with most respondents being micro businesses, namely 60%, which is 60%. Based on the survey results, it is known that there is a shift from Facebook to Instagram in terms of promotion. People are increasingly interested in learning more about Instagram because of the decreasing number of Facebook users and the increasing number of Instagram users (ibid). One example of a tourist area that uses Instagram media is the Green Paradise Pagar Alam Tourism area.

Green Paradise is a tourist attraction with about 2.5 hectares under the foot of Mount Dempo, precisely Bumi Agung Village, North Dempo District, Pagar Alam City. Green Paradise has an artificial river view in which the water flows so clear that it comes from natural springs. Here, there is also a stretch of lettuce garden that is arranged in such a way that it adds to the beauty of the scenery of this Green Paradise tour. The manager has prepared the Green Paradise area to become an integrated agro-tourism area. Green Paradise has a tour of fruit and vegetable plants that can be picked directly in this area.

Based on the background description, the researcher intends to conduct research at Green Paradise Pagar Alam City. The selection of suitable media dramatically affects the success of a promotion, and by promoting with Instagram media, many people will increasingly recognize it and visit it. It is easy to convey information to many people and influence tourists to visit.

Methods

Research methods are an essential part of research that cannot be ignored because they also determine the results of a study. In general, research methods are defined as scientific ways to obtain data with specific purposes and uses. While qualitative research methods are new due to their recent popularity, this method is also called postpositivism because it is based on the philosophy of postpositivism and artistic methods. After all, the research process is more creative (less structured).

This method is also called post-positivism because it is based on the philosophy of post-positivism and the artistic method. After all, the research process is more creative (less structured) and is called a method because the research results are more related to interpreting the data found in the field. Meanwhile, according to Mantra in Moleong's book, qualitative methods are a research procedure that produces descriptive data in words or spoken by people of observable behaviour ([Siyoto et al., 2015: 27-28](#)).

In this study, researchers used a method with a descriptive type of qualitative research. Qualitative research is researching whose results are not obtained through quantification, statistical calculations or other methods that use numbers ([Rukajat, 2018: 4](#)). Qualitative research aims to understand social phenomena from the participants' perspective. Therefore, qualitative research examines the conditions of natural objects, where the researcher is the critical instrument ([H.Salim et al., 2019: 28](#)). Descriptive method according to Sujarweni, descriptive research is a study that determines the value of each variable, either one or more without relationship or comparison with other variables. Descriptive research is also researching whose primary purpose is to provide an objective description of a situation. Researchers use a descriptive qualitative approach because they want to describe the results of research obtained in writing or through words obtained during interviews with the intended research object.

Result and Discussion

The interviewees consisted of @greenparadise_pga16, an Instagram admin, and two visitors. The interview was held in one meeting, and the time of observation and interview was arranged based on agreement and approval, considering that the researcher had

travelled a considerable distance to the research location. During the research, the researcher got some vital information related to the history of Green Paradise, its vision and mission, the organizational structure of Green Paradise and the use of Instagram in promoting Green Paradise tourism at this time; the researcher was also allowed to interview visitors to strengthen the research results. In this study, researchers focused on a problem, namely the use of social media, Instagram, to promote green paradise tourism. Researchers collected data using observation, interviews and documentation. The study's results are described by identifying the problems raised by the researcher. The issues identified are how to use Instagram social media to promote Green Paradise tourism in Pagar Alam City and the supporting and inhibiting factors in using Instagram social media to promote Green Paradise tourism in Pagar Alam City.

Many people use social media daily to find information, communicate, find references, or find promotions. Instagram is a social media platform the community uses for various daily activities. It is an application that allows users to access it via the internet.



Figure 1. Green Paradise Instagram Account Pagar Alam City

Proper promotion will ensure that operations continue to run in the direction of success. Communication is essential to promotion in the tourism industry because it links sellers and consumers. Technological developments can affect the way businesses communicate with each other. Instagram is one of the most crucial promotion and communication tools for businesses, as it allows for quick and effective communication with potential buyers. Instagram makes users no longer need to think about the location of the person to contact. By utilizing it, social media can be a creative way to market goods and services. By using it, messages can be sent to others in seconds (Ella Agustin Wardani).

The following are the results of an interview with Hastri Liza, the Instagram admin @greenparadise_pga16, regarding the reasons for choosing Instagram social media to do promotion:

“Karena promosi melalui media sosial instagram lebih mudah dan praktis ditambah lagi sekarang kita sudah menggunakan instagram bisnis jadi jangkauannya lebih luas. Dengan jangkauan yang luas dan kemampuan untuk berinteraksi secara langsung dengan pengguna, instagram memberikan platform yang ideal untuk memperkenalkan destinasi wisata kepada khalayak yang lebih luas” (Hastri Liza, Interview Date October 19, 2023).

