

## **Utilization of Instagram by Glamping Legok Kondang Ciwidey as a Promotion Media during the Pandemic**

**Anisa Diniati\*, Aqida Nuril Salma, Martha Tri Lestari, Ni Luh Putu  
Febriyanti Suntari Devi, Cassey Adela Tasliman**

*Universitas Telkom*

*\*anisadnt@gmail.com*

### **Abstract**

This research aims to describe how social media Instagram that tourism industry players, and the tourists use during the pandemic, can be utilized as a promotion tool so that more people will be interested in traveling again, especially in the era of the new normal. This research uses a qualitative approach with descriptive research type and data collection techniques carried out through in-depth interviews with one key informant, non-participant observation, and document study. The results show that in carrying out its promotion, Glamping Ciwidey utilizes some features of social media Instagram and emphasizes certain content to attract the attention of their target audiences. In modifying the audiences' behavior, they optimize the ability of the influencer that was involved in building brand awareness and the interest of tourists' attraction and maximizing the features of posting and reposting content from the influencers also visitors through Insta Story and Instagram Feeds. In providing the information such as product knowledge and persuading the audiences to be interested in visiting, they utilize some of Instagram's features and emphasize the digital content creation, such as activities and the view around there, the implementation of health protocol, infographic, and repost content.

**Keywords:** Nature Tourism, Promotion Media, Social Media For Tourism Marketing

## A. Introduction

Before the pandemic of Covid-19, tourism was an industry sector that could give Indonesia the highest foreign exchange contribution. Minister of Tourism and Creative Economy in 2020 Wishnutama said that the realization of foreign exchange from the tourism sector in 2019 reached Rp 280 trillion with 16.3 million foreign tourist visits (Kontan.co.id, 2020). If we put a sequence along with the other nine industries, the tourism sector in 2019 became the second largest foreign exchange earner in Indonesia after palm oil exports. This certainly becomes a great opportunity for employment creation and the local economy because the number of workers in this sector reaches 13 million people.

At that time, Wishnutama predicted the loss of the Indonesian tourism sector due to Covid-19 being around IDR 45.8 trillion (Dkatadata.co.id, 2020). In more detail, metadata.co.id shows the accurate data from the Ministry of Tourism and Creative Economy that there are 10,946 affected tourism businesses throughout Indonesia; as well as 207 tourist villages in 19 provinces; 30,421 tourism workers have been laid off; 6,724 tourism workers were temporarily laid off, and 38 of the informal sectors were dragged along. This shows that the tourism industry is included in one of the high-impacted sectors and has the opportunity to reduce foreign exchange.

Referring to the facts and data that have been presented above, of course, it is not enough if only the government takes a step to "heal" the Indonesian economy. Although it moves slowly, the tourism industry itself needs to move to help stabilize Indonesia's Indonesia's foreign exchange again without exception for nature tourism. Even though the Covid-19 pandemic is not over yet, one thing that cannot be ignored is that Indonesia, with all its wealth and natural beauty, has the potential to develop its tourist destinations. One of the types of Indonesian tourism that is most in demand by both local and foreign tourists is nature tourism. It is proved that after the Governor of West Java declared over the PSBB regulations, Legok Ciwidey Bandung natural tourists slowly attracted high interest from domestic tourists. The fact-finding results by the author completed in early July 2020 showed that until the end of the year, they received many room reservations; even certain room types were fully booked until 2021. In contrast, if we observe that the pandemic is not done yet, it tends to increase every day.

High tourist interest in recreation, especially in the new normal era, makes the tourism sector must be prepared to receive visits. They must be able to adapt to new habits or AKB (Adaptasi Kebiasaan Baru) if they want to restore their business economy. Likewise, tourists must be able to adjust the health protocols arranged, both by the government and business actors. From the interview results, Glamping Legok Kondang is currently implementing the AKB by prioritizing the health of its employees and conducting continuous training related to health protocols.

"So, the first step has to prepared is the health of our employees; we make sure our employees are healthy, because we located in the village, we keep educating the knowledge about Covid-19 to the local people, also about the new normal of the tourism. So, the first thing we have to do is educate our employees while educating ourselves. As well as the owner, several times, attend a colloquium from the government about the Covid-19. Then, preparing for the visitor's attendance, we prepared stock for the medical tools such as gloves, masks, hand sanitizers, fogging devices, and disinfectants. So, if the employees are on duty, they must wear a mask." (Result of the interview with Wanda, Manager Assistant of Glamping Legok Kondang Ciwidey).

Facing the new normal, Deputy Assistant of Regional Development Infrastructure, Deputy of Infrastructure and Transportation, Coordinating Ministry for Maritime Affairs and Investment, Djoko Hartoyo encourages actors in the tourism sector to carry out different promotional strategies. One of them is strengthening human resources and improving digital infrastructure (Badan Pengembangan Infrastruktur Wilayah (BPIW) Kementerian PUPR, 2020). If before the new normal, the value that was expelled by human resources for tourist attractions was competence and friendliness, especially in serving visitors, but when entering the new normal, health knowledge became important to be put forward by all existing human resources. Strengthening human resources through health knowledge is certainly not only beneficial for the visitors served, but with the awareness of human resources to maintain personal health, undergo regular health checks, and be disciplined in implementing health protocols, this will become a promotional platform to attract tourists.

In addition to strengthening human resources, the tourism industry also needs to improve its digital infrastructure, considering that their stakeholders involve all levels, not only involving residents as superior human resources but also needing attention from the government as policyholders, tourists as the target audience, also the media as a forum for the promotion and conveying information. Therefore, the readiness of the tourism sector during the Adaptation of New Habits must be balanced with the development of digital infrastructure so that the potential for natural tourism that is being developed can emerge.

In this critical period of handling Covid-19, the support of a mature information and communication technology platform can support efficiency, speed of information delivery, affordability, and transparency (Kominfo Next, 2020). As social media and one of the information and communication technology platforms, Instagram has enormous potential as a promotional medium in the nature tourism sector during the pandemic. Before the Covid-19 pandemic came, Legok Kondang Glamping only relied on word-of-mouth techniques, coverage from mass media, and Instagram content that they created as promotional media. For them, this method has succeeded in attracting the interest of local and foreign tourists around Asia, such as Singapore, Malaysia, and the Philippines; many have

visited there. They believe that the natural idea and concept of Glamping is their reason for visiting and creating opportunities as repeater guests.

