

Social Media Effectivity on Community Based Tourism Marketing: Case Study in Kota Tua Jakarta

**Aldean Muharza^{1*}, Aldhyan², Basri Fahriza³, Reni Dian Octaviani⁴,
Dian Anom Baskoro⁵**

^{1,2,3,4,5}Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding Author: aldean.muharza@gmail.com

Abstract

Business method has developed and changed through decades. At the same time the information technology evolution starts and affects people's life, and also shapes the business methods as we seen today. One of IT evolution results in business is internet-based marketing trend and today it has divided into some kinds of internet-based marketing method. We are interested in finding out more about tourism's social media marketing, especially in Community Based Tourism, where a community tries to attract tourist to visit their local tourism sites with some attraction and gain profit from those tourists visit. From this paper we can conclude that social media has effective impact on maximizing visitors in Community Based Tourism due to the fact that most of the local community don't have a complex structure like a company or organization that can facilitate their marketing methods therefore they can introduce their product (attraction) to potential tourists, therefore the easiest way for them to introduce their attraction is by using the social media because of its wide range of coverage and its low cost.

Keywords: Tourism, Community based tourism, Community, Internet Marketing, Social Media

1. Introduction

According to ASEAN Community Based Tourism Handbook, Community Based Tourism (CBT) is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. Community based tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economic, social and environmental sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also involves community (and

external) support for small tourism enterprises, which in turn commit to providing support for community projects that improve collective well-being. However many expert stated that CBT is a suitable development model for maximizing the socio-economic benefits of tourism. Besides that, there are also a number of experts consider that the CBT has bad performance in marketing distribution (Tolkach & King, 2015).

Indonesia has many CBT site that provide mesmerizing and unique experience for the tourists. One of the most popular and has easy access is “Kota Tua” that located in nations capital, Jakarta. Kota tua or “Old Town” in english, is a national heritage site that managed and treated by Indonesian goverment, it is a relics of old batavia that developed by Dutch East Indies goverment in 1850. In Kota Tua, tourist can enjoy the atmosphere of old colonial architecture, and also there are some comunity of locals that can attract tourist everyday and become kota tua’s attractiveness such as, Jakarta traditional cuisine, *delman*, stone man attraction, museum, classic bike club, Indonesian history club, and many more.

Over year, the information technology has been developed and changed and even shaped the human way of life in many fields, including business marketing. Today business marketing methods have more impact and may penetrate more social level than any previous method, it was impacted by development of information technology development and also supported by social media, an internet-based platform that can make people connected each other anytime. Meriam Webster defined social media as a form of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). Social media has massive coverage area, according to statista, the number of social media user on 2017 is 2,46 Billion people or 31.5% of population worldwide is using the social media and in Indonesia, there are more than 96 million people using social media that time. With this massive social media coverage, marketers can easily reach their

potential buyer and convince them to buy their product. From the table 1 we can see the comparison between the most popular social media in the world and Indonesia according to *Statista* in 2016. The most popular social media in the world is Facebook, and then followed by YouTube, and the next is WhatsApp while in Indonesia the most popular social media is Facebook, Instagram, and Twitter.

Table 1. Comparison of World and Indonesia's most popular rank,
Source: Statista

World Wide Social Media Ranking	Indonesia Social Media Ranking
1. Facebook	1. Facebook
2. Youtube	2. Instagram
3. Whatsapp	3. Twitter
4. WeChat	4. Google+
5. Instagram	5. Path

Gulbahar & Yildirim in “*Marketing Efforts Related to Social Media Channels and Mobile Application Usage in Tourism: Case Study in Istanbul*” stated that mainly, tourism industry is known as information oriented and one of the top areas in this sense and it is adapting these social media channel and technological communication tools. There are sufficient results which underline those tourism marketers should not ignore the effects of social media in distribution of travel oriented information (Gulbahar & Yildirim, 2015).

In 2017, Rathore, Joshi, & Ilavarasan researching about “*Social Media Usage for Tourism: A Case of Rajasthan Tourism*” conclude that Social media comprises as an important component for online tourism domain in the context of planning trips through a search engine. The study provides the key value determinants to tourism department and marketers as well from opportunity perspectives. Using social media might make significant efforts in pursuing a number of alternatives. Thus, stakeholders in the tourism industry (e.g. marketers, departments) should focus on social media efforts to improve their information

reliability and services but they stated that their research is limited by considering only Rajasthan tourism as research context.

Kiráľová & Pavlíčka stated in their study that implementation of new media and technologies are crucial for survival. New media provides a less expensive approach to marketing for destinations and offers many opportunities for visitors' involvement in attracting potential visitors to destinations. Social media as a tool of tourism marketing more and more convince destinations marketers that they are an integral part of the marketing campaigns. By now, visitors do not trust advertising that focuses on the advantages and special features of the destinations. Visitors require a personal approach, intelligent, creative, interactive, communication and messages including empathy and emotions. They want to participate in the creation of tourism products and want to buy based on relationship. Social media can help destinations to remain competitive if they present interesting content, use creativity and support and motivate interactive communication.

