



## The Role of Instagram Social Media in Marketing Mahamerujaya Travel Products, Malang City

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### ABSTRACT

This research aims to determine how developments in information technology have changed the landscape of the marketing world in recent years. Marketing, which was originally traditional and conventional, has now really developed into the digital realm. One example of the use of social media Instagram as a digital marketing medium used by Mahameru Jaya Tour and Travel in marketing its general and religious tourism products. One way to optimize the use of Instagram social media in digital marketing of tourism products on this trip is how to manage the marketing system using Instagram social media, and also knowing the obstacles to using Instagram social media as a digital marketing medium. The method used in this research is a qualitative method which produces descriptive data in the form of oral and written expressions from the subjects studied. In this case, the researcher conducted interviews with the parties concerned, especially in the field of marketing Mahameru Jaya Tour and Travel products in the city of Malang. The results show that the existence of Instagram as a social media provides innovation related to marketing digitalization and corporate form to increase consumer interest in using this travel service

## **INTRODUCTION**

According to survey data from the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia is increasingly widespread and includes various groups. In 2018, internet users reached 171.17 million people out of the total Indonesian population of 264.16 million people. And then it increased by 196.71 million people in 2019 with a percentage increase of 8.9% in one year. As technology develops today, many business owners use the opportunity to market their products via social media (H. Liu 2019). The new concept of trading via the internet network is also known as e-marketing where with this new concept the marketing process can be carried out more quickly and accurately, even the business owners themselves can reach the market scope throughout the region. Marketing via the internet network is also referred to as digital marketing, but basically the most important thing in managing social media is managing how to plan, activate and monitor social media optimally (X. Liu 2020);(Chatzigeorgiou 2020).

Seeing the increasing development of technology today, making it easier for Mahamerajaya Travel to share information about service products to bridge people's desires to visit foreign and domestic tourist destinations including Umrah packages to the holy land of Mecca, this company uses various methods to market its products. One of them is social media Instagram. However, the use of social media as a means of digital marketing must be optimal in terms of both the content of the message and the products being marketed. Citing previous research, optimization is a benchmark that leads to achieving a goal (Katsikari 2020);(Cheunkamon 2020);(Kapoor 2022).

## **LITERATURE REVIEW**

Mahameru Jaya Tour and Travel itself was founded around 2012, until now this tourism and religious travel agency has sent more than 1000 people every year. The beginning of the establishment of this company was that the founder of this company was an heir to his parents who were religious mentors and had once set foot as a hotel employee in Medina. The founders of this travel agency are H. Suriyantono Malik and Hj. Dina Riski Ulfi and now the successor of this travel is her son, Dani Suriyantono. Seeing that there is adaptation in maintaining this business, researchers want to evaluate this travel marketing strategy more deeply.

## **METHODOLOGY**

In this research, qualitative descriptive research is used, namely survey-based. Field research was carried out by directly visiting the Mahameru Jaya Tour and Travel head office, and also using supporting data such as previous research results, journals and books. This process links questions to informants and then the data is processed by the author to produce answers and conclusions. Because this is a qualitative article, this research uses the following data (Ansori and Iswati 2020):

a) Primary Data Source

Primary data sources are the main source of data produced. 16 Primary data is data obtained from first hand or direct sources, namely the owner of a tourism travel agency, namely Mahameru Jaya Tour and Travel, along with his employees through interviews and also data analysis and documentation. The following are the names of informants who are the main source of research data:

1. Mr Dani Suriyantono (main owner of Mahameru Jaya Tour and Travel)
2. Mr. Aji Mardiono (Mahameru Jaya Tour and Travel Media Division)
3. Mrs. Anggia Rahayu (Marketing Division 1 Mahameru Jaya Tour and Travel)
4. Mr Arief Jayakusuma (Marketing Division 2 Mahameru Jaya Tour and Travel)
5. Mrs. Rani Angguningtyas (Mahameru Jaya Tour and Travel Administration)

b) Secondary Data Sources Secondary Data

Information obtained through previous research such as documents for the requirements for taking part in this trip and supporting data such as books and journals related to optimizing social media to market products digitally.