Why is promotion through social media important? Because the media consumption of Indonesian people is large compared to other countries, social media management is the most important part of a company. Research results from We Are Social, in collaboration with Hootsuite, stated that in 2022 there were 191.4 million social media users in Indonesia, and Instagram became the second most popular social media in Indonesia after Facebook. The results of the research state that Facebook, Instagram, and Twitter are currently the most widely used platforms by companies as channels to communicate about products and services as well as other content that boosts the company's reputation (Arief, 2020).

During the pandemic, Glamping Legok Kondang consistently uses Instagram as a medium to get closer to their potential tourists. Based on their observations, they use several tactics to promote through content uploads on their Instagram accounts, where each of these uploads has quite good engagement. From uploading content related to superior facilities to content, they repost uploads from tourists and visiting influencers. Indeed, the promotion of tourist attractions through Instagram can be done by tourism industry players and by the participation of tourists who visit directly. This is interesting because, during their visit, not a few tourists flocked to tag the official Glamping Legok Kondang account on their accounts, thereby increasing interest in other potential tourists. Glamping Legok Kondang Ciwidey realized this issue, so they intensified the use of Instagram as a promotional medium. Nature and a touch of Glamor Camping as the leading commodity of Glamping Legok Kondang are in the spotlight to be used as promotional content on their Instagram.

Glamping Legok Kondang as an actor in the tourism industry has created an Instagram account @glamping\_ciwidey since October 2012, and now the number of its followers is 141,000, with a total of 1,976 posts. Based on the researchers' observations, the content uploaded by Glamping Legok Kondang is not only content that they create themselves but also much content that they re-upload (repost) from the uploads of visiting tourists. The most interesting is when Glamping reposts visitors' content and uploads content that features superior facilities; the upload gets more likes, and positive comments, so many Instagram users are hunting for price lists. This shows that the massive use of Instagram has become the main promotional media for tourist attractions, especially in Indonesia.

The advantage of Instagram is that it provides a feature of displaying photo galleries compared to other social media, making changes in people's behavior towards self-awareness to display various things documented in the form of photos. The need for Instagram requires someone as a need to devote themselves to photo documentation with a description (Setyowati et al., 2018).

The public's self-awareness in making behavior changes due to the stimulus from the features offered by Instagram in the form of uploads is a form of response to what they see, feel, and hear about their environment. A social media user experiences natural changes due to the influence of influencers whom he considers to be his trusted sources. The influencer can be anyone, starting from his friends or relatives or people in his environment whom he thinks can be trusted.

The audience's habit of spending much online time finding the various information they need is why influencers are one that companies are looking for and predict as the next big thing! According to data from LinkedIn, from 2005-to 2015, the average number of journalists and PR jobs decreased by 14%, replaced by social media and content, which increased by 30%. In this case, content and social media are influencers (Abdullah, 2019).

The public knows the city of Bandung itself as an "urban tourism" with the potential for tourism, culinary, and fashion attractions. Bandung's tourism potential, according to the Strategic Plan of Department of Culture and Tourism Bandung City 2013-2018, consists of better accessibility conditions to the city of Bandung; the level of people's creativity, and entrepreneurs of the City of Bandung in creating products that are unique and highly competitive, thus earning the nickname as the Creative City; the image of Bandung as a shopping and food paradise; high interest of investors in the construction and development of tourist facilities; the number of tourism industries/services to meet the needs of tourists in the city of Bandung; the carrying capacity of the climate, atmosphere and the number of tourist attractions in the city of Bandung that attract tourists; information technology support as a tourism information facility in the city of Bandung; the existence of regulations regarding tourism in the city of Bandung; and the number of tourism events. The high interest of domestic and international tourists who travel to Bandung shows that Bandung is now a tourist destination that is quite attractive. This encourages economic growth in the city of Bandung from the tourism sector and encourages the emergence of unique culinary and lodging places- one of which is Glamping Legok Kondang with the concept of Glamor Camping.

## **B. Literature Review**

### **Tourism Communication**

The field of tourism communication studies consists of several fields, while the field of study in this research focuses on Tourism Communication Marketing (TMC). TMC examines the whole in the context of marketing communications. This field of the study explains the 4Ps, 7Ps, communication mix, marketing mix, and things about TMC. According to Widokarti & Donni (2019), communication has several strategic functions, where the tourism communication function is related to (1) Information. Tourism communication functions to collect and store

data, facts, messages, and opinions related to tourists and potential tourists so that business people in the tourism industry can know various conditions and changes in the tastes and preferences of tourists and potential tourists; (2) Socialization. Tourism communication serves as a socialization tool that makes it easier for business people in the tourism industry to interact directly with tourists and potential tourists. The socialization process will be easier; (3) Motivation. Tourism communication is a motivation that encourages tourists and prospective tourists to behave in a certain way by what is desired by business people in the tourism industry. Through good communication, tourists and potential tourists will be well motivated towards business people in the tourism industry; (4) Integration. Tourism communication creates integration, meaning that communication can bridge the differences between tourists and potential tourists, between business people in the tourism industry and tourists and potential tourists. Marketing communication can build understanding; (5) Innovation. Marketing communications encourage innovation. Innovation exists because of the needs and desires of tourists and prospective tourists in promoting the birth of businesspeople in the tourism industry who are high-performing and competitive to the needs and developments of the times.

### **Promotional Activities as Tourism Marketing Mix**

According to Widokarti & Priansa (2019), marketing talks about products, product prices, distributing products, and communicating products to the public so that the product is known and purchased. To share the product, it is necessary to develop a strategy known as the promotion mix strategy, which consists of four main components: advertising, sales promotion, public relations, and personal selling. Promotion is an element used to inform and persuade the market about products or services that are new to the company, rights by advertising, personal selling, sales promotion, and publicity. According to Yulianto & Putri's (2021) Strategy for developing the attractiveness of a tourist, the village can be done by choosing a combination of strategies based on the identification and value weighting of the elements of strength, and weakness, opportunities, and threats. The combination of strategies can be obtained by bringing together all factors, ranging from strengths and opportunities (S-O), weaknesses and opportunities (W-O), strengths and threats (S-T), and weaknesses and threats (W-T).

