



Social Media Marketing Strategy in Increasing Customer Engagement of Taman Safari Indonesia Bogor (Case Study on Instagram @Taman_Safari)

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ABSTRACT

With the pandemic condition, Taman Safari Indonesia Bogor is also looking for ways to increase customer engagement. One of the methods used is to carry out a social media marketing strategy with promotions through social media to increase customer engagement. This research was conducted to determine the social media marketing strategy in increasing customer engagement at Taman Safari Indonesia Bogor in the case study of Instagram @taman_safari. The concept used in this research is the social media marketing strategy from Tuten & Solomon (2018) and customer engagement from Cuillierier (2016) and Zyminkowska (2019). This research uses descriptive qualitative research and case study methods. The data collection of the research carried out were interviews and documentation. Interviews were conducted in-depth (in-depth interviews) to research participants. The criteria for participants is to have to work at Taman Safari Indonesia Bogor for a period of more than 1 year. The results of this study indicate that in increasing customer engagement, Instagram @taman_safari has implemented a social media marketing strategy that is structured through specific stages.

INTRODUCTION

The pandemic since 2021 has had a huge impact on companies and businesses in Indonesia that are entertainment or lifestyle in nature. Many companies and businesses have suffered losses, causing a reduction in employees so that in Indonesia it has decreased by up to 82.85% (Putra, 2020). Until now, the spread of the corona virus is still not completely finished. One of the companies that has experienced the impact of the pandemic is the tourism and conservation company Taman Safari Indonesia in Bogor.

With the pandemic hitting, Taman Safari Indonesia Bogor is also looking for ways to increase customer engagement. One of the methods used is to conduct a social media marketing strategy with promotions through social media to increase customer engagement (Simbolon & Yanti, 2021). This is also done so that the public knows that Taman Safari Indonesia Bogor doesn't only serve as a zoo but a conservation and tourism institution education.

Judging from Taman Safari Indonesia Bogor which uses social media for promotion, social media can be interpreted as a web-based online media that can turn communication into interactive dialogue. Social media is not only used as an interaction and communication medium, but also as a medium to develop business in any field, such as entertainment, tourism, food, beverages, and others. Social media can also be used as a marketing strategy for various businesses and companies. This marketing strategy can help businesses and companies to develop a business, increase purchases, increase customer engagement and more.

Social media marketing is a form of digital marketing that includes all efforts made in using social media platforms such as Facebook, Instagram, Twitter and other online platforms to promote business, increase interaction or engagement, and increase opportunities for various business companies with goals, needs and different consumers. This marketing platform can interact with consumers, provide information about the latest products and services, resolve complaints and answer questions, and build good relationships with consumers (Ashley & Tuten, 2015).

According to research data conducted by Hootsuite (We Are Social, 2022), in understanding the internet, social media behaves as social media marketing, including Indonesia. Hootsuite (We Are Social, 2022) releases data on trends and social media with the aim of supporting the main services, namely online or online (in-network)-based content management services connected to various social media or social networks such as Instagram, Facebook, YouTube, Twitter, Pinterest, Line, WhatsApp and other social media.



Figure 1. Data on Trends in Internet and Social Media Users in Indonesia
 Source: Hootsuite, 2022

From the data above, there are 277.7 million of the total population in Indonesia. Unique mobile users are 370.1 million from 133.3% of the total population in Indonesia. Internet users are 204.7 million from 73.7% of the total population in Indonesia and active social media users are 191.4 million from 68.9% of the total population in Indonesia.

Not only data on internet and social media user trends, Hootsuite (We Are Social, 2022) also provides social media data with the most users in Indonesia in February 2022. Based on the data above, as many as 88.7% of the total population of WhatsApp users in Indonesia. As many as 86,690 of the total population of Instagram users in Indonesia. As many as 81.3% of the total population in Indonesia use Facebook. As many as 63.1% of the total population in Indonesia use TikTok.

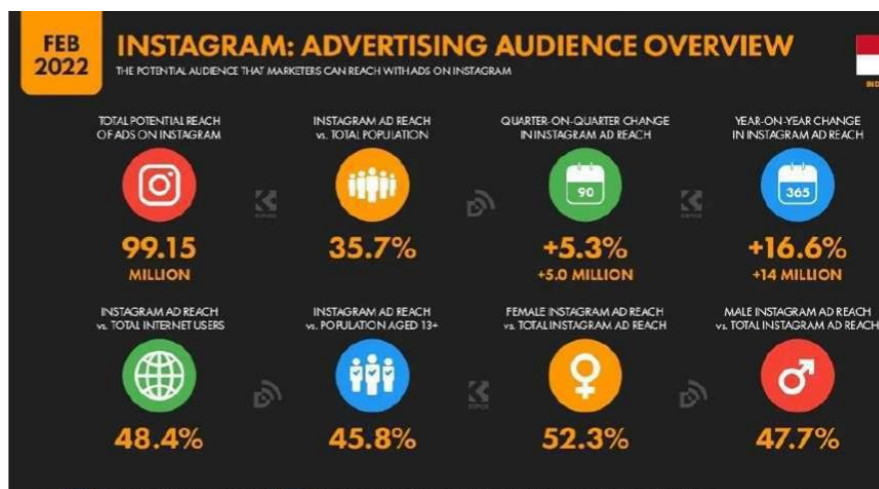


Figure 2. Instagram User Data in Indonesia
 Source: Hootsuite, 2022

The last data taken to continue this research, namely Instagram user data researched by Hootsuite (We Are Social, 2022) in February 2022. In Indonesia, the number of Instagram users is 99.15 million people with a percentage of female users of 52, 3% and male users at 47.7%. The internet and social media are essential and considered a necessity for society. With technology, businesses will always develop innovatively and improve new marketing techniques, one of which is social media marketing (Saravanakumar & SuganthaLakshmi, 2012).

By using social media, organizations or companies can establish relationships with existing or old customers and new customers to collaborate in the community interactively (Sashi, 2012). 5 Social Media Strategy, Jessica Bong Natasha, Multimedia Nusantara University Quoting from The Economist Intelligence Unit in the journal Customer Engagement Behaviour in The Fashion Industry (2015), defines that customer engagement increases meaningful commitment between customers and companies or brands and lasts from time to time. Brands strive to achieve consumer involvement or customer engagement for several reasons: 1) consumer involvement reduces marketing costs but increases the number of sales, 2) consumer involvement helps product proliferation, 3) engaged consumers will help carry out social media advocacy, of course encouraging its users to communicate with brands actively (Cuillirier, 2016, p. 10).

Social media marketing is a strategic process of creating and managing a presence on social media. The main platforms used are Facebook, Twitter and YouTube, followed by Instagram and Pinterest (Kelsey, 2017). The purpose of social media marketing is to maintain relationships with consumers so that they can increase company sales. Activities carried out also vary from marketing campaigns, brand promotions, or certain products as well as interaction with consumers through creative and interactive content.

Social media marketing involves activities that build on social media to increase brand awareness of a brand or company brand, increase engagement, lure consumers with interesting content, direct consumers to make transactions, and others. Social media marketing uses social media to be able to reach potential customers and retain consumers widely and quickly, promote products and services that involve consumers directly.

PT Taman Safari Indonesia has been built since 1980 which is located at Jalan Raya Bogor 601 Cibereum Village, Cisarua District, Bogor Regency, West Java. Taman Safari Indonesia Bogor is located in the Puncak area with an altitude of 900 – 1,800 meters above sea level which has very cool and beautiful air temperatures. Taman Safari Indonesia Bogor, which carries a zoo, presents various animals that are released in their natural habitat.

Taman Safari Indonesia Bogor is a tourist spot as a incredibly popular safari park in Indonesia. Taman Safari Indonesia tourist attractions are tourist attractions for families who want to see nature and environmental insight based on animal habitats in the wild or free. The Bogor Indonesian Safari Park not only gives the impression of a protected animal, but also has beautiful views, such as the foot of Mount Gede - Pangrango.

Many conservation organizations use social media marketing to convey their existence so that they are strong and build good relationships and relationships with consumers. Taman Safari Indonesia Bogor is a conservation institution-based zoo that utilizes marketing strategies through digital media or social media. The social media marketing strategy is one of the tools used by Taman Safari Indonesia Bogor in reaching the target audience, increasing awareness, establishing relationships and interacting with consumers through uploaded content.

Instagram's social media marketing strategy has many opportunities to build relationships with consumers, with the hope that consumers will make purchases after going through the customer engagement process and provide positive feedback regarding their experience visiting Taman Safari Indonesia Bogor. Several social media marketing activities carried out by Taman Safari Indonesia Bogor include activating stories, feeds, reels, IG TV, by presenting interesting interactive content.