In promoting Green Paradise tourism, the manager and the @greenparadise_pga16 Instagram admin utilize Instagram features to improve the results of content in photos and videos and make it more enjoyable for tourists to visit. Using Instagram as a medium for promoting Green Paradise tours means using existing features and making the uploaded content Instagramable.

The following is the utilization of Instagram features as a medium for promoting Green Paradise tours:

1. Photo Title or Caption

Green Paradise Instagram account admins often add captions as image captions to each post so that customers can understand the information contained in the image. In promotion, this caption aims to attract the public's attention to the beauty of Green Paradise tourism so that potential visitors are interested in visiting Green Paradise tourism. The following is an example of a @greenparadise_pga16 tourism Instagram post related to using Instagram with a photo title or caption feature.



Figure 2. Form of Green Paradise Tourism Promotion uploaded on Green Paradise Instagram

2. Hashtag

The hashtag feature on Instagram has a crucial role. By adding relevant hashtags, the @greenparadise_16 Instagram account can expand the reach of the Pagar Alam City tourism promotion message and increase content visibility. With a good hashtag strategy,

promotional messages are expected to reach a wider audience and help strengthen the positive image of the tourist destination. In addition, hashtags can help find the desired photo or video. Likewise, with Green Paradise Tourism, the account has hashtags created by the admin to make this tourism account more accessible. Here are some uses of hashtags on the @greenparadise_pga16 account:

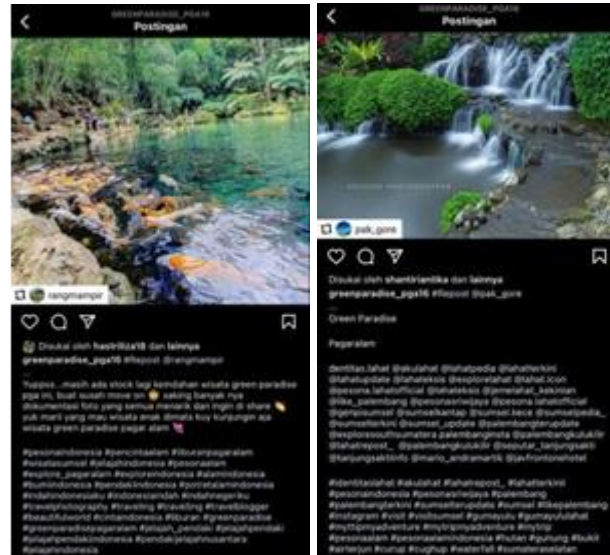


Figure 3. Use of Hashtags on Green Paradise Tourism Instagram Posts

3. Instagram Stories

One Instagram feature that is very popular today is Instagram stories. This feature allows users to share photos and videos, which will disappear after 24 hours. Many Instagram account users show their personality through these Instagram stories. The goal is to satisfy their satisfaction and pleasure by sharing content in videos, photos, images, or words on Instagram, especially the Instagram stories feature. The goal is to gain freedom of expression by fulfilling their desires ([Martha, 2021: 28](#)). In this case, the @greenparadise_pga16 Instagram account has used the Instagram stories feature. So that the goals to be achieved from the Green Paradise tour of Pagar Alam City can be achieved. The following is a statement from Hastri Liza, the admin of Instagram @greenparadise_pga16:

“Kami sering kali menggunakan fitur instagram stories dikarenakan banyaknya pengunjung yang meng-upload foto atau video mereka ke instagram stories lalu menandai akun instagram Green Paradise sehingga kami hanya me-repost tanpa kami harus memikirkan konten apa lagi yang harus kami buat atau kami upload” (Hastri Liza, Interview on October 19, 2023).



Figure 4. Instagram Stories @greenparadise_pga16

4. Repost

Repost or repost from customers who post tagged in @greenparadise_pga16 can help to improve the relationship between admin and customer through Instagram @greenparadise_pga16. Repost of content on Instagram @greenparadise_pga16 contains customer photos tagged with the account. As shown in the following observations and documentation results, @greenparadise_pga16 also loads content through the Instagram stories feature and the Instagram feeds to maximise the resulting reach. The @greenparadise_pga16 Instagram admin said that reposting content helps admins and customers interact.

The following are the results of an interview with Intan Sukma Aydina, one of the visitors to Green Paradise Tourism Pagar Alam City:

"Saya mengetahui Wisata Green Paradise dari salah satu insta stories teman saya yang menandai akun instagram Green Paradise lalu saya melihat beberapa postingan dari akun instagram Green Paradise dan saya tertarik untuk berkunjung dan langsung merencanakan untuk berkunjung kesini bersama teman-teman saya dikarenakan alamnya yang indah pemandangannya yang sejuk dan terdapat banyak ikan-ikan yang pengunjung pun bisa langsung memberikan makan ikan- ikan tersebut" (Intan Sukma Ayuda, Interview Date October 19, 2023).