### **Social Media Marketing in Tourism**

Social media marketing is a new type of marketing activity carried out by social media and commodity companies in the context of the Internet with the help of user participation and user social capital (Wei, 2019). With infrequent interaction on social media platforms, the relationship between commodity enterprises and users is strengthened. At the same time, social media can also create a pro-people image and good reputation for the enterprise, improve the

trust of potential users in the enterprise's products, and thus increase commodity sales and promote the enterprise brand (Xiaoluan, 2021). Leung et al. (2013), through their research explaining the influence and use of social media in visitors' decision making as well as in tourism operations and management, have been widely explored in tourism and hospitality research as one of the "megatrends" that have dramatically altered the tourism system. Research findings thoroughly demonstrate the strategic importance of social media for tourism competitiveness.

### **C. Research Methodology**

This research uses a postpositivist paradigm that relies on the ability to observe the object under study directly. According to Creswell (2013), postpositivism sees research as a series of logically connected steps, believes in the diversity of perspectives of the participants on a single reality, and supports precise and thorough methods of data collection and data analysis.

The approach used is a qualitative approach with a descriptive type of research, where the findings to be studied cannot be achieved by using statistical or measurement procedures. Research results are presented using data obtained from in-depth interviews with one key informant, non-participant observation, and document study, and then presented in narrative form. Ruslan (2013) explains that the qualitative approach is expected to produce an in-depth description of speech, writing, and behavior that individuals, groups, and communities can observe, certain organizations in a particular setting context studied from a complete, comprehensive perspective, and holistic.

The researchers conducted a triangulation technique to test whether the data obtained from the beginning to the end of the study were valid. Researchers check data with the same source in technical triangulation but with different techniques. This check uses data obtained through interviews, observations, and document studies that researchers have carried out.

### **D. Result**

Enjoying the sensation of a vacation in nature by camping is now getting more accessible. In the past, camping was identical to the hassle of building tents and campfires, being bitten by mosquitoes, being the target of wild animals, and being only reached by a particular group of people. Many resorts present tourist attractions that give visitors the feeling of being on vacation in nature while being secure and comfortable. That shows that outdoor tourism with the concept of camping becomes the target of tourists. Glamping Legok Kendang is one of the first natural attractions in West Java (Ciwidey, South Bandung) that can present the concept of five-star luxury camping.

Glamping combines 'Glamour' and 'Camping' with luxury or camping activities with comfortable and luxurious facilities. "Glamping derives its name from Glamorous Camping, a form of camping involving accommodation and

facilities more luxurious than those associated with traditional camping" (goglamping.net). Many people want to enjoy the natural environment by camping, but they do not want to be troubled with preparations like building a tent and burning a campfire.

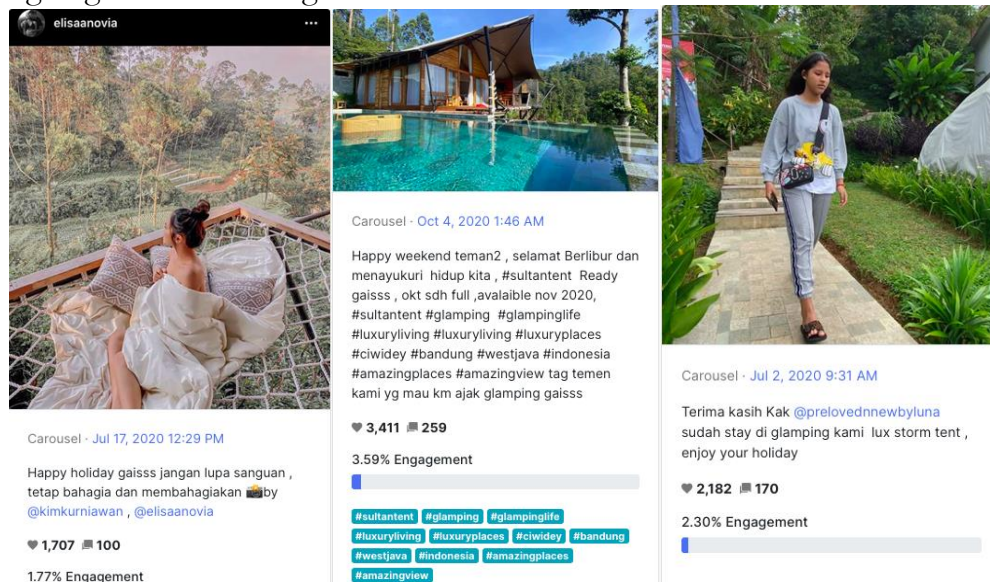
Glamping Legok Kondang Ciwidey was one of the first resorts to implement the concept of Glamour Camping. This natural tourism was established in 2012. Legok Kondang itself is taken from the name of a village in the Ciwidey area. Legok means valley, while Kondang comes from the tree's name, the Kondang tree. So, the meaning Legok Kondang is a valley that has many famous trees, and Glamping Legok Kondang is Glamping located in Legok Kondang Village. Glamping Legok Kondang be shortened to Glamping LK.

The concept of glamping that they apply refers to the idea of Glamping in Africa as the originator of the concept of glamping for the first time, considering Africa is synonymous with safari tourism. The idea of establishing Glamping LK originated from one of the nature lovers who often camp. For him, camping can be enjoyed, but not everyone likes camping because of the conditions. While camping is certainly not as comfortable as sleeping on a mattress, there are also difficulties finding or making food, building tents, campfires, etc. Starting from his personal experience, he wanted to introduce a new type of accommodation, especially in Indonesia, in the middle between camping grounds and hotels, namely Glamour Camping. Based on the researchers' observations, the natural conditions in Glamping LK can bring tourists to enjoy the feel of real camping because the tourist location they choose in Legok Kondang Village feels like a natural forest. In addition to the sense of camping, the nuances of glamour can be enjoyed from various hotel facilities that can be supposed when entering the tent.

The target of Glamping LK tourists is the type of mid-centris tourist: young to adult age, family groups, middle to upper-middle class, and those who like natural tourism. In the world of tourism, there are three types of tourist targets: allo-centris, mid-centris, and psychometric. Psychometrics is the type of tourist who does not want to get out of their comfort zone. For example, tourists who are used to sleeping on a comfortable spring bed should become tourists again. Allo-centris is the type of tourist who wants to get out of his comfort zone, so even in his house used to live a luxurious life, he would not be a problem if traveling to natural places. In contrast, Mid-centris is a type of tourist who falls somewhere between Psychocentric and Allo-centris, a tourist who enjoys the camping experience but wants to be practical.