This research process uses interview, observation, documentation and audiovisual techniques. In this research, the audiovisual material used is to review various content that has been published on social media. According to Creswell (2018), there are several steps taken regarding the data collection process, as follows: 1) Identifying social media followers and the location to be researched; 2) Obtain access to several social media and communicate with the owner to obtain permission; 3) Identifying the types of respondents in research; 4) Design research questions; 4) Designing research instruments to obtain accurate information; 5) Organizing the data that has been obtained by triangulation.

## RESULT AND DISCUSSION

### Mahameru Jaya Tour and Travel Social Media Optimization

In the KBBI the word Optimal means best, highest and highest. Meanwhile, optimization is an optimization effort which means the most effective processes, methods and actions. Optimization is the process of looking for the best solution, not always the high profits that can be obtained if the goal of optimization is to maximize profits, or not always the lowest costs that can be reduced if optimization is to minimize expenses. Therefore, optimization can also be said to be a method or steps to optimize, utilizing the function of these facilities as best as possible(Ahani et al. 2019);(Mulvey 2020). In this research, what is meant by optimization is the effort or steps used to optimize the marketing of a company's products using social media, especially Instagram, which is owned by Mahameru Jaya Tour and Travel.

Social media is a group of internet-based applications, which use Web 2.0 ideology and technology which allows users to exchange information with other users.(H.L. Chang 2018);(John 2018). Some social media that are very popular with Indonesian people are: Instagram, Twitter, Facebook, YouTube, and also Whatsapp. Social media itself is a form of electronic marketing that facilitates communication, and also attracts consumers with images and several specifications and advantages of a product to increase sales.(Wang 2019);(Sultan

2021);(Cheung 2023). Social media itself has several characteristics, including first, reach, namely the ability to reach social media from small scale to global scale. Second, accessibility, namely social media or social networks are more easily accessed by anyone, anywhere and at any time, at an affordable cost. Third, the use of social media is easier for anyone to use, because to use social media no special skills are required. Fourth, topicality, namely social media can attract people's attention quickly. Even social media itself has several different types, as in previous research(Nath 2019);(Scholl-Grissemann 2020);(HH Chang 2022);(Yuan 2022).

### **Mahameru Jaya Tour and Travel's Use of Digital Media in Marketing Tourism Products**

In carrying out marketing, you need a medium that facilitates and supports the marketing process itself. The use of media to support marketing also varies, depending on what media the company wants to use to market its products. There are print media as well as electronic and online media that can be used for product marketing, print media such as newspapers, magazines and brochures, for electronic media you can use television and radio, for online media there are currently many choices available, one of which is Instagram. , Facebook, website and YouTube(Wellman 2020);(Berhanu 2020);(Pop et al. 2022). Mahameru Jaya Tour and Travel uses these three media to market its products, print brochures, and advertise with sponsorship fees to increase its content.

Mahameru Jaya prioritizes Instagram social media. Which on social media such as Instagram contains documentation of activities and also several domestic, overseas tourism packages and even Umrah packages are also available. The following are some of the media used by Mahameru Jaya Tour and Travel to support the marketing of its tourism products:

- 1) Instagram is one of the main media used by Mahameru Jaya Tour and Travel in marketing products, and currently Instagram is an application that is widely used and utilized by business owners, Instagram itself is an application used to share photos and videos. Mahameru Jaya Tour and Travel's official Instagram account is @mahamerujayaofficial on its Instagram page, apart from containing digital brochures for domestic tourism packages, gatherings, study tours, overseas and Umrah, it also contains activities carried out by travel. There is also a number and email address that can be contacted for further information. The following is the content of the post uploaded by Mahameru Jaya Tour and Travel on its Instagram page:
  - a. Tourist Products/Packages  
The upload explains the packages offered, starting from the price, number of days, as well as details of the facilities and the name of the hotel occupied, and has been designed to be as attractive as possible by the media team.
  - b. Documentation  
Customers contain photos and videos during the tourism trip at the time of departure, the travel process until the end of the tour and highlighting tourist attractions that are considered typical in the area.

c. Activity

All activities starting from leaving to providing a semi-documentary film to give the best impression on this tourist trip with Mahameru Jaya. Providing content based on algorithms from social media itself, namely capturing activities with short videos that have been edited professionally.