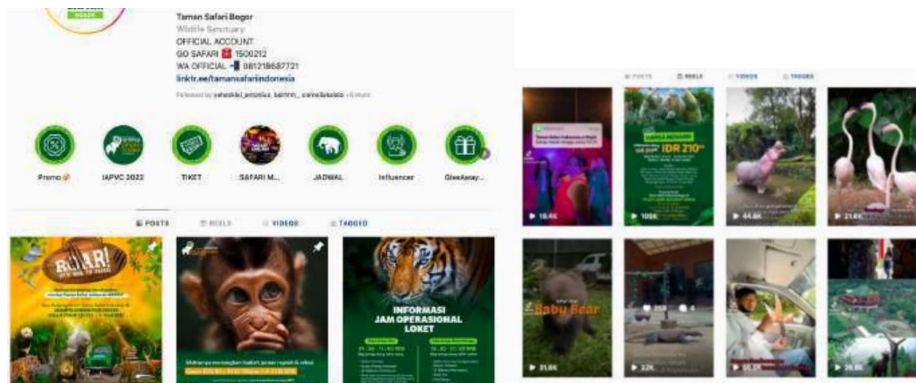


Figure 3. Activation of Instagram feeds and reels at Taman Safari Indonesia Bogor

Source: Instagram 2022



Figure 4. Instagram Story Activation at Taman Safari Indonesia Bogor

Source: Instagram, 2022

The use of Instagram social media carried out by Taman Safari Indonesia Bogor made researcher interested in researching "Social Media Marketing Strategies in Increasing Taman Safari Indonesia Bogor Customer Engagement (Case Study on Instagram @taman_safari).

Research Purpose

The purpose of this research is to find out social media marketing strategies in increasing Taman Safari Indonesia's customer engagement through Instagram @taman_safari which would be useful for Taman Safari's market reference in practical decision.

THEORETICAL REVIEW

Prior Research

According to Assauri (Assauri, 2017), a company has a marketing field to provide activity guidance regarding a comprehensive, integrated and unified plan to be able to achieve marketing goals. This is faced by the company to be able to face the ever

changing circumstances in a competition with other companies.

According to Assauri (2017) Marketing strategy is defined as a series of goals and objectives regulated by policy providing direction to marketing efforts from time to time with each level and reference to its location. The research conducted is inseparable from previous studies that have the same concepts and theories. These previous studies will serve as guidelines, references and reasons for this research.

Here are three previous studies to become the foundation and help in further research:

1. Research 1

The first previous research from Annisa Nurulhuda & Donni Juni Priansa (2021) which examines Social Media Marketing Strategies Through Instagram at PT. Telkom Indonesia STO Ujungberung 2021. The aim is to find out and understand the implementation of the social media marketing strategy through Instagram conducted by PT. Telkom Indonesia STO Ujungberung 2021. This research uses a descriptive qualitative approach with data collection methods through interviews, observation, documentation and triangulation.

The results of the research reveal that PT. Telkom Indonesia STO Ujungberung (Persero) has carried out marketing activities using Instagram social media but in the context strategy the content uploaded has not been able to answer follower questions and is incomplete, the communication strategy has not maximized existing Instagram features to communicate with followers, not communicating often and not encourage followers to do communication with the admin, the collaboration strategy gives a slow response and has not fostered a sense of loyalty to the product used and the connection strategy has been carried out well only the information provided is incomplete.

In terms of the theory that has been used, previous research and current research have similarities, namely using the theory of social media marketing. The next equation is also found in the use of research approaches and data collection techniques, namely using a descriptive qualitative approach with interview, observation, and triangulation data collection methods.

Previous research also has differences with current research, namely the concept used. In previous studies using social media marketing theory from Evans in Priansa D.J (2017, p.358) while in this study using the 5 characteristics

of social media marketing from Tuten & Solomon and the concept of customer engagement from Cuillierier and Zyminkowska. Other differences are also found in the additional theory, namely in previous research it has marketing theory, marketing mix, promotion mix, social media, Instagram social media, Instagram social media, while current research only focuses on the theory of social media marketing strategy and customer engagement. The difference between previous research and current research is also found in the research object. In previous studies, the research object was PT. Telkom Indonesia STO Ujungberung (Persero), while the current research object is Taman Safari Indonesia (TSI) Bogor (Bogor, n.d.).

2. Research 2

The second previous research from Clarissa Setyadi (2018) researched Social Media Marketing Strategies to Increase Consumer Engagement (Case Study on Brand Ittahrerl on Instagram). The aim is to analyze the Instagram social media marketing strategy - as one of the most widely used social media by brands - carried out by the Ittahrerl shoe brand to increase consumer engagement. This study uses a qualitative approach with a post-positivistic paradigm with case studies. Data collection methods used are interviews, observation, and documentation.

The results of this second previous study are the social media marketing strategy carried out by the Ittahrerl brand through Instagram such as creating interesting content, using good photos and videos, promoting other users, asking questions to followers, generating various consumer engagements so that they succeed in increasing customer enthusiasm and also loyalty to the Ittahrerl brand.

In terms of the theory that has been used, previous research with current research has similarities, namely using social media marketing theory. The next equation is also found in the use of research approaches and data collection techniques, namely using a descriptive qualitative approach with interview, observation, and documentation data collection methods.

Previous research also has differences with current research, namely the concept, the additions used, and the object of research. In previous studies using the theory of understanding social media marketing from Laroche, Farook & Abeysekara, and Alharbie, while in this study using the 5 characteristics of social media marketing from Tuten & Solomon and the concept of customer engagement from Cuillierier and Zyminkowska.

Theory with additional concepts from previous research with the current research is different, namely previous research with the additional concept of consumer engagement from Rohrs, Wood in Numilla while the concept of customer engagement from Cuillierier and Zyminkowska. Another difference is that the research object studied by previous research is the Ittahrerl brand, while the current research object is the Taman Safari Indonesia (TSI) Bogor brand.

3. Research 3

The third previous research by Vanessya Berliana Nur Oktaviani, Itca Istia Wahyuni (2022) researched the Strategy for Forming a Customer Engagement Account @Kamargadget Through the Han Ji Pyeong Campaign Team. The purpose of this previous research was to find out the strategy for forming customer engagement carried out by Kamar Gadget through the Team Han Ji Pyeong campaign. This study uses a qualitative approach that collects data through interviews and observations with a constructivist paradigm.

The results of the study found that in planning the Gadget Room, internal and external factors were considered. Then, in its implementation, Kamar Gadget focuses on building online present. Then, in its evaluation, Kamar Gadget pays attention to the overall insights of the content uploaded to the Team Han Ji Pyeong campaign.

In terms of the theory that has been used, previous research and current research have similarities in the concept of customer engagement. Another similarity is also in the research approach used, namely descriptive qualitative and data collection methods through interviews and observation.

Previous research has differences with current research regarding theories, concepts, and research objects. The theory used by previous research is communication theory from Mulyana, communication strategy from Philip Lesly and the concept of customer engagement from Strauss & Frost. Meanwhile, the theory used in this study is the social media marketing strategy from Tuten & Solomon and the customer engagement concept from Cuillierier and Zyminkowska. The final difference from previous research is that the object of research is researching the Gadget Room, while the current research is examining Taman Safari Indonesia (TSI) Bogor.

Table 1. Previous Research

Name & Title	Research Purpose	Theory & Concept	Research Method
Annisa Nurulhuda, Donni Juni Priansa, Strategi Social Media Marketing Melalui Instagram pada PT. Telkom Indonesia STO Ujungberung Tahun 2021.	This study aims to find out and understand the application of social media marketing strategies through Instagram by PT. Telkom Indonesia STO Ujungberung in 2021.	Marketing Theory, Mix Marketing, New Promotion Social Media marketing, Social media, Social media Instagram.	Descriptive qualitative research, interviews, observation, documentation, and triangulation

<p>Clarissa Setyadi,</p> <p>Strategi Social Media Marketing Untuk Meningkatkan Consumer (Studi Kasus Pada Brand Ittaherl Di Instagram).</p>	<p>To analyze the Instagram social media marketing strategy used by the Ittaherl brand to increase consumer engagement.</p>	<p>Social Media Marketing, Instagram dan Consumer Engagement.</p>	<p>Descriptive qualitative research by collecting data through interviews, observation, and documentation.</p>
<p>Vanessya Berliana Nur Oktaviani, Itca Istia Wahyuni,</p> <p>Strategi Pembentukan Customer Engagement Akun @Kamargadget Melalui Campaign Team Han Ji Pyeong.</p>	<p>Find out the strategy for forming customer engagement conducted by Kamar Gadget through the Team Han Ji Pyeong campaign.</p>	<p>Communication Theory, Customer Engagement, Strategy Communication.</p>	<p>Qualitative research whose data collection is done through interviews and observations with a constructivist paradigm.</p>

Source: Personal Processed Data, 2022

Theories and Concepts Social Media Marketing

Broadly speaking, social media marketing is marketing of products or services to attract consumers with interesting and interactive content so that consumers can be interested in the products or services offered. There are several definitions from experts regarding social media marketing, namely:

Social media marketing emerged as a channel for strong promotions that made it possible to provide broader information and build relationships with potential consumers (Ananda et al., 2016). An engaging marketing content is essential to drive interest on social media. The success obtained from content marketing is very interesting. Content can be said to be good and interesting when it combines pages on the website and multimedia content that can encourage interaction on social media platforms (Chaffey & Smith, 2017).