Before the Covid-19 pandemic, tourists who often came to Glamping Legok Kondang comprised 60% of regular family guests and 40% of group guests or corporate and gathering guests. During the current pandemic, based on an interview with Melia Wanda, Assistant Manager of Glamping LK, tourists who visit dominantly are young people, young couples, and family groups. Then what is the promotion method they do during the current New Habit Adaptation

period? Based on researchers' observations, Instagram has become a medium that they use to grab the attention of prospective tourists. Uniquely, prospective tourists are interested in specific content uploaded by the official Glamping LK account. For example, uploading every traveler who tags the @glamping\_ciwidey account and Glamping LK reposts the content shows a reasonably high engagement compared to other content uploads. For example, Glamping LK re-uploaded some posts from Kim Kurniawan (@kimkurniawan) and his wife, Elisabeth Novia (@elisaanovia), at Glamping LK while on a babymoon, then repost received quite a lot of likes and comments from netizens. Comments given are not only in the form of questions about room prices or room availability in a certain period, but many netizens who mark (tag) their friends in the comments field. It shows the beauty or uniqueness of tourist locations or tricks their friends into going on vacation together.



**Figure 1.** Uploaded contents by @glamping\_ciwidey that are related to the results of repost on the Instagram account of tourists during the pandemic  
Source: Instagram account of @glamping\_ciwidey

The main thing to note in promoting through Instagram social media is the company's ability to create compelling and persuasive messages to attract the attention of prospective consumers. A persuasive message can convey the promotional purpose well. According to Rangkuti (2009), the company conducts promotions because it aims to inform and convince consumers about the existence and benefits of the product. In addition, the promotion aims to increase sales, either in the form of goods or services.

Promoting products and services through social media is becoming increasingly essential. Because when consumers can be convinced and successfully persuaded by social media sales promotion content on the brand page, their

perception of the hedonistic and functional image will be positive and profitable (Raji et al., 2019). In addition, sales promotion content is a type of communication that is considered essential to developing brand image through integrated, fun, interactive, and trial-inducing content. Another critical point that theorists have put forward about the importance of sales promotion is that sales promotion content can differentiate a brand from its competitors and communicate the unique attribution of a brand to improve its image (Raji et al., 2019).

## **E. Discussion**

According to Rangkuti (2009), generally, the promotion carried out by the company must be based on four objectives, namely behavior modification, providing information, persuading, and reminding. In behavior modification, companies try to change their opinions, interests, and encouragement to their target audience's loyalty regarding the company's goods or services. In this case, Glamping LK is trying to modify the behavior of its target market by utilizing influencers and loading certain content on its Instagram accounts. The ability of influencers to build brand awareness and interest makes their role more popular and can be used as an opportunity for Glamping LK to attract tourists. It is supported by a quote stating that brand awareness in an agency in creating consumer understanding is done through influencers who have their uniqueness and attractiveness, equipped with their approach style (personal branding). Of course, the information still contains clarity of important or main things that need to be known to affect their followers (Septiani et al., 2018). The statement strengthens that the formation of personal branding on social media can benefit the business world. Such as companies inviting influencers who have personal branding and a good character following the brand or company to promote (endorsement) their goods or services through content (Efrida & Diniati, 2020).

Influencers that they have been using can build the credibility of a group of fans. The evidence comes from the increase in the number of followers on the official accounts @glamping\_Ciwidey when several influencers visit to enjoy the place's natural beauty. Some posts are seen with various likes and positive comments. It shows that influencers can manage and connect the company with its target audience.

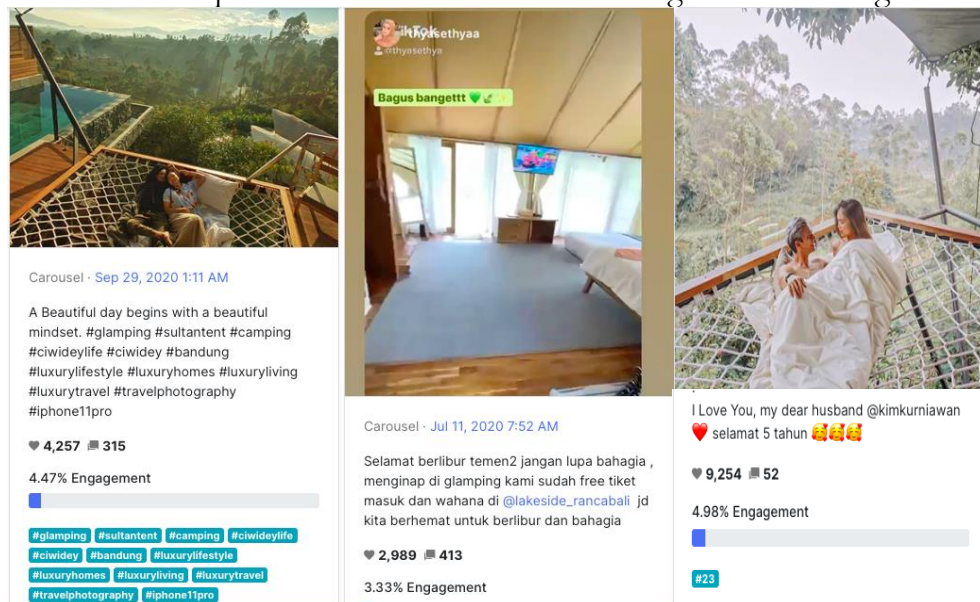
Influencers have influence and are followed by many people on the internet. Their speech is used as a benchmark to understand the industry they are in. Influencers themselves are diverse. They can be bloggers, vloggers, journalists, academics, professionals, celebrities, or even ordinary social media users with a certain number of followers (Abdullah, 2019). Compared to celebrities or artists, influencers who come from ordinary people are more considered "authentic" and "organic" or look more natural to get an audience's attention.