In this research, we aim to find out how effective is social media on marketing of CBT that represented by Kota Tua Jakarta, we took kota tua as research location because of kota tua meets the CBT definition that stated in ASEAN Community Based Tourism Handbook. We want to look for how effective social media can influence tourists deciding their destination and choose kota tua as one of their destination because as we know kota tua as a community-based tourism sites, according to previous research that stated CBT has lack performance in marketing and distribution (Tolkach & King, 2015), but on another research we found out that social media can affect the tourism, especially on tourist destination choice because of it wide coverage and beside that, tourist preference approach has been changed today, where they require personal and relationship approach (Gulbahar & Yildirim, 2015; Kiráľová & Pavlíčka, 2015). We think this preference is appropriate with CBT concept.

2. Method

In line with previous research from Bestriandita & Widodo, For the effectivity of social media in community-based tourism marketing measurement, we used *EPIC Method* with dimension and indicator shown on table 2.

Table 2.

Source: Efektivitas Iklan Melalui Jejaring Sosial Sebagai Salah Satu Strategi Pemasaran Keripik Pedas Maich

Dimension	Indicator
Empathy	Emotion, Relevancy, Brand Affinity
Persuasion	Tourist Responses, Affect to destination decision & Interest
Impact	Involvement
Communication	Key Message Impression, Clarity

In various study about social media promotion effectivity, *EPIC Method* often used as the measurement method. This method was developed by A.C Nielsen Company, a professional advertising analyst company which consisting four critical dimension such as *Empathy*, *Persuasion*, *Impact*, and *Communication*.

The *Empathy* dimension indicator must be questioned the audience of how well the promotion they seen improve the brand affinity and according to J.Paul Peter and Jerry C.Olson *Empathy* involve affection and cognition of the consumer. Affection and cognition refer to two type of psychological response to stimulation of environment and events that take place in other way. *Empathy* in EPIC method is the effect if the advertise can be effect to brand affinity, therefore people can know easily about the product and with the *Empathy* it can make people buy or use the product which in advertise

Persuasion Dimension is to inform what was given by the advertise and to make the brand affinity stronger, thus the advertising can make consumer buy the product and increase the attractiveness of brand itself (Durianto, 2003:87), persuasion make consumer re-think about the brand because like Peter and Olson said. Persuasion is the change of trust, and desire to behave because

communication of promotion, Persuasion process determine based on consumer involvement in product message

Durianto in et al in "*Invasi Pasar Dengan Iklan Yang Efektif*" stated that *Impact* Dimension shows if one brand can stand out another brand in same category and is the advertise can attract the consumer attention, in this dimension we can compared one and another brand who have more brand awareness thus people can easily recognize the brand

Communication dimension gives information about the ability of consumer to remember, understand, the message in advertising. Communication make the consumer can understand about the product more detail, with communication people can know more detail about the product itself, in our research mean in communication people can know detail and make sure about the information of the tourism site is right and understandable.

In our case Empathy can be considering in brand affection on the tourism site, is that place can be easily recognize by people or not, and in empathy if the advertising successful it can make tourist to visit the tourism site, on Persuasion we will see if the advertising can make the brand more powerful with the advertise that can change the mind-set therefore more tourist will visit the tourism site, in *Impact* we can see the effect on social media advertising, is it take effect on the tourism site or not, because in this era social media can easily make something viral, with that advantage the CBT can be easily recognized if the advertising in social media successful, and in the *Communication* it is important to give a clear message to the tourist in advertising, because we need to include an information about the tourism attraction itself in good way and have a key message to it thus the tourist can easily understand about the message

Because of our time and resource are limited, we tried to take several samples as research object. Determination of samples in this research was reefer to Husein Umar opinion, he stateed that the minimum samples number is at least 5 times of the indicators. In this research, the number of indicators is 11, thus the samples must be at least 55 tourist, but we use 70 respondent in this research. The

data has been collected through a questionnaire which fulfills the *EPIC* Indicator. The population of this research was *Kota Tua* visitors. We use the probability sampling to collect the data, therefore we asked random tourists to fill the questionnaire.

The questionnaire consists of 2 sections which are Respondent personal data and statement based from *EPIC* Indicator, which is *Empathy*, *Persuasion*, *Impact* and *Communication*. For the measurement we are using the *Likert Scale* to measure the respondent perception of each *EPIC* Indicator because according to Sugiyono, Scale is a rule that is used as a reference to determine the interval of measurement instrument therefore it can be used as measurement and generate quantitative data. Sugiyono stated that *Likert Scale* is suitable to measure human attitude, opinion, and perception on social phenomenon. In *Likert Scale*, we may measure the sample perspective to the statement that is based on *EPIC Indicator* to see their reaction to the social media on planning a trip to some tourism sites using a scale from 1 to 5 and for the calculation of the score for each indicator, we have to calculate the interval of the scale with the formula shown in figure 1 to see the right scale for measuring the *EPIC Rate*.

$$\text{Score Interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Highest Score}}$$

Figure 1, Interval calculation formula, source: Analisis Perbandingan Efektivitas Iklan Menggunakan EPIC Model Terhadap Mahasiswa UII Yogyakarta