This activity is generally implemented by creating media content in the form of writing, images and/or videos with the aim of attracting the attention of social media users so that there is a willingness of users to share content with all of their networks. Social media marketing is an element of integration in 21st century business to be able to reach potential customers and strengthen relationships with consumers (Felix et al., 2017).

According to Santoso (Santoso et al., 2017) social media marketing or social media marketing uses social media platforms such as Facebook, Instagram, Twitter, and other online platforms to drive business, increase engagement, and increase business opportunities. People have goals, needs, and different consumers. According to Zimmerman (Yin & Campbell, 2018), social media marketing or social media marketing uses online services or online services to build relationships with buyers related to buying and selling products or services offered. The use of online services or online services is an innovative use of new technology to achieve marketing objectives that are in line with the company's.

Lee (Lee et al., 2017) argues that the interactive nature of social media is where sellers are not alone in creating effective content but also involve users, where activities such as sharing, commenting, liking and so on are important aspects which are also the potential for sellers to deliver better services.

From some of the above understandings, the conclusion of social media marketing is marketing with new forms that innovate in using social media as a means of interacting between sellers and buyers. With the use of social media in product marketing, a company or brand must present interesting content in order to help marketing success. Santoso (2017) Social media marketing is also referred to as a form of marketing directly or indirectly which aims to build awareness, mindset, recognition, and action towards a brand or brand from a product, company, or other entity. This marketing is done by using tools from internet pages such as microblogging, blogging, social bookmarking, social networking, and content sharing.

Social media marketing is social media technology in utilizing software and channels to create, communicate, and exchange offers so that they have value for stakeholders. The platforms used aim to improve customer service, provide product information, maintain relationships with customers, make special offers or promotions and develop new products (Tuten & Solomon, 2017). Another understanding is that social media can cross the boundaries of mass media and personal and allows individuals to communicate with each other (Tuten & Solomon, 2018).

There are several good goals, these goals have specific characteristics such as (what, who, when, and where) that can be measured, can determine the desired change, timeline, consistent and realistic (Tuten & Solomon, 2018, p. 185), namely:

1. Perform a Situation Analysis

Good social media planning starts with doing detailed research on the industry, competitors, product category, and consumer market. This plan consists of two indicators, namely:

a. Internal Environment

Looking at the strengths and weaknesses of an organization, elements that can be controlled by companies that are able to influence how well the company is operating.

b. External Environment

See what opportunities and threats I can influence choice and organizational capabilities.

2. Set Marketing Objectives

The organization will elaborate on what goals it wants to achieve through social media campaigns. One of them the indicators are:

a. Objectives

Seeing from what goals to be achieved by the organization or a company as a whole. In achieving a goal, don't just focus on what a company wants to achieve. Companies must also focus on opening up opportunities to achieve a target by using the stages of the SMART Goals framework. There are five stages or steps to achieve an objective (Brian Tracy, 2019).

1. Specifics

In expanding opportunities to achieve goals as well targets, it is necessary to make goals that are more focused, detailed, concrete and well defined. Program state specific results or precise goals. In helping goals to be specific can use the 5W, namely:

- a. What: what do you want to achieve?
- b. Why: why is this goal important to achieve?
- c. Who: anyone involved in achieving the goal the?
- d. Where: where is the place to reach that goal?
- e. Which : when do you want to achieve that goal?

2. Measurable

Measuring whether it has reached the goal or not (quantity, number, and comparison). The goal can be measured with measurement sources that have been identified and can be used to carry out progress actions towards goals. Measurements have outcomes that can be assessed either on a scale of 1 - 10 or in terms of success and failure. Measurement is also a long way to go that helps to know when you have met your goals.

3. Achievable

Achievable concerns the question whether the goals set can be met and can they be achieved? goals must be achievable. If a goal is too far in the future, care must be taken to maintain motivation to achieve it. Goals require a push, but don't go too far as this can lead to frustration and low motivation.

4. Relevant

Relevant means that it has the resources to get it done. Achieving the objective requires resources such as: staff, skills, money, equipment, etc. Most

goals are attainable but may require a change in priorities to make them happen. Question:

- a. Do have resources available for achieve this goal?
- b. Is it necessary to review priorities for make this happen.
- c. Is it possible to achieve this goal?

5. Time

Time - Bound means setting a time limit for goal achievement. Deadlines need to be both achievable and realistic. If you don't set a time, it will reduce the motivation and urgency needed to carry out the task. Creating time is an urgent need and the right action.

Question:

- a. When can this goal be achieved?
- b. Is there a stated time limit?

3. Develop Marketing Objectives

An organization or a company makes a strategy to achieve predetermined objectives. There are several indicators that affect this, namely:

a. Select Target Markets and Positioning

Determine market segmentation according to geography, demographics and consumer behavior. Positioning is used to identify how a brand or brands want to be seen by the public.

b. Product Strategies

Identifying products to be marketed to the public.

c. Pricing Strategies

Determine the price range or budget for production, marketing and management of the product you want to market.

d. Promotional Strategies

Looking for information on how to communicate to develop the dissemination or distribution of messages about products to target audiences as well as looking for information on what kind of approach strategies will be used (Hensen Batara & Daniel Susilo, 2022).

e. Supply Chain Strategies

Identifying the best third parties to use in delivering products to the public.

4. Implement and control the marketing plan

In this process, planning an organization's marketing strategy needs to determine what metrics are used to be able to measure the success of a plan that has been made and conformity with the expected results to be achieved. Several indicators in this process are:

a. Action Plan

Identify how to create a marketing plan that is has been made capable of running.

b. Responsibility

Identify who is responsible for achievement of implementing every aspect of the marketing plan.

c. Timeline

Identify the duration of the work period from each aspect in marketing planning.

d. Budget

Identify what budget is needed for achieve objective.

e. Measurement and Control

Measure actual performance and compare it to performance and expected progress towards achieving the objectives.

Customer Engagement

Customer engagement is a concept with motivation in increasing the time and attention of buyers or potential buyers in various ways, one of which is by continuing to carry out repeated interactions between buyers and companies that are related to the emotional, psychological and physical relationship between the two parties (Sashi, 2012). According to Sashi (2012), customer engagement focuses on the level of customer satisfaction by providing higher value than its competitors and in order to build trust and commitment in long-term relationships. According to Tuten & Solomon in the book "Social Media Marketing", engagement is the essence of social media, without social media engagement it is the same as traditional media such as television because engagement is the heart of everything (Tuten & Solomon, 2018, p. 299).

The existence of interactivity on social media can build an intimate relationship with trust and commitment between sellers and buyers. In the journal Customer Engagement, Buyer-Seller Relationship, and social media by Sashi (2012), seven customer engagement cycles are also stated.

1. Connections, built using traditional and digital methods. Social media itself greatly facilitates the relationship between a large number of individuals and companies.

2. Interactions, interactions built by sellers and customers can strengthen understanding of customer needs, especially from time to time, and also facilitate products to better meet needs.

3. Satisfaction, satisfaction that is built by establishing interaction is a condition that is needed in customer engagement. Although, it may not result in a repurchase or long term relationship.

4. Retention, is an emotional bond without a long-term relationship or vice versa, the existence of a long-term relationship without emotional ties. Retention creates affective commitment (very positive emotions) or calculative commitment (long-term relationship), or both simultaneously.

5. Commitment, there are two dimensions, namely calculative commitment which is rational in nature because of the lack of choice or transfer of costs the result is customer loyalty. Meanwhile, affective commitment is more emotional because there is a level of trust and reciprocity in a relationship that results in a commitment to a product or brand.

