

Marketing Strategy For Tour Operator on Social Media (Instagram) In Promoting Tour Packages To Tourist Attraction In Indonesia

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Abstract

Social Media has developed by its way as promotion tools many industries need, including tourism. Today many people don't need to look at magazine, TV Tourism Programs, etc to preview the place they plan to visit. Just sit in front of monitor, open the website and they find it! Many tour operators have been moving through social media in terms of promotion. Its simplicity and cheapness become a reason of social media to become tool to promote their package. Including Instagram, it's perceived to be one of the effective social media to promote tour package. This journal shows promotion strategies for tour operator on Instagram to promote tour packages by considering Strengths, Weaknesses, Opportunities and Threats of Instagram Tour Packages Promotion, and it results to 6 promotion strategies on Instagram.

Keywords : Social Media, Instagram, Tourism Industry, Promotion, SWOT

Introduction

Indonesia is the country with variety of people geographic and typology, which results to many potentials, including Tourism sectors (Adhanisa & Fatchiya, 2017). It's also supported by the advance of technology among community in Indonesia, where there are around 88,1 million Internet users in Indonesia. One of the fastest growing social media in Indonesia is Instagram. Instagram has 7% of 88,1 million Internet users in Indonesia. With this users growth, Instagram becomes a big opportunity for businessman to promote their business, including government who is promoting Indonesia (Atiko et al., 2016).

The use of Instagram as communication media for tourism is perceived effective compared to another conventional media, because Instagram has every features which support tourism promotion (Purnomo, 2018). Naturally people will evolve

expectation toward tourist attraction from previous experience, word of mouths, advertisement, etc (Kiráľová & Pavlíčka, 2015). And Instagram, as a social media which serves photography on it will effectively advertise information about tourist attraction to people by showing the picture of it in easy and fast way (Fatanti & Suyadnya, 2015).

Social Medias, including Instagram, play important role in information search, decision making and promotion (Xiang & Gretzel, 2010). Several years back, people who were planning to do travelling would look at TV programs, magazine, etc to search information they needed about destination they would visit. For the last 15 years, all those stuffs have been transformed into Internet travel websites and social media feeds. So, people will get information easily about their destination they want to go (Kim, Lee, Shin, & Yang, 2017). So that's why, this journal authors will like to explain how to promote tour package properly for tour operator on Instagram.

Promotion basically is vital tool for marketers to reach their market (Wong Ai Jean, Yazdanifard, Ai Jean α , & Yazdanifard σ , 2015), or it also can be said that a method to persuade people to purchase their money on things marketers are selling. W J Santon (2011) describes promotion as activities other than advertisement, public relation, etc are meant to fulfill customer demand and improve marketing performance. On the other hand, Phillip Kotler (2013) explains that promotion is diverse collection of incentive tools to reach greater purchase of particular product by customer or traders (Kanagal, 2013).

Promotion on Instagram has a meaning that we do a promotion by every features Instagram has provided to increase our sales and have a long-lasting communication with our customer. On Instagram we can also build a trust to customer when doing a promotion by giving several information such as detailed information on our profile, provide contacts which can be called, attach business partner (if we have), be a followers of well known public figure, post something beneficial, post a convincing photos and message delivery (Kurniawan, 2018).

In promoting tour package, tour operator must promote it properly. But remember that proper promotion must be conducted by selling the components of “fixed goods” or in the other words we sell the hotel, attraction, ticket, etc. And all those components we are promoting will be compiled by customer itself in the form of tour package. The indicators of the success of the promotion are number of asked information about our tour package and the number of increase of tourist arrival (Wijaya, 2008).

Method

To analyze strategies tour operator must do on social media, authors interviewed several people that have engaged in tour promotion on Instagram. Authors ask them about strengths, weaknesses, opportunities and threats of Instagram as tools to promote tour package. All their responses will be collected in SWOT Matrix.

SWOT Matrix is decision-making tools to define strategies taken based on maximizing strengths and opportunities and minimizing weaknesses and threats. Several steps to set SWOT matrix are (1) Inserting several strengths, Weaknesses, Opportunities and Weaknesses, (2) Matching S-O strategy where we use strengths factors we have for maximizing opportunity, (3) Matching W-O strategy where we fix weaknesses by taking advantages of opportunity, (4) Matching S-T strategy where we use strengths to prevent threats, and last one is (5) Matching W-T strategy where we fix weaknesses to prevent threats (Setyorini, Effendi, & Santoso, 2016).