Since our scale of measurements is 1 to 5, therefore the calculation of scale interval is shown in figure 2, where the result is 0,8 and we can see continually the measurement scale in figure 3.

$$\text{Score Interval} = \frac{5 - 1}{5} = 0,8$$

Figure 2. interval calculation result

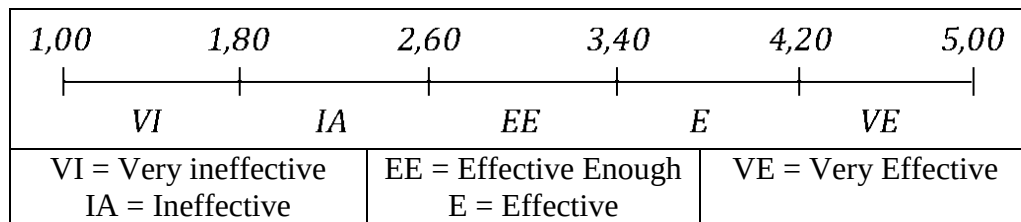


Figure 3. Measurement Scale

To ensure this research is valid and reliable, we had the validity test and the reliability test with SPSS software.

3. Discussion and Result

From the data we collected on our observation in *kota tua*, as shown in the table 3, we can see the average score for each *EPIC* Indicator score, where the *empathy* indicator average score is 3,739, *Persuasion* Indicator average score is 3,257, *Impact* Indicator is 3,7, and *Communication* Indicator is 3,662 thus average of indicators is 3,590. according to the measurement scale, the score showing that based on *EPIC* method, the social media is effectively increasing the marketing performance of a community-based tourism site, thus we can see the *EPIC* position that shown on figure 4.

Table 3. EPIC Rate Calculation

Indicator	Item No	Item Average	Indicator Average	Total Average
Empathy	1	3,972	3,739	3,590
	2	3,507		
Persuasion	3	3,958	3,257	
	4	3,085		
	5	2,972		
	6	3,014		
Impact	7	3,563	3,700	
	8	3,437		
	9	3,099		
Communication	10	3,944	3,662	
	11	3,380		

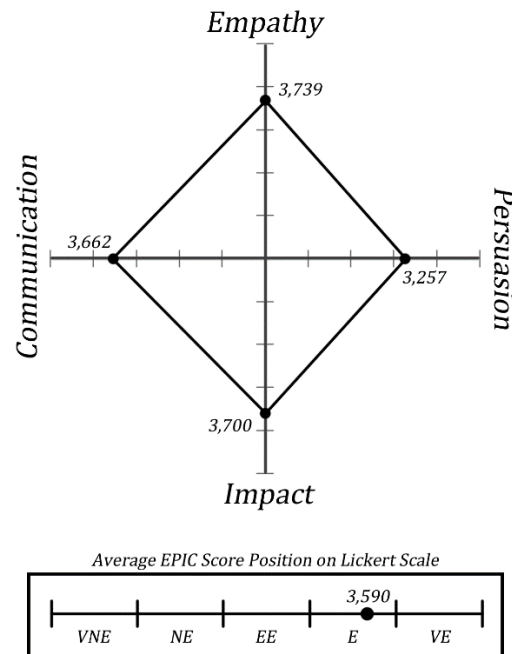


Figure 4. Epic Position

To make sure the Validity and Reliability of the data, we used the *SPSS* Software to analyse the data, and we found out that all of the statement in our questioner is valid, because as we see in table 4, all of the questioner item's *Pearsons correlation* score has surpass its R table value, so are the reliability test on table 5 shown that the alpha has surpass the R value, therefore all of the questioner items are reliable and has shown correct result of the analysis.

Table 4. Validity test result

Indicator	Item	Total	R	Conclusion
Empathy	1	.564**	.235	Valid
	2	.345**	.235	Valid
Persuasion	3	.462**	.235	Valid
	4	.640**	.235	Valid
	5	.441**	.235	Valid
	6	.534**	.235	Valid
Impact	7	.552**	.235	Valid

	8	.738 ^{**}	.235	Valid
	9	.420 ^{**}	.235	Valid
Communication	10	.442 ^{**}	.235	Valid
	11	.281 [*]	.235	Valid

Table 5. Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0,684	11

4. Conclusion

From this research we can conclude that the social media has bring a positive impact to CBT sites visitors, the social media has effectively convinced the tourist to visit kota tua. The most effected indicator is *Empathy* where the epic score is 3,739 with the highest score is statement number 1 which the statement is the respondent prefers social media promotion than other promotion method, therefore the community should publish more activity in social media in order to gain more visitors.

Government also must facilitate the sites so that can attract more tourist to the sites where CBT take place, because without serious attention from the government as regulator, the CBT system won't work properly. The government can provide some facility that related to social media promotion like adding more photo spot or utilize existing facilities thus the visitor will be attracted and share their experience on the site through the social media. Thus, it was the community and government task to enhance and intensify social media exploitation to maximize it utilization, therefore more visitor visits kota tua considering that the CBT sites does not have any professional marketing power that exist in usual tourism sites, besides that social media surely can attract more visitors in every tourism site type.

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