6. Advocacy, customers who are happy with a service or product will save their own pleasure or some who want to spread it on social networks.

Their activities are carried out by reporting positive things about experiences with products, brands, or companies.

7. Engagement, customer involvement will occur if the customer has a strong emotional bond with the seller. Customer engagement will turn customers into fans. So that when problems arise in customer engagement, the possibility of being resolved in a constructive discussion will be greater than disengagement or letting go.

According to Forrester Consulting's (Cuillirier, 2016), customer engagement has various aspects, ranging from marketing, consumer satisfaction, consumer loyalty, and consumer memory. Customer engagement is defined as involvement that is fundamental to experiences that enable a company to have deeper, meaningful and sustainable interactions with customers and stakeholders. In Cuillierier Haven explained (2016) the level of engagement with consumers must be measured by each company.

According to Cuillierier (2016), customer engagement also refers to the notion that there is an effort by a brand to create and maintain connections or interactions. The reasons why every company needs to create customer engagement in order to sustain the company's growth are as follows:

1. Customer engagement minimizes budgets and increases sales figures. Loyal consumers will prefer to buy something when they have had a long relationship with one brand compared to another new brand.

2. Customer engagement needs to be adopted by companies because of proliferation products, namely barriers can be reduced which allows it to be easy to maintain the company. The internet has an overly broad market, this allows consumers to easily compare prices and services for the same product. Most consumers will be more interested in establishing a relationship with a brand they have previously purchased or engaged with than a new brand.

3. Loyal consumers will help spread the brand. The purpose of this statement is that one consumer will trust other consumers more than the brand itself. In Cuillierier, Keller explains (2016) that the factor of a growing company is due to the role of word of mouth. "Most important and effective communications channel", namely a means of communication with WOM is important and effective because other consumers will tend to trust other consumers who introduce and already have good experience with certain brands. The advice given for this is what will make them move to make the buying process (F. Putri et al., 2016).

According to Viviek et al., in Zyminkowska (Zyminkowska, 2019), customer engagement is an interaction between consumers and brands that often involves social networks. Customer engagement plays a very important role in maintaining relationships between brands and their consumers, such as in terms of customer loyalty.

According to Zyminkowska (2019), customer engagement has 3 various forms, namely:

1. Customer's communication

Leading to interactions that occur either in the form of positive or negative from one consumer to another, such as word of mouth. This form can also lead to an attitude of helping fellow consumers such as customer referrals and also inter-consumer behavior that influences each other (Coritama et al., 2022).

2. Customer complaints

Leads to feedback from the customer. Customer complaints concern consumer knowledge behavior that occurs in interactions between the company and the consumer, or fellow consumers, it could also be with outsiders such as the media. This form occurs because of consumer dissatisfaction.

3. Customer's collaboration

Leading to an interaction that occurs between the customer and the company, such as providing ideas, information, feedback, or by carrying out activities that can become a forum for customer skills.

It can be seen that the role of social media marketing in customer engagement is an important element. This allows for a fairly good and effective relationship between the two (Williams et al., 2012).

METHODOLOGY

Research Paradigm

Paradigm is a method of looking at a field that is viewed and this can influence what is seen. With this, the research paradigm is a description of the research framework that will be carried out by Author and how to view author in research. The perspective of researchers can be influenced by various facts found by researchers as well as a set of theories that support these facts (Ridha, 2017). Thus, in this section it will be explained how author view phenomena that exist in the environment with the help of references to theories that can support research. Author uses post - positivism in conducting this study to use a way of thinking subjectively. Post-positivists hold a deterministic philosophy that might cause effects and results.

With this, post-positivism reflects the need to identify and assess the causes that influence the outcomes found in experiments. The goal is to select, simplify, and transform raw field data into small discrete sets for testing, such as variables consisting of hypotheses and questions for research. Post-positivism is based on observing and measuring the objective reality that exists in the world. Thus, the post - positivism begins with a theory, collects data that supports or disproves the theory, and then conducts additional revisions or tests (JOHN W. CRESWELL, 2009). Author uses the post-positivistic paradigm to find out social media marketing strategy to increase customer engagement for Taman Safari Indonesia (TSI) Bogor company through @taman_safari Instagram.

Research Methods

The research conducted on this thesis proposal uses a case study research methodology. Case study is an empirical method that investigates contemporary phenomena in a case in depth and in a real-world context. Case studies assist research in understanding real-world cases and assume that such understanding tends to involve important contextual conditions related to the cases studied (Yin & Campbell, 2018).

Case studies address technical situations that are more variable than data points and become sets of results. The benefits of building on previous theoretical propositions include obtaining a guideline, data collection, analysis, and results. Case studies are various sources of evidence from the data needed through triangulation (Yin, 2018).

Thus, author can conclude that the research method that is suitable for use in the phenomena discovered by author is a case study. In this case, the company Taman Safari Indonesia (TSI) is the object of the case study. Meanwhile, the aspect he emphasizes is the social media marketing strategy in increasing customer engagement for Taman Safari Indonesia (TSI) companies through Instagram @taman_safari.

Types and Nature of Research

This research uses a qualitative descriptive approach. Qualitative research is an approach to exploring and understanding the meaning given by individuals or groups related to social and community problems (Creswell & Poth, 2018). Qualitative research that utilizes word data arranged into a descriptive with the aim of describing social media marketing strategies to increase customer engagement at Taman Safari Indonesia (TSI) company.

The research process involved questions and procedures from research so that data collection was carried out with the presence of participant criteria, the process of analysing data inductively through general themes, making theories and concepts the final point in research and interpretation of the meaning from the views of participants. Some characteristics of research with a qualitative approach according to Creswell (2018, p. 257 - 258), namely:

1. Natural setting

Research is conducted directly to the field - at the location of research participants who experience the problems being studied, so that author can see directly the natural behaviour of participants which is the main characteristic in qualitative research.

2. Researcher as key instrument

Author collected data through behavioural observation, documentation, and direct interviews with participants related to the research.

3. Multiple sources of data

Qualitative research collects various forms of data such as interviews, observations, documentation and information so that it does not only rely on one data source. After the data is collected, the researcher will review the data, understand, and manage all data sources.

4. Inductive and deductive data analysis

Qualitative research works inductively, building patterns, categories, and themes inductively by organizing data into more abstract units of information.

5. Participant's Meaning

The entire process of qualitative research focuses on the meaning drawn from the views of the participants regarding research problems and issues, not taken from the researcher's perspective and interpretation of certain literature.

6. Emergent Design

The research process always moves dynamically, so that several processes change after the researcher observes and collects data. This shift indicates that the researcher can dig deeper into the topic or phenomenon under study.

7. Reflexivity

The researcher reflects on how a researcher's role in research and his or her personal, cultural or experiential background can shape and guide the interpretation of research results. This aspect is more than just advancing the value in research, but how the background of the researcher shapes the research direction.

8. Holistic Accounts

Qualitative researchers try to develop a complex picture of a problem or issue being studied. This results in multiple perspectives, identifying the many factors in a situation, and sketching the bigger picture that emerges. This research does not only use qualitative research, but also uses descriptive research. Research that uses detailed explanations to solve an existing problem based on the data that has been obtained is called descriptive research. Thus, the research that will be conducted uses a descriptive qualitative type, namely to obtain information about social media marketing strategies to increase customer engagement for Taman Safari Indonesia (TSI) companies through Instagram @taman_safari.

Participants

Author will conduct in-depth interviews regarding the social media marketing strategy used by Instagram @taman_safari. Participants in this study had to comply with several criteria, namely the individual had to work at Taman Safari Indonesia Bogor for at least 1 year. Individuals must also understand social media marketing used by Taman Safari Indonesia Bogor companies and engage with consumers online and offline. Related to this, the participants that the Author chose for this study were:

1. Corp Sales & Social Media Manager Taman Safari Indonesia (TSI) Bogor

This interview was conducted with Taman Safari Indonesia's Social Media Manager who knows all social media marketing strategies, is responsible for managing Instagram social media, and knows all the performance of social media marketing staff from Taman Safari Indonesia (TSI) Bogor.

2. Head of Digital Marketing Taman Safari Indonesia (TSI) Bogor

This interview was conducted with the Head of Marketing Communications Taman Safari Indonesia who knows the social media marketing strategy on Instagram social media related to uploaded content, monitoring progress, and also evaluating the performance of the marketing team.

3. Marketing Communications Coordinator of Taman Safari Indonesia (TSI) Bogor

This interview was conducted by Taman Safari Indonesia's Marketing Communications Coordinator who knows social media marketing strategies on Instagram social media related to content uploaded via Instagram stories, feeds, and also Instagram advertising. The Marketing Communications Coordinator also plays an important role in resolving complaints made by consumers.