According to Asdecker (2022) Some of the features used on Instagram are:

a. Instagram Feeds

Namely a homepage or main page on an Instagram account that displays several products and services offered, which can be in the form of photos or videos. The homepage itself is like a showcase to present the goods we sell, therefore it is packaged as attractively as possible so that it can attract the attention of other users.

b. Instastory

Instastory itself is 24 hours after which it can be automatically deleted from the owner's account.

c. Live Broadcast

Live broadcasts are carried out at the time of tourist departure, and also when visiting tourist destinations are taking place so that all consumers can also see various activities in accordance with the rounddown of the event.

d. Direct Message

This feature is used by Mahameru Jaya to communicate with potential customers/consumers/other social media users who want to know information about tourism packages and other information.

e. Caption

In the process of uploading photos or videos on the Instagram page, Mahameru Jaya always includes a description of the activity in the photo, because by including a description in the photo it will be easy for people to know where and what destinations they are visiting.

f. Tags and Hashtags

Every photo and video uploaded on the Instagram page always tries to include a hashtag to make it easier to search for photos with certain labels, such as in the book entitled "Instagram Handbook". Hashtags themselves aim to make it easier for users. They are a feature that can be used to upload the latest news, which can be live photos or videos taken at that time. Mahameru Jaya also provides Hashtags and Tags to people related to tourism activities to increase the rating that this travel service is enjoyable and provides comfort.

Mahameru Jaya carries out advertising via Instagram displaying all necessary information to potential consumers about tourism products, either by carrying out search engine optimization or organizing their Instagram content so that internet users can easily find relevant content on Instagram, and also providing content for easy access.

### **Instagram Social Media Management in Attracting Customers**

In marketing via social media, proper management is very necessary, because with proper management it will be the key to the success of the marketing. In managing social media, skills are needed to organize and create interesting content that can generate public interest in visiting our social media pages.(Silaban 2023);(Qian 2023). Currently, Mahameru Jaya only has a few employees who manage social media because the marketing scope is helped by representatives in each region.

To manage Instagram social media, there are several stages used. The first is to start with planning, then look for content that will be shared, either in the form of photos or videos, after the planning is complete the editor will create a photo design or video design for the content until it is shared on the Instagram page for the purpose of getting comments and likes from Instagram users. . The content planning used is based on direction from the main director and then handed over to marketing who is then consulted with the editor to be carried out immediately by the editor. Before sharing it on the Instagram page, the content is first checked by the main director. When it has been approved, it will be shared immediately, but if not, the editor must correct the revision from the main director.(Chen 2022);(Furtado 2019).

### **CONCLUSION AND RECOMMENDATION**

Based on the results of this research, it can be concluded that what was done at Mahameru Jaya regarding the optimization of the Instagram social media function in marketing Umrah products, it can be concluded that the use of the Instagram social media function in marketing tourism products carried out by Mahameru Jaya Tour and Travel can be said to be quite optimal because of its use. The features contained in the Instagram application are starting to be fully used. Mahameru Jaya Tour and Travel Instagram social media management is divided into 3 stages, namely planning, monitoring, and finally optimizing various application features along with evaluation. There are several obstacles experienced by Mahameru Jaya Tour and Travel in using Instagram social media as a marketing tool, namely,

Suggestions from this research are that there is a need to evaluate developments related to the factors that cause the interest of potential consumers or consumers to utilize social media in providing purchasing/usage decisions and customer loyalty in the context of travel agencies by comparing various travel agencies in other areas.

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