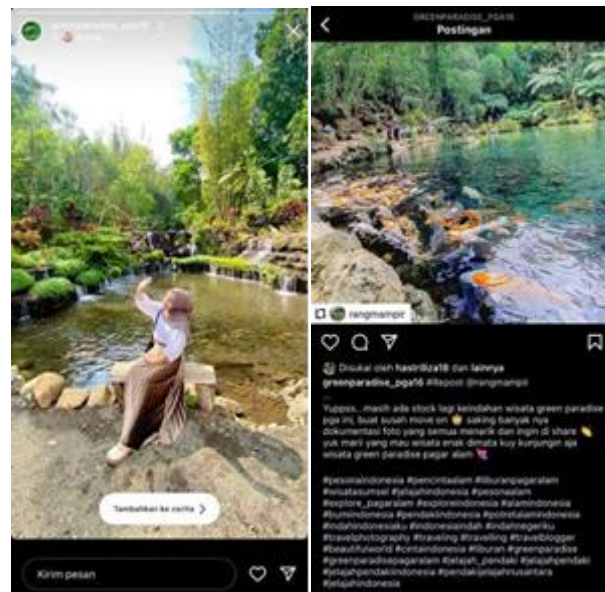


Figure 5. Repost Instagram Feeds and Instagram Stories @greenparadise_pga16

To promote Green Paradise tourism in Pagar Alam City to the public, the manager tries to introduce the attraction. One way the manager does this is by promoting using Instagram social media. Communication is essential to promotion in the tourism industry because it links sellers and consumers.

Instagram is one of the most significant business promotions and communications because it allows fast and effective communication with potential buyers. The manager of Green Paradise Tourism uses Instagram as the media for tourism promotions. As a form of promotion, Instagram has many features that users can use, such as photo titles or captions, hashtags, Instagram stories, reposts, and reels. The manager is very involved in choosing the media to promote Green Paradise Tourism in Pagaralam City.

After promoting on social media, such as Instagram, the manager of Green Paradise Tourism needs a way to attract followers' attention so that they can visit the Green Paradise Tourism site. To achieve the research objectives, researchers used the AIDA concept (attention, interest, desire, action) as one of the concepts of this study.

Researchers found that this concept can increase the number of visitors to Green Paradise tours through promotions carried out by the Green Paradise Tourism manager using Instagram social media. The AIDA (Attention, Interest, Desire, Action) process starts with paying attention to a product or service and then interest in the product or service. If the interest is strong, consumers will move to the interest stage for their needs. Consumers will decide to buy or use the product if their interest is vital due to internal or external encouragement. As mentioned above, every communication the Green Paradise tourism manager carries must have a unique attraction to attract visitors' attention. After visitors have attention and interest in Green Paradise tours, they will usually immediately look for

more information about Green Paradise tours, both on social media, such as Instagram Green Paradise tours and from other sources, either from information or recommendations from previous visitors. From the information they get, prospective visitors will want to continue to the action stage by visiting Green Paradise tours. However, the promotion carried out by the manager of Green Paradise does not always run smoothly; there can be supporting and inhibiting factors that affect the progress of the promotion process. One factor that helps promote Green Paradise tours through Instagram social media is its features. By using its features, Green Paradise Tours can easily promote their tours and allow visitors to see the condition or description of Green Paradise tours. In addition, the problem that becomes a factor inhibiting the promotion of Green Paradise Tourism through Instagram social media is thinking about what content to post and promote. Green Paradise Tourism managers must try hard to ensure interesting content attracts visitors. Competition with other destinations is also a barrier because there is intense competition with different destinations, especially with more aggressive promotional strategies or greater appeal.

Conclusion

Based on the results of research conducted on the Use of Instagram Social Media as a Means of Promoting Green Paradise Tourism in Pagar Alam City, researchers get several conclusions, namely as follows: Instagram plays a massive role as a promotional tool used by managers to promote Green Paradise Tourism in Pagar Alam City. Green Paradise managers use Instagram features as a promotional tool for Green Paradise Tourism in Pagar Alam City, such as photo titles or captions, hashtags, Instagram stories, reposts, and reels. It will also use the AIDA concept (Attention, Interest, Desire, Action) to attract followers' attention and significantly impact the promotion and development of Green Paradise Tourism in Pagar Alam City. Factors that support the use of Instagram social media to promote Green Paradise Tourism in Pagar Alam City are promotions using Instagram features and Instagram features. The inhibiting factors for promoting Green Paradise Tourism promotion through Instagram social media are considering what content to post and promote and competition with destinations, especially with more aggressive promotional strategies or greater appeal.

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