Data Collection Techniques

In this study, Author conducted data collection techniques through in-depth interviews with the unit of analysis on Social Media Managers and Instagram followers who met the criteria for research participants. According to Yin (2018, p. 161), interviews are a very important and essential source of information for case study research. The interviews conducted in the case study were in-depth interviews which would be more like guided conversations than giving structured questions to research participants, and the atmosphere of the interviews tended to be more fluid and less rigid. In this type of qualitative research, the researcher collects data and makes good and effective use of time to get information at the research location. Qualitative research is divided into three types of data collection methods as follows (Creswell, 2018, p. 262 - 263):

In-Depth Interview

In carrying out in-depth interviews, Author conducted face-to-face interviews with participants, using the telephone, or group interviews with 6 - 8 participants who were interviewed respectively. This interview involves unstructured and open-ended questions with the aim of obtaining the views and opinions of the participants.

Observation

Qualitative observation, Author will go directly to observe the behaviour and activities of the participants at the research location. In this observation, the researcher noted, in an unstructured to semi-structured manner (using several previous questions that the researcher wanted to know) in research activities. Qualitative observations involved in roles that varied from non-participants to full participants.

Documentation

During the research process, author also collect documents qualitatively. Documents collected can be through public documents, namely newspapers,

official reports, and papers. Personal documents include journals, letters, e-mails, and diaries. Document analysis can also be in the form of videos, photos, text, art objects from sound to sound.

Data Validity

Data validity is a check aimed at checking the level of correctness of the data collected. In this case, the validity of the data is very important, as a form of proof of the research that has been done. According to Yin (2018, p. 78) there are four types of data validity in case study research with descriptive characteristics, namely:

1. Construct Validity

Identify operational measure measures that are synchronous using the concept being studied. The identification carried out refers to using the original purpose of the research and citing studies that have been carried out to create the same fit.

2. External Validity

Display and show how and whether research from case study results can be generalized. This research was conducted by observing the format of the questions asked when conducting a case study because there are questions that can help and prevent preferences from generalizing.

3. Internal Validity

Internal validity applies to explanatory or casual studies only. Trying to establish a casual relationship, where certain conditions lead to other conditions is distinguished from a fake relationship.

4. Reliability

This research is certain to be carried out again by further research from studies such as data on research series procedures and the same collection and will produce the same conclusions and results. The validity of the construct validity research used in this study was to collect data from a variety of different sources and combine and compile case study reports to Corp Sales & Social Media Manager and Head of Marketing Communications Taman Safari Indonesia (TSI) Bogor. By using the validity of this data, author can compare the answers between the two informants regarding social media marketing strategies.

Data Analysis Techniques

According to Creswell (2018, p. 262), usually in qualitative research, generally procedures are used from general to specific steps. This analysis depends on the type of strategy used, but the ideal is to combine general procedures into specific steps. Author uses data analysis techniques that are interactive in the proposal to be studied. Before being interpreted, the researcher will collect the data that has been searched for to analyse the data. According to Yin (2018, p. 224) in conducting research, there are five types of data analysis techniques used for case studies, namely:

1. Pattern Matching

The case study analysis technique is a matching technique using matching patterns and logic. case study research with a descriptive nature, pattern matching is still relevant as long as the pattern of descriptive features is predicted before the data is collected.

2. Explanation Building

This data analysis technique uses data to develop patterns and explanations using more difficult procedures in an incident in a case study. In explaining a phenomenon, a series of sequences of causality or cause and effect must be established and why and how this can happen.

3. Time-Series Analysis

This data analysis technique compiles data by analysing existing trends and timelines before conducting data collection. Time series analysis is performed in behavioural and clinical psychology. The aim is to examine questions related to events over time. The more complicated and precise the pattern of time series data analysis techniques, the more robust it will be to put the conclusions of the case study. When using time series analysis relevant to case studies, an important feature is identifying the specific measures to be studied over time, as well as the specific timeframes included in the provisional estimates.

4. Using Logic Models

Using reason and operationalizing a complex chain of events or incidents at a certain period, showing how a complex activity, for example carrying out an activity using reason, is supported in achieving goals. Analysis can use qualitative or quantitative data depending on the type of case studied (individuals, organizations, or programs). The pattern matching data analysis technique used in this study involves analysing case study data by comparing or matching models based on data collected through in-depth interviews and other supporting sources and associated with the Tuten & Solomon social media marketing strategy model.

RESULTS

Indonesian Safari Park (TSI) Bogor

In this study, Author analysed social media marketing strategies that can increase customer engagement with several theories and concepts. Before analysing and understanding the results of the findings that have been obtained, Author will first explain briefly the profile of the Bogor Indonesian Safari Park (TSI).

History of the Indonesian Safari Park (TSI) Bogor

Taman Safari Indonesia (TSI) Bogor, located in Cibereum Village, Cisarua District, Bogor Regency, West Java, or known as the Puncak area, is a family recreation park. Before being known as the largest zoo in Indonesia, Taman Safari Indonesia started as a humble hotel called Sari Asih. The hotel is built on an area of 2.5 hectares which is equipped with a small animal park that attracts the attention of visitors.

Hotel Sari Asih changed its name to Royal Safari Garden in 1987. The construction of Taman Safari Indonesia Bogor took advantage of a tea plantation that was no longer in operation. Initially, Taman Safari Indonesia Bogor was only built on an area of 50 hectares, now it has grown to 168 hectares as high as 800 meters above sea level, with a comfortable climate. After being quite successful in building the Royal Safari Garden in 1979, then Taman Safari Indonesia Bogor decided to open an elephant training center in Indonesia. The goal is to overcome conflict between elephants and humans.

Taman Safari Indonesia Bogor is not only a conservation park, but designated as a National Tourism Object by Soesilo Soedirman, Minister of Tourism, Post and Center for Breeding Endangered Animals in Indonesia by Hasyrul Harahap, Minister of Forestry on March 16, 1990. This park can be reached by means of transportation. adequate and easy to reach, both from the City of Jakarta, Bogor, or Bandung. Taman Safari Indonesia Bogor provides various facilities for consumers such as Royal Safari Garden lodging, picnic areas, children's playgrounds, mini zoos or mini zoos, animal entertainment stages, night safaris, and so on. Taman Safari Indonesia Group has five business unit parks and four hotel business units, which are named:

1. Taman Safari Indonesia Bogor (within which there is a Safari Resort)
2. Royal Safari Gardens
3. Taman Safari Indonesia II East Java (inside it is the Baobab Safari Resort)
4. Bali Safari Park (inside there is the Mara River Safari Lodge)
5. Central Java Safari Beach
6. Jakarta Aquarium & Safari (as sister company of Taman Safari Indonesia)

In maintaining its commitment to presenting a fun recreation area for every family member and providing services to satisfy visitors, Taman Safari Indonesia Bogor won awards in the field of travel and tourism. This award is the result of the work of every individual in Taman Safari Indonesia Bogor with proof that Taman Safari Bogor wants to introduce animal conservation in a fun way. Five prestigious awards were won by Taman Safari Indonesia Bogor, namely:

1. Best Conservation Institution
2. Indonesia Green Award
3. Sapta Pesona Award
4. Best Indonesia Travel and Tourism Award
5. Satyalancana Development Award

Taman Safari Indonesia, Bogor,

Address: Jalan Captain Harun Kabir No. 724, Cibereum, Kec. Cisarua, Bogor Regency, West Java 16750

Phone: (0251) 8250000

Email: facebook@tamansafari.net

Website: bogor.tamansafari.com

Instagram: @taman_safari

Facebook: @tamansafari.cisarua
Twitter: @TSI_Bogor
Number of Animals: 3,000 animals

Vision and Mission of Taman Safari Indonesia (TSI) Bogor

Vision of Taman Safari Indonesia (TSI) Bogor

The vision of Taman Safari Indonesia Bogor is to become a role model and role model for world-renowned wildlife and recreational parks in terms of preserving animals. Taman Safari Indonesia Bogor has become a member of WWF and is discussed in National Geographic.

Mission Taman Safari Indonesia (TSI) Bogor

Taman Safari Indonesia Bogor's mission is to become a model for other animal parks and recreational parks. Taman Safari Indonesia Bogor also provides education for the public by introducing Indonesia's biodiversity, especially to foreign communities.