In the study results, Anjani & Irwansyah (2020) stated that a study confirmed that 92% of consumers said that they believe their word of mouth

recommendations, relatives, friends, or influencers more than any other type of advertising. 70% of teen YouTube subscribers trust the opinions of influencers more than traditional celebrities. Moreover, 81% of marketers who have used influencers as a marketing activity consider it effective. Influencers are the fastest-growing channel in online marketing and the fastest-growing tool for gaining customers.

Promotion by way of behavior modification can change the opinion of a tourist to make them loyal to visit or even promote the tourist location to others through posts on his personal Instagram social media account. It can happen because social media advertising and social media sales promotion content can influence the decision-making process. It is used to increase brand acceptance, leading to different consumer behavioral responses and intentions, such as intent to buy and brand preferences (Raji et al., 2019). Therefore, through advertising videos, text, images, and other original and creative information posted on social media by brand managers, a hedonistic and functional brand image can be enhanced in the minds of consumers. (Raji et al., 2019).

The three images below are examples of posts related to Glamping LK with a reasonably high engagement compared to other posts. The results showed that glamping LK repost posts from visitors who provided their interests for the audience to engage in direct interaction through comments, likes, and follow activities. According to (Yunus, 2019), building communication and involving followers is how businesses can increase brand awareness. Therefore, Glamping LK is also active in establishing communication with consumers by replying to comments on feeds or questions from the audience through direct messages.



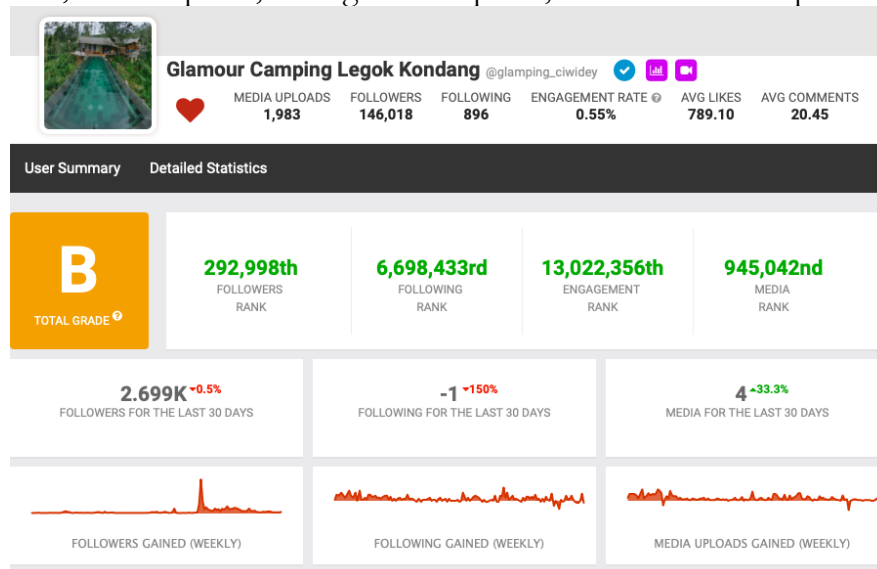
**Figure 2.** Reposted content by @glamping\_ciwidey (left and center) and a post by visitor on his personal account and tagged account of @glamping\_ciwidey

Source: Instagram account of @glamping\_ciwidey and @elisaanovia

## Utilization of Instagram by Glamping Legok Kondang Ciwidey as a Promotion Media during the Pandemic

Based on the researchers' observations, the Instagram features they use impact high engagement positively. Data from Social Blade shows that the engagement rate of @glamping\_ciwidey Instagram accounts was at 0.84%, with Grade B and the increase in followers up and down. The Grade B indicated by the Social Blade device shows that they are very actively uploading content on their Instagram, both through feeds and Insta stories. Grade B can also be viewed by the number of followers and insights it generates. It shows that Instagram social media used by Glamping LK Ciwidey can be used as a means to promote their products.

Considering the concept of glamour camping is not yet known by many people, and the pandemic situation is not yet over, so to target its target market, Glamping Legok Kondang is promoting the provision of information through Instagram social media. In addition to behavior modifications, promotions by providing information through Instagram accounts are also carried out by Glamping LK. They are trying to build product knowledge. Promotional activities inform the intended consumer about a product, such as price, quality, buyer terms, product usability, privileges, and other information. According to Hidayah (2019), to be consumed by tourists, of course, tourism destinations urgently need to provide various offers in the form of products. So that prospective tourists know the product, it is necessary to spread good information to the target audience. What is mentioned by the Hidayah is a function of marketing communication that plays a very important role in making tourism destinations visited a lot. At least tourism destinations need to pay attention to the consumption process before the product are; consumption, during consumption, and after consumption.



**Figure 3.** Engagement rated data & grade Instagram @glamping\_ciwidey  
Source: www.socialblade.com

## Utilization of Instagram by Glamping Legok Kondang Ciwidey as a Promotion Media during the Pandemic

INSTAGRAM STATS SUMMARY / USER STATISTICS FOR GLAMPING_CIWIDEY ( 2021-05-10 - 2021-05-23 )							
DATE		FOLLOWERS		FOLLOWING		MEDIA	
2021-05-10	Mon	–	144,000	–	900	–	1,979
2021-05-11	Tue	+46	144,046	–	900	–	1,979
2021-05-12	Wed	+36	144,082	–	900	+3	1,982
2021-05-13	Thu	+60	144,142	-1	899	–	1,982
2021-05-14	Fri	+114	144,256	–	899	–	1,982
2021-05-15	Sat	+116	144,372	+1	900	–	1,982
2021-05-16	Sun	+109	144,481	-2	898	–	1,982
2021-05-17	Mon	+150	144,631	–	898	–	1,982
2021-05-18	Tue	+165	144,796	–	898	–	1,982
2021-05-19	Wed	+134	144,930	–	898	–	1,982
2021-05-20	Thu	+164	145,094	-1	897	–	1,982
2021-05-21	Fri	+158	145,252	-2	895	–	1,982
2021-05-22	Sat	+151	145,403	-1	894	–	1,982
2021-05-23	Sun	+169	145,572	+1	895	–	1,982
Daily Averages		+84		–		+1	
Last 30 days		+2,520		–		+30	

**Figure 4.** Summary of Instagram statistics / Instagram user' statistics  
@glamping\_ciwidey (10 Mei 2021 – 23 Mei 2021)  
Source: [www.socialblade.com](http://www.socialblade.com)

Based on the research results, Glamping LK has implemented the function of marketing communication well. Their consumption processes are carried out through digital platforms, ranging from WhatsApp, official websites to Instagram social media. First, before the product or tourist location is visited, they actively promote it through Instagram social media. Researchers conducted observations from July 2020 to April 2021, with a significant increase in followers. As of July 2020, they had approximately 87,000 followers with different posts on each post, and as of April 2021, they had 141,000. Glamping LK utilizes Instagram features such as Insta Story, Highlights, Feeds, and IG Live.