Discussion and Result

The interview resulted several important points, the tour operators author interviewed described their opinion on SWOT of promoting tour packages on Instagram. The Results are:

1. Strengths:
 - Promoting tour package on Instagram is cheap compared to promote it on TV, newspaper and magazine.

- Spread of Information can be done easily
 - We can post it from Instagram through another social media platform
2. Weaknesses:
- Instagram is not effective to reach people aged above 50's
 - Instagram is only for Android users only
 - Our posts can be a spam
 - Privacy can be our problem
3. Opportunities:
- Instagram users in Indonesia are growing rapidly, especially from teenagers.
 - Indonesia has many unusual tourist attractions
 - There are a lot of Instagram accounts open to serve a promotion with a charge
4. Threats:
- Limited network in some areas in Indonesia
 - Increase numbers of competitors
 - Bad comments from fake accounts
 - Competitors sometime use our photos

We have gathered all points of SWOT on their categories, and this is the last part of this journal where we are going to match it all of points into strategy that tour operator must do in promoting tour packages on Instagram. All the strategies are based on S-O, W-O, S-T, W-T matching. And the strategies are:

1. Tour operator maximizes Instagram perfectly to spread information as the users in Indonesia are growing.

Instagram provides hashtag when we post there with popular hashtag, such as #tour or #tourism, it will be easy to be found by people. That's how we maximize it. And also showcase an interesting picture to hypnotize people use your service.

2. Advertising unusual tourist attraction in Indonesia is priority because it's cheap to advertise on Instagram.

Indonesia has 18.3017 islands and among all of those, there's hidden tourist attraction there due to lack of promotion. Tour operator must take a chance for this one. As what it is mentioned above that Instagram is effective communication media for tourism industry, where there's a new tourist attractions and it is posted on Instagram. If it's good it will attract people.

3. Provide information whenever there's a fake account giving bad reviews on our platform and it's fake to keep our customer's trustworthy.

Competitors sometimes play it dirty on social media. We can't expect them to play it fair on social media platform. When we promote our tour package then there's an account coming on our comments section and telling untrue bad things about our services to mislead users. Here, we have to be active to tell people that it's all fake and if we can, show people's impression about our services to keep customer's trustworthy.

4. As Instagram users are growing and it comes from teenagers, we persuade them to tell their parents that we have interesting tour package.

It's good option to reach people aged 50's years old. Around 89% Instagram users in Indonesia are aged 18-34. This shows how Instagram grows among youths, we can post something like "share this to your family!" or something like that so they will tell their parents. That's indirect way to promote packages to 50's years old people who most of them don't understand how to use smart-phone.

5. To avoid spam on Instagram, we can use a service from paid promote accounts. Positively with highest number of followers.

In Indonesia's media social platform, there are a lot of accounts open a paid promote. We can use their service to prevent spamming. Normally, accounts which open a paid promote will tell it on their bio and provide available contact.

6. Take care of our privacy by setting up our account as secure as we can to avoid attack from fake account or competitors use our photos.

There are few ways to do this, Instagram provides “deactivate comments on this post” that we can use to prevent unwanted comments or “report this post” if we notice others use our photo. But back to 3rd point to actively tell your customers about those fake.

Table 1. SWOT MATRIX OF INSTAGRAM AS TOURISM PROMOTION TOOLS

	Strengths : Promoting tour package on Instagram is cheap compared to promote it on TV, newspaper and magazine. Spread of Information can be done easily We can post it from Instagram through another social media platform	Weaknesses : Instagram is not effective to reach people aged above 50's Instagram is only for Android users only Our posts can be spam Privacy can be our problem
Opportunities : Instagram users in Indonesia are growing rapidly, especially from teenagers Indonesia has many unusual tourist attractions There are a lot of Instagram accounts open to serve a promotion with a charge.	S-O Strategies : Tour operator maximizes Instagram perfectly to spread information as the users in Indonesia are growing (S2, O1) Advertising unusual tourist attraction in Indonesia is priority because it's cheap to advertise on Instagram (S1, O2)	W-O Strategies : As Instagram users are growing and it comes from teenagers, we persuade them to tell their parents that we have interesting tour package (W1, O1) To avoid spam on Instagram, we can use a service from paid promote accounts. Positively with highest number of followers. (W3, O3)
Threats : Limited network in some	S-T Strategies : Provide information	W-T Strategies : Take care of our privacy by

areas in Indonesia Increase numbers of competitors Bad comments from fake accounts Competitors sometime use our photos	whenever there's a fake account giving bad reviews on our platform and it's fake to keep our customer's trustworthy (S2, T3)	setting up our account as secure as we can to avoid attack from fake account or competitors use our photos. (W4, T3, T4)
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Source: Author

Conclusion

Social Media has developed in its way as communication media and also something where today all businessmen need it for running their business, mainly for tourism industry. And Instagram, for tourism industry is one of the effective social media to promote tourist attractions. Just by one click and post (with several hashtag) everyone can see that.

But it doesn't mean, promoting on Instagram is assured to be success, it might be success to be accessible for anyone to see your photo. But the success to get their attention to use your tour package is depending on yourself. And we have all finally peeled promotion strategy tour operator must use based on SWOT analysis of promoting tourist attraction on Instagram.

This strategy doesn't only convey about how we maximize opportunity by strengths we have, but also we are told how we can prevent the weakness of Instagram as promotion tools and threat from competitors. So, this journal stirs your mind to consider the possibility of disruption from competitor that endangers your business.

Tourism Industry will never die, it will always grow because naturally human wants to visit exciting places to get through all their times with family, spouse, or their own. The advancement of technology opens the new gate for tourism industry, people can preview the place they are planning to visit exactly behind the monitor. And for tour operator, the cost of advertising is a bit saving since we don't really require as much as if we promote on conventional media.

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