Instagram @taman_safari

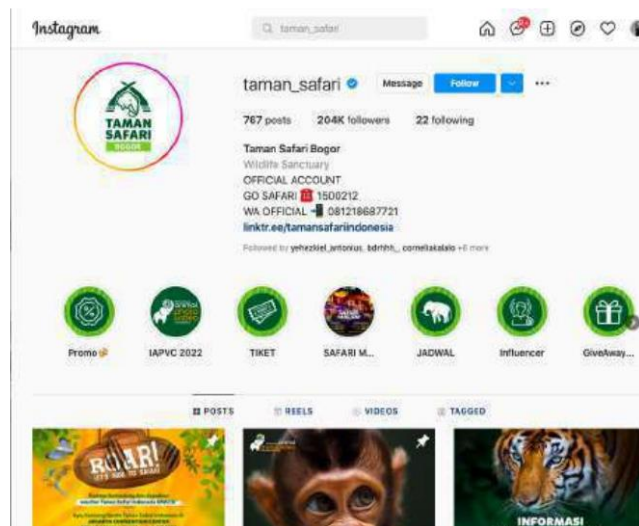


Image 5. Taman Safari Indonesia Bogor Instagram account

Taman Safari Indonesia (TSI) Bogor has 204 million followers or followers (as of 30 June 2022) with 767 photos and video content uploaded to feeds. The Instagram account @taman_safari has been verified or the official blue tick from Instagram. According to Arviana (Arviana, 2021), in an article from glints.com, Instagram states that accounts with a blue tick are accounts that have been confirmed as authentic representing brands globally. Instagram has been dubbed "The World's Most Powerful Selling Tool" which indicates that many of its users are still young, they are engaged, and most are shoppers or buyers (Macarthy, 2015).

Social Media Marketing Strategy in Increasing Customers Engagement

This research discusses the social media marketing strategy implemented by Taman Safari Indonesia Bogor in increasing customer engagement with the Instagram case study @taman_safari. Therefore, the researcher provides an overview of social media marketing strategies in increasing customer engagement so that readers understand the strategy better. In general, Taman Safari Indonesia Bogor is a recreation area based on conservation and educational institutions for families and children. With the Covid - 19 pandemic, Taman Safari Indonesia Bogor also felt a significant impact on the company, workers, and the animals in it, namely by closing the company for 3 months due to government regulations. After the Covid - 19 pandemic has subsided, Taman Safari Indonesia Bogor has begun to reopen with the protocol set by the government and providing offers related to prices and content to attract visitors again (IndonesiaKaya Team, 2021).

The offer given by Taman Safari Indonesia Bogor is by offering product sales in bundling promotions for entrance ticket prices with food packages or other packages. In attracting visitors, Taman Safari Indonesia Bogor chose Instagram as a platform to increase awareness and engagement because it is well known by the wider community. Instagram is also considered a social media that has good content for direct approaches with the public.

Taman Safari Indonesia Bogor also uses several pillars of social media such as discussing conservation, education, research and recreation. Not only offering promotions by bundling, but Taman Safari Indonesia Bogor also uses Instagram with quizzes or giveaway content to attract the attention of audiences inside and outside the city. Content or promotions carried out by Taman Safari Indonesia Bogor can maintain audiences as well as visitors to make repeat purchases (Maheza Prasetya & Daniel Susilo, 2022).

Research Results

The results of the research described in this section are based on the results of interviews with several informants and additional information from the company's internal documents used as data in conducting the research. Questions - questions derived for interviews with several sources refer to the Social Media Marketing Strategy by Tuten & Solomon which consists of several specific characteristic concepts, namely Perform A Situation Analysis (Internal, External Environment, and SWOT Analysis), Set Marketing Objectives, Develop Marketing Strategies (Select Target Markets and Positioning, Product Strategies, Pricing Strategies, Promotional Strategies, Supply Chain Strategies), Implement and Control The Marketing Plan (Action Plans, Responsibility, Time line, Budget, and Measurement and Control), there is a division of questions based identification of company assets, analysis of strengths, weaknesses, opportunities, and competitors of the company.

In the section on setting goals, research objectives, and target audiences, the questions raised are related to how goals and objectives, and who is the target of followers on Instagram @taman_safari. Furthermore, interviews were also conducted regarding Instagram's @taman_safari social media marketing strategy regarding company situation analysis, content strategy, company excellence, strategy measurement, marketing plans, and company control. It was continued with how the evaluation was carried out by Taman Safari Indonesia (TSI) Bogor regarding Monitoring Progress, Controlling, Optimizing Content Creation, and measuring the resulting Awareness. The focus of this social media marketing strategy or social media marketing research is how to increase consumers' return to come, so the research is focused on the application of social media marketing strategies in increasing customer engagement at Taman Safari Indonesia (TSI) Bogor through a case study on Instagram @taman_safari. After knowing the background of the social media marketing strategy, defining the problem formulation, determining the research questions, research objectives, and conducting research and interviews, the researcher will then analyse the results of the research and relate it to the concept of specific characteristics of the social media marketing strategy. The following are the findings and research obtained by author,

Perform a Situation Analysis

At this stage in this research, Taman Safari Indonesia (TSI) Bogor plans good social media starting with conducting clear or detailed research on the industry, product category, competitors, and also the consumer market. This stage was carried out as the first part of the Instagram strategy planning for Taman Safari Indonesia (TSI) Bogor. This goal is carried out to measure specific characteristics that can be measured, determine the changes needed, have a timeline or timeline, be consistent and also realistic (Tuten & Solomon, 2018). The social media marketing strategy is seen from the first concept, namely Internal Environment from Taman Safari Indonesia (TSI) Bogor to see strengths and weaknesses, elements that can be controlled by companies that are able to influence how well the company operates. The concept of Internal Environment is related to the way Taman Safari Indonesia (TSI) Bogor uses social media Instagram to attract audiences to Taman Safari Indonesia (TSI) Bogor.

In increasing engagement using Instagram, Taman Safari Indonesia (TSI) Bogor uses video and photo-based content with several pillars in it. Social media pillars on Instagram Taman Safari Indonesia (TSi) Bogor, namely conservation, education, research, and also recreation. This was also conveyed by the Corp Sales and Social Media Manager.

"For example, on how TSI uses basic social media, we have 4 pillars in TSI, the first we will discuss conservation, the second we discuss education, then the third I will discuss more about, oh sorry research and the fourth is recreation . So, basically, for content on social media at TSI, our approach is an educational approach. So we do provide educational content that is more dominant than actual recreational content. For family tourism, yes, that too, but what is emphasized more in terms of content is more educational content."

(M.A.E, Personal Communication, 5 June 2022) This statement is also supported by the Head of Digital Marketing who said that Instagram Taman Safari Indonesia (TSI) Bogor has several pillars to support content creation or presentation of content that will be provided to consumers.

"Okay, this actually should be in Ms. A's realm, yes, yesterday it was answered for social media. Okay, now that we are actively using social media Instagram, we are using some content "Okay, if this actually should be in Ms. A's domain, yes, yesterday it was answered for social media. Okay, now that we're actively using social media Instagram, we're using some content where the content is in the form of several images, so we turn them into videos. Why videos? Because to better describe or present our animals and be easy to capture in people's minds, it's already interesting if we use video. Apart from that, in our content, there are 3 pillars, education, information, and the third is about comedy. So, more or less, we always use these 3 pillars in creating content." (H.C, Personal Communication, June 9, 2022)

The first and second statements were also supported by the third participant, namely the Marketing Communications Coordinator who also added information and strength from Instagram Taman Safari Indonesia (TSI) Bogor in increasing visits and customer engagement in addition to using several pillars used in Instagram content. The third participant added a more detailed statement, added the company's advantages, and how content is made to be uploaded to Instagram Taman Safari Indonesia (TSI) Bogor in increasing customer engagement.

"Okay, actually like this, we have guidelines for how to action, so each of our content must have a how to action element. The first point is the Animal Safari Journey program with your own vehicle. The second safari has a lot of animals, you could even say it's complete. The third, Safari Park, the tickets are not included or if you want to go to the Safari Park, you can't just see one, but you can also take recreational rides and then see educational performances. which is really interesting. Then we also have pandas. For now, the Indonesian Panda Palace and also the one and only Indonesian panda are only in Taman Safari Bogor. So, pandas are also an attraction to make meaning our engagement so that it's good to be a panda and I always make panda content, so we have a content plan." (D.K, Personal Communication, June 10, 2022.