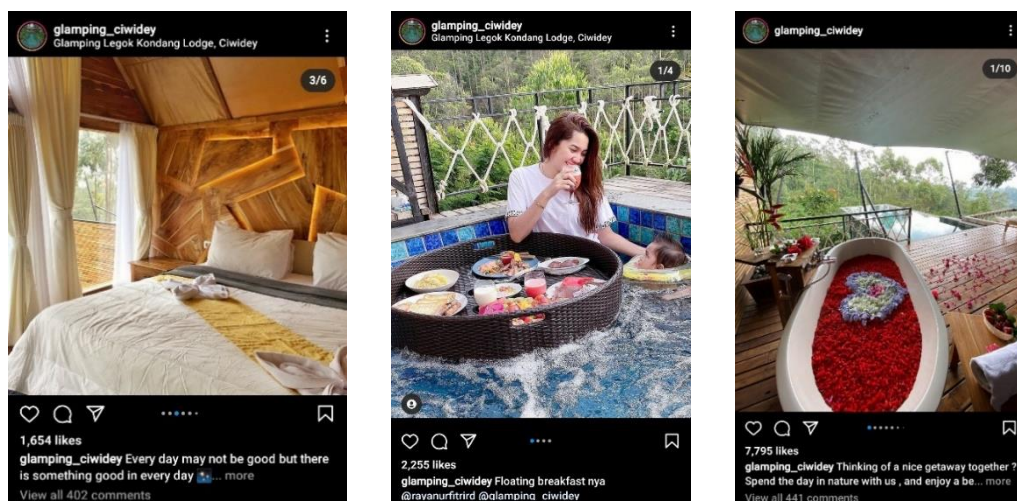
By utilizing Instagram features, Glamping LK provides information and seeks to persuade the audience. To provide information and facilitate the audience, they use various interesting features such as reposting parts from visitors who come and tag @glamping\_ciwidey. Both are tagging through Insta Story and Feeds features, reaction rating feature, QnA Box feature, GIF/Sticker feature, and tagging account and location on the Insta Story and Highlight features. All the content they upload by utilizing various features in Insta Story is archived through the Highlights feature so that audiences who need information related to Glamping LK can see it again.

In addition to Insta Story and Highlight features, in the feeds feature, they can also take advantage of various features that exist to provide information and messages of persuasion, such as photos, video, multiple posts, and IG TV features. As of April 30, 2021, there were 1466 posts in the form of photos and or images,

108 videos, 352 multiple posts with variations between photos and videos, and 51 IG TV. For IG TV, content in the post itself is divided into the results they save from IG Live and the original video they deliberately posted with a longer duration of more than 60 seconds. In addition, Glamping LK also activates the tag feed feature so that the audience can tag @glamping\_ciwidey in their post feed, whose contents are varied, ranging from photos, videos, and multiple photos and video posts. Not only that, but Glamping LK also uses the location tag "Glamping Legok Kondang, Ciwidey: and hashtags to make it easier for the audience to find posts related to Glamping LK. The most frequently used hashtag in some posts is #glamping #glampingciwidey #ciwidey #luxurysunrise #luxurytent #sunrise #luxurytravel #luxurylife #woodbathtub.

In the feeds feature, if those who come to visit are an influencer or public figures, Glamping LK does not hesitate to post the excitement of the influencer during a tour in Glamping LK. So, using the feeds feature is done by tagging the influencer with captions and hashtags that can persuade. Thus, it can encourage the audience to tap the like and comment features. Evident from the observations, every Glamping LK post involving influencers attracts many audiences who ask for various information, ranging from the type of tent used by the influencer, facilities, prices, and how to book.

From the results of monitoring the Instagram account of @glamping\_ciwidey, it can be concluded the types of content that are often posted by the report, including content related to facilities. Also, content that highlights activities and views; content related to health protocols; content in infographics; content about giveaways; product-related content; content of national holiday greetings; and repost content.



**Figure 5.** Contents that is containing the information about the facilities of Glamping LK Ciwidey

Source: Instagram account of @glamping\_ciwidey

From the number of likes and comments in figure five, it can be concluded that the followers of the @glamping\_ciwidey account are very interested in the type of posts associated with the facility. Glamping LK used Instagram as a promotional medium because they are aware that one of the goals of Instagram users who follow the @glamping\_ciwidey account is to find the deepest information about the facilities and conditions of Glamping LK. So, it becomes natural for the post to get high online engagement. Based on the comment column that contains posts in the form of facilities, many of them showed interest in vacationing at Glamping Legok Kondang Ciwidey. These comments can also provide an advantage for Glamping LK because few people mention it to their friends to increase the number of followers and audience interest.

From the entire post, content that contains information related to Glamping Ciwidey, be it highlighting facilities, activities, or scenery in the area, is considered the ablest to create online engagement. It is seen from the number of comments and likes contained in each post that includes the information. Meanwhile, content that provides infographics and national big day greetings has some likes and comments that tend to be low, with an average of under 300 likes. In addition, video and IGTV content can reach a very high reach of viewers even though accompanied by a low number of likes. At least, with an increased number of viewers, Instagram users are interested in watching videos and IGTV Glamping Ciwidey, especially those that highlight the scenery and excitement of vacationing in the place.

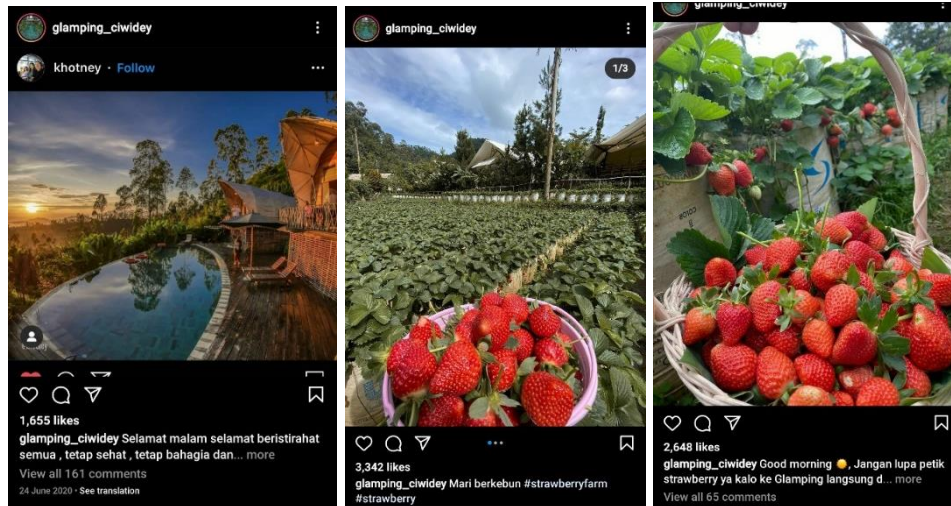
The audience is interested in several contents loaded by tourism business people due to the attraction of tourism in it. According to (Widokarti & Priansa 2019), tourists visit a tourist attraction because of its tourist attraction. Tourism attraction is divided into three: natural attraction, cultural attraction, and special interest attraction. At the same time, Glamping in Legok Kondang Ciwidey itself becomes interesting because of the attraction of natural beauty. People who visit there will feel like they are camping in a luxurious place because of its complete facilities.

Based on the results of monitoring the account, we also see that the interest of Glamping LK followers tends to increase, both in terms of likes and comments. Especially when the Glamping LK account posts things that contain elements of "strawberry," be it related to strawberries, strawberry garden, or visitors' activities in the strawberry garden located in Glamping LK itself.

The three sample photos in figure-eight describe the scenery and activities that can be done at Glamping Legok Kondang Ciwidey. Monitoring results show that these types of content have a fairly high online engagement when viewed based on the number of likes and comments. In addition to the facilities, based on the monitoring results, researchers saw that several followers of @glamping\_ciwidey accounts were very interested in posts that had an element

## Utilization of Instagram by Glamping Legok Kondang Ciwidey as a Promotion Media during the Pandemic

of scenery, especially related to strawberry shades. Looking at the potential, similar content can increase online engagement and interest in visiting. The excitement of picking strawberries can be the main destination for tourists to vacation.



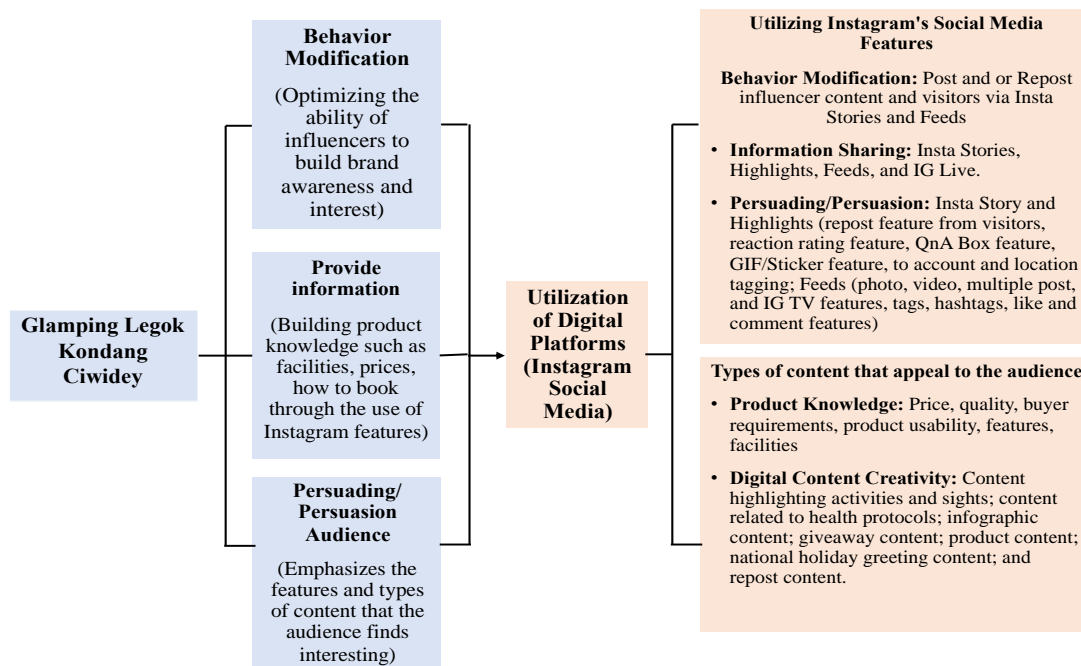
**Figure 6.** Contents that highlight information of the activities and sights in Glamping LK Ciwidey

Source: Instagram account of @glamping\_ciwidey

According to Sinha, Hassan, & Ghosh (2020), promotional and marketing strategies define the long-term goals and objectives of the tourism industry, identifying opportunities and the scope of activities needed to make them happen. Social media is an important promotional tool and has a tremendous contribution to the development of a business (Untari & Fajariana, 2018). The use of social media also ensures that tourism industry players provide better services to consumers through monitoring activities. Undoubtedly, social media has acted as a game-changer in the last two decades, and its use has had a huge impact on supporting tourism businesses in an area or a country. The use of websites, online advertising, mobile technology, and social media has generated many customers in the tourism industry, boosting the entire tourism industry (Sinha et al., 2020).

Based on the research results that the researchers have described, Glamping Legok Kondang carries out three promotional activities through a digital platform (Instagram social media). The first activity is Behavior Modification; in this case, Glamping LK is trying to optimize the ability of influencers to build brand awareness and interest; The second activity is to provide information; in this case, Glamping LK building product knowledge such as facilities, prices, how to book through the use of Instagram features; and the third activity is persuading the audience, in this case, Glamping LK emphasizes the features and types of content that the audience finds interesting.