Apart from the strength of Taman Safari Indonesia (TSI), Bogor also has elements of corporate control. By looking at the current Instagram trend, which is widely used by many generations, Taman Safari Indonesia (TSI) Bogor chose Instagram to be one of the marketing media for recreational trends by seeing opportunities to attract the right visitors to come to recreation areas on the basis of this conservation institution. Instagram is considered a platform that is widely used by companies as a marketing tool and can increase engagement from uploading content.

"Because we also know that in the current era, Instagram is indeed one of the most heavily recognized digital social media by the public and eee engagement is also higher compared to other platforms which have been followed by several other platforms. It's just that Instagram is still good content for a direct approach to the community.

Social media is starting to surpass Instagram, one of which is Tiktok, then YouTube, also globally, there are TikTok, YouTube, Instagram, and Twitter, these four are still being used in the world of marketing." (M.A.E, Personal Communication, June 5, 2022)

Not only to increase engagement, Taman Safari Indonesia (TSI) Bogor also uses Instagram as a marketing medium because it has been known by many people for several generations. Starting from gen z, gen y, and also the millennial generation who already use Instagram and other social media and digital media nowadays.

"Okay, because Instagram has a lot of users and it also varies, starting from e, varying from gen z, gen y, and up to millennials, right now, we want to say that now we are millennials. In particular, they are very certain or do exist on social media, especially Instagram, so why are we using it at this time, we are still using Instagram, because the pattern or behaviour to target our target market is using Instagram. Yes, that means not eliminating other social media, in fact, like Facebook or TikTok, which are currently very busy, but eee can be said that among all our followers on social media, Instagram has the most number." (H.C, Personal Communication, June 9, 2022.

The third participant in this study also conveyed the reasons for choosing Instagram as a marketing medium. The social media used by Taman Safari Indonesia (TSI) Bogor is also used by looking at what is currently happening or happening at the moment. Not only conveying the reasons for choosing Instagram as a marketing tool, the third participant also added that Instagram is a platform that is still very large and remains at this point.

"What we chose actually has a platform, not just Instagram, but we also have TikTok, Twitter, and Facebook. Only at this time are we just following the times that are happening, which one is this? Because at this point the only thing that stays is Instagram, right? And also for now TikTok is new, isn't it, so actually Instagram is faster, because what? Because Instagram is a platform that all groups are watching, all groups are open, all groups are watching. All in all, that's the point, so actually, regardless of the platform, if it's happening again, we'll use that. But for now, the one that is currently staying is in my opinion, the one that is currently staying and also currently still growing is Instagram." (D.K, Personal Communication, June 10, 2022)

The third stage in the Internal Environment also discusses posting Instagram content from Taman Safari Indonesia (TSI) Bogor which can affect the purchase of recreational tickets directed to the website.

"It's very influential, because each of our content must have a how to action but we always direct the how to action to our purchasing website anyway."

(M.A.E Personal Communication, 5 June 2022) Instagram is not only a means of information and promotion, content uploaded by Taman Safari Indonesia (TSI) Bogor will provide high enough engagement so followers from Instagram @taman_safari can see the promotion and can attract followers to provide feedback such as sending messages to buying tickets through the website which is referred to as how to action by Taman Safari Indonesia (TSI) Bogor.

"Okay, okay, so because Instagram is not only an e-information medium but also a means of promotion as well as our digital profile where if we post something like that, for example as a promotion, right, there will be lots of DMs who will come and

comments that it seems like the engagement is pretty high, right, well that's our way of finally getting consumers to make purchases or they're interested in the promotions we're spreading, so I think our e-posts are like that on Instagram Taman Safari, it's really affecting from their e-sales for websites, after all we direct all landing pages or action pages to make purchases through online or websites." (H.C, Personal Communication, June 9, 2022).

Not only uploading content to attract visitors to provide feedback, Instagram @taman_safari also uses advertisements that are directly connected to the Taman Safari Indonesia (TSI) Bogor website.

"Yes, of course, because it's not uncommon for us to install AdSense social media, so we install AdSense, which when clicked directly connects to our website. Yes, that's the first and second, every content has an action. We also display it for our website, so of course our social media content brings big agents to our website. then the two advantages are that buying on the website has a special price, so you save more on ordering on the website." (D.K, Personal Communication, June 10, 2022)

In the Perform A Situation Analysis concept, there is not only the Internal Environment, but also the External Environment by looking at the opportunities and threats that affect the choices and capabilities of the Taman Safari Indonesia (TSI) Bogor company. The first participant stated the advantages and differences between Taman Safari Indonesia (TSI) Bogor and other competitors.

"Eee, the most distinguishing thing is that TSI is a conservation organization which is indeed the largest in Indonesia at the moment. As the largest conservation organization in Indonesia, then we have various kinds of various animals here and that is what differentiates us from other competitors." (M.A.E, Personal Communication, June 5, 2022)

In contrast to the first participant, the second participant conveyed and explained the difference between the profiles of other competing companies and Taman Safari Indonesia (TSI) Bogor in that the uploaded content emphasizes direct sales or hard selling compared to soft selling. In contrast to the profile of Taman Safari Indonesia (TSI) Bogor which emphasizes soft selling by showing videos about animals and facilities at Taman Safari Indonesia (TSI) Bogor.

"Okay, maybe this should be more complete than me, that's why it's Ms. MAE who monitors more often, right? For e considering maybe if I could add a little. E, like I said, if I look at some of the e social media profiles of our competitors, the point is, most of them almost just post single images, right? the difference is that by posting videos of animal behaviour, videos of uniqueness or our facilities, the features available in Safari Park, now that's what I think is the difference, yes most of them are 70%, maybe you could say it's soft selling the rest hard selling" (H.C, Personal Communication, June 9, 2022)

The third participant also said that Taman Safari Indonesia (TSI) Bogor is also the largest conservation institution in Indonesia with the most animals and species in it. This makes Taman Safari Indonesia (TSI) Bogor an educational place based on conservation institutions that are close to the community

because they can see directly and interact with the animals at Taman Safari Indonesia (TSI) Bogor.

"Maybe the point is the selling point is that the Safari Park has more animals, so the Indonesian Safari Park is an ex-situ conservation organization which is indeed one of the biggest. This largest one is not the only one, but the largest with the most one and also the species. The number of species is also large, then the safari park is a conservation institution which is indeed the concept, although the sorry zoo tour, which is indeed a closer concept to animals, so you can go on a Safari Journey with your own vehicle. That's one I think is one of the really important points, so it's not anywhere, because it's only in Safari, you can't find it anywhere, right? Because for now this concept only exists in Taman Safari Bogor. Then the third is the weather, which is really cool, so you really feel at home for a long time on Safari and it's addicting." (D.K, Personal Communication, June 10, 2022)

Judging from the Covid - 19 pandemic which has had such a big impact on various industrial companies, Taman Safari Indonesia (TSI) Bogor has also felt this impact. The big impact should make Taman Safari Indonesia (TSI) Bogor close for two to three months. By becoming a conservation institution that must continue to preserve and breed animals in Taman Safari Indonesia (TSI) Bogor, the company must make very strong efforts to survive during the Covid - 19 pandemic which is still rampant today (F. B. V. Putri et al., 2022).

"For example, at that time, our TSI was in a pandemic and our government's advice was to close it for a few months at that time. After that we try to provide promotions in terms of price to the audience. Some of the products being promoted, product sales at that time we did for the price of the entrance ticket, the majority we played on the price of the entrance ticket, then we bundled the price of the entrance ticket with F&B prices or the price of the entrance ticket we bundled it with feeding and then usually eee like that if we play on the price of some of our products." (M.A.E, Personal Communication, June 5, 2022)

Various methods are used to keep Taman Safari Indonesia (TSI) Bogor running, digital marketing is one of the choices for this conservation agency and is working with OTA and e-commerce to assist in ticket sales. Ticket sales help in providing care and protecting the ecosystem of animals and plants that are in danger of extinction.

"Eh, for the pandemic yesterday, we were closed for 3 months, right? But e, we are using e-digital marketing, fortunately we are already using digital transformation from consumers, so at that time, besides we are also working with e-commerce with OTA So yes, to help sell our tickets, we also do an e-promo where we also have a buy now use later so they can buy it first at a fairly low price at that time. E can then be used after the pandemic ends like that's our way so that e is okay, at least the pandemic doesn't hurt like that, our economic condition is the same, because the best we can say is that we also have to protect animals, right and also their sustainability, so even if For example, if we close, we still have to try so that the ecosystem can run." (H.C, Personal Communication, June 9, 2022)

Taman Safari Indonesia (TS) Bogor is also seeking permission from the government to reopen according to the protocol set by the government. Not only using digital marketing as a means of promotion, Instagram @taman_safari is still used to interact with followers to keep providing updates

and inviting followers to continue to feel closeness with the animals in the Indonesian Safari Park (TSI) Bogor through live on Instagram @taman_safari .