## Utilization of Instagram by Glamping Legok Kondang Ciwidey as a Promotion Media during the Pandemic



**Figure 7.** Model of Utilization of Instagram by Glamping Legok Kondang Ciwidey as a Promotion Media during the Pandemic

Source: Researcher Data Process

### F. Conclusion

Since the emergence of various digital platforms, many business actors have taken advantage of the sophistication and convenience of social media to convey messages and interact with their target audience (Habibie et al, 2021). Apart from being low-cost, digital-based social media can connect everyone quickly and easily. Another advantage that business people can obtain is the potential for content to go viral if liked by the audience. For the Glamping Legok Kondang Ciwidey natural attractions, social media, especially Instagram, is a channel that they can use to talk more about different content in the form of tourism attractions and get the audience's attention faster.

Based on the research results described previously, it can be seen that in carrying out its promotional activities, Glamping Legok Kondang Ciwidey utilizes Instagram features and emphasizes certain types of content to attract the attention of its target audience. In modifying audience behavior, they optimize the ability of influencers involved in building brand awareness and interest in tourist attractions by utilizing the post and repost feature of content from influencers and visitors through Insta Stories and Feeds.

In providing information on product knowledge such as facilities, prices, and how to book, Glamping LK Ciwidey utilizes the Insta Story, Highlights, Feeds, and IG Live features. Meanwhile, in persuading the audience to be interested in visiting Glamping LK Ciwidey, they take advantage of more Instagram features such as Insta Stories and Highlights (reposts from visitors,

reaction ratings, Q&A Boxes, GIF/Stickers, account and location tagging) and the Feeds feature ( photos, videos, multiple posts, IG TV, tags, hashtags, likes, and comments); and emphasize interesting types of content such as activities and sights, health protocols, infographics, giveaways, product knowledge, national holiday greetings, and repost content.

For researchers interested in discussing similar topics with researchers, it is recommended to be more specific in discussing tourism communication strategies and the concept of promotion that they do other than through social media Instagram. In addition, it can also discuss how an influencer can optimize the messages they convey so that it can influence the public to be interested in visiting a tourist destination. Researchers hope that this research can be useful and help further researchers who want to discuss the use of Instagram social media as a medium for promoting tourist destinations during the pandemic. In addition, because the pandemic period is not over, further researchers who want to research similar topics are advised to discuss in terms of the efforts of the Ministry of Tourism and Creative Economy in socializing the certification program currently being launched by the government, namely the CHSE (Cleanliness, Health, Safety, and Environments).

For business people in the tourism sector, especially nature tourism, in carrying out promotions, they can prioritize content in the form of objects that become tourist attractions such as complete facilities, views, attractive promotional content, ease of booking, strict health protocols, especially certification. The government has officially organized CHSE. This is important because it is expected to be of more value for tourists before they visit a tourist spot.

## REFERENCES

- Anjani, S., & Irwansyah, I. (2020). Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram (the Role of Social Media Influencers in Communicating Messages Using Instagram). *Polyglot: Jurnal Ilmiah*, 16(2), 203-229.
- Abdullah, A. (2019). Public Relations in The Era of Artificial Intelligence: Peluang atau Ancaman?. *Jurnal Aristo (Social, Politic, Humaniora)*, 08(2): 406-417.
- Arief, N. N. (2020). *Corporate Communication Praktik Terbaik Komunikasi Perusahaan*. Bandung: Simbiosis Rekatama Media.
- Badan Pengembangan Infrastruktur Wilayah (BPIW) Kementerian PUPR. (2020). *Sinergitas Pengembangan Lima Destinasi Pariwisata: Super Prioritas*. Jakarta: Kementerian PUPR.
- Creswell, J. W. (2013). *Penelitian Kualitatif dan Desain Riset*. Yogyakarta: Pustaka Pelajar.

- Dkatadata.co.id. (2020). Efek Domino Virus Corona Ke Industri Penunjang Pariwisata. Accessed on July 11, 2021, dari <https://katadata.co.id>
- Efrida, S., & Diniati, A. (2020). Pemanfaatan Fitur Media Sosial Instagram Dalam Membangun Personal Branding Miss International 2017. *Jurnal Kajian Komunikasi*, 8(1), 57-71.
- Habibie, F. H., Mustika, A., Ratnaningtyas, H., & Noveti, V. (2021). Artikel Scholar Promotion of Instagram and Purchase Intention: A Case of Beverage Business at Covid-19 Pandemic. *(TRJ) Tourism Research Journal*, 5(1): 78-96.
- Hidayah, N. (2019). Pemasaran Destinasi Pariwisata. Bandung: CV. Alfabeta.
- Kominfo Next (2020). *Kominfo Dalam 5 Tahun: Rencana Strategis Kementerian Kominfo 2020-2024*. Jakarta: Majalah Kominfo Next.
- Kontan.co.id. (2020). Kontan: Berita Investasi dan Ekonomi Indonesia. Accessed on February 21, 2021, dari <https://nasional.kontan.co.id>
- Leung, D., Law, R., Hoof, H. V., & Buhalis, D. (2013). Social Media in Tourism and Hospitality: A Literature Review. *Journal of Travel & Tourism Marketing*, 30(1-2): 3-22.
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The Mediating Effect of Brand Image on The Relationships Between Social Media Advertising Content, Sales Promotion Content and Behaviuoral Intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330.
- Rangkuti, F. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta: Gramedia Pustaka Utama.
- Ruslan, R. (2013). *Metode Penelitian Public Relations dan Komunikasi*. Depok: Rajawali Pers.
- Septiani, G., Sumartias, S., & Perbawasari, S. (2018). Pembentukan Brand Awareness Warunk Indomie Upnormal Melalui Food Blogger. *PROfesi Humas : Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 1(2), 124-131.
- Setyowati, N., Wiyaka, A., & Putri, A. (2018). Strategi Promosi Melalui Medium Instagram Oleh Wisata Ujung Kulon Janggan Kabupaten Magetan. *Jurnal Penelitian Ilmu-Ilmu Sosial*, 19(1), 101–129.
- Sinha, R., Hassan, A., & Ghosh, R. K. (2020). Changes in Tourism Destination Promotion with the Technological Innovation. *ICT in Tourism and Hospitality*, 213–228.
- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur\_Batik). *Widya Cipta: Jurnal Sekretari dan Manajemen*, 2(2): 271-278.
- Xiaoluan, X. (2021). Research on Social Media Tourism Marketing in the Post-Epidemic Period. *Jurnal Audiens*, 2(2): 279-288.