"Okay, the first thing I want to answer is that Taman Safari Bogor is owned by the private sector, yes, it is privately owned and not owned by the state. So actually, a safari park finances its own animals, right with its own income. So, during the pandemic, we were asked to close for 3 months, 3 months of no income. Actually, it was a tough thing because previously the Safari Park had never closed. As a Marcom person, I live every day so that people still remember you are Safari. That's the first, the second is that there are educational activities to keep educating the public, keep educating our followers, children, so they don't have to do anything at home, right? We live every day with one that is different from in the Safari Park. In fact, we even invited the children to go on safari too, because even though it is closed, we still must build good engagement with our followers, right? After all, followers are one of our visitors too. Now, secondly, we have a digital marketing program, we sell tickets, buy now visit letters. So, you buy the tickets now but visit them later when the safari park opens. Thankfully we only closed for 3 months because the government finally said to the government that we begged the government and the Ministry of LK to be allowed not to open, even if it's just a Safari Journey, don't get out of the car because we need money anyway." (D.K, Personal Communication, June 10, 2022).

The first participant stated that seeing opportunities on Instagram social media gave Taman Safari Indonesia (TSI) Bogor the opportunity to expand recreational trends in increasing audience share.

"It's definitely more enlarged, for sure we will enlarge it for market share, and we will also enlarge our audience share, so we really want it everywhere for tourists to go to safari parks, that's what we want to continue to improve." (M.A.E, Personal Communication, June 5, 2022)

By seeing marketing trends through social media, Instagram @taman_safari wants to be aggressive in doing digital marketing on digital platforms. This is done to open opportunities and opportunities for consumers who want to be targeted with media that is easily accessible and shortens the time.

"E opportunities, for example, can help TSI to be more advanced or more broadly reach market trends or something else. That is, it, ma'am. Oh yes, if we look at it, because now everyone is looking for anything, looking for entertainment, tickets, looking for hotels, everything is online, right? So why do I mean we are aggressively digital platforms and also working with other digital channels and that's because nowadays people don't want to be difficult, right, even though there are still some who prefer to come directly to buy tickets at e That's the Safari Park, but what are we also opening? Opportunity opens opportunities and we also open opportunities for those who really perceive the millennial people we are targeting to make it easier for them to buy tickets from us. So why did we finally install methods so they can go directly through our websites, right? Yes, all that's left is for them to sit for 3 minutes 4 5 minutes and it's over, the tickets are already in hand, so we want to herd them too, and provide information that online purchases can already be done online and it's much easier for them." (H.C, Personal Communication, 2022)

The third participant stated that he was very happy because of the opportunity from the recreational trend on Instagram @taman_safari and other social media, namely by utilizing social media that uses interesting content to increase ticket sales from Taman Safari Indonesia (TSI) Bogor.

"Actually, as a content creator, I am a social media person. Yes, I am happy. I think his view is happy and indeed that's one for now for now because we live in the digital era, right? What is social media called? There's an example of an action, I'm sure people will want to come to Taman Safari like you, I'm sure you now scroll more often on TikTok and Instagram, look at people's reviews like that, right? So that's what we also use at the Bogor Safari Park, so the view is that we really need it so it's not just the Safari Park, but in my opinion all recreational areas have used social media with what's it called? Using social media to attract visitors as well. So the homework is yes, we make good content like that. The point is not really that it's not just Taman Safari, but in my opinion all tourist attractions and even those outside of tourism, for example retail in the world of retail, even those influencers have used it. Social media is to attract sales, it's like that." (D.K, Personal Communication, June 10, 2022)

Set Marketing Objectives

After Perform A Situation Analysis, the second concept with the characteristic objectives used by Taman Safari Indonesia (TSI) Bogor via Instagram @taman_safari is Set Marketing Objectives. Set Marketing Objectives to see what the company as a whole wants to aim for. The first participant stated that the objectives carried out by Instagram @taman_safari, namely to increase engagement and revenue, were a campaign carried out by Taman Safari Indonesia (TSI) Bogor.

"What is certain is revenue number one is certain. Revenue is what we definitely want to chase, right? Because social media is marketing too. So, the way to increase revenue is by using one of them with our social media. So, what we really want to achieve is definitely revenue, engagement with the audience." (M.A.E, Personal Communication, June 5, 2022)

Apart from increasing engagement and revenue, another goal of Taman Safari Indonesia (TSI) Bogor is to educate the public to make it easier to buy tickets from Instagram @taman_safari and the website digitally.

"Previously, if we wanted e-opening or educating, yes, now the era is completely digital, right, so we are also not left behind with OTA or with e-commerce where others can also buy tickets online in the digital era." (H.C, Personal Communication, June 9, 2022)

In contrast to the third participant's statement, the goals that Instagram @taman_safari wants to achieve are focused more on the income generated from promotions to meet needs and help financially in managing ecosystems and animals. This is to continue to preserve and breed animals for the next few generations.

"Making money, right or not? So, yes, what is the goal, what is the purpose of attracting visitors and also attracting our followers to come to Bogor Safari Park because this is actually a visit. People or followers who actually go to the Safari Park are also involved so if you visit the Safari Park you are participating in preserving endemic animals. In fact, all the animals in the Safari Park are like that because indirectly, yes,

you also spread kindness, please come to the Safari Park. Yes, indirectly when you come to Safari you pay for a ticket to the Safari Park, that is, the money is also used for food and the needs of the animals too. That's the goal, yes, it's business, I mean it looks like business, but it's not just business that's there, but more to educate too. So it's not just business but educating by using social media to educate. Our followers also want to know oh what animal is this oh what animal is this oh this is an endemic animal that must be protected so that humans don't mess with animals, that's an important point." (D.K, Personal Communication, June 10, 2022)

Develop Marketing Objectives

Develop Marketing Objectives, where the company makes a strategy to achieve the predetermined objectives. Indicators from Develop Marketing Objectives are in the form of Select Target Markets and Positioning, Product Strategies, Pricing Strategies, Promotional Strategies, and Supply Chain Strategies. In the Select Target Markets indicator, there is positioning (determining segmentation according to geography, demographics, behaviour. Positioning is used to identify how the brand wants to be seen by the public). The first participant conveyed Select Target Markets and Positioning Instagram @taman_safari which is for families and will be targeted to the millennial generation.

"At this time, organically it is automatically a family. Because it's really a small child like that, the family has become the main target. The second is that we are currently pursuing a market for millennial children. But we want to balance between family and millennials." (M.A.E, Personal Communication, June 5, 2022)

The target of Taman Safari Indonesia (TSI) Bogor is not only for families, but also to target the millennial and z generations so that this conservation institution can become the top of mind of the community as an exciting vacation spot.

"If we are now actually targeting families, we are already top of mind, right? I mean TSI is for families, through millennials and also gen Z too, so they might make TSI as a place, what's it called for their joint entertainment with love of pets? Together with the partner, so it's not for TSI, it's only for family, right?" (H.C, Personal Communication, June 9, 2022)

Supported by a third participant who also explained the same thing about the target audience of Instagram @taman_safari in the realm of education.

"Everyone, all people. Okay. Children, parents, youth are our target audience. Because those who have to learn are not only children, but adults too. That's it." (D.K, Personal Communication, June 10, 2022)

Next, it discusses Product Strategies indicators in the concept of Develop Marketing Objectives. Apart from attracting visitors through social media by posting content, Instagram @taman_safari also offers various products for visitors to enjoy when they come to Taman Safari Indonesia (TSI) Bogor. Products from Taman Safari Indonesia (TSI) Bogor itself have several choices that can be seen through the website or via the official WhatsApp which is listed in the Instagram bio.

"So indeed, the products at TSI that we offer to the audience are indeed one of them, eee Safari Journey, which is usually done during the day. We call it the Afternoon Safari, the Afternoon Safari on to Panda Palace. Then the second Night Safari is usually done every weekend. Those are two favorite products from our customers usually. For Safari Night, we start around 6-8/9 pm or 10 pm, I kinda forgot." (M.A.E, Personal Communication, June 5, 2022)

This was also conveyed by the Marketing Communication Coordinator in detail regarding the products offered by Taman Safari Indonesia (TSI) Bogor via Instagram. Not only a place with recreational and educational programs, the third participant also explained that Taman Safari Indonesia (TSI) Bogor also offers facilities and a comfortable place with a special experience that visitors can feel.

"Everything from what is the name of the Safari Journey program then there is also an educational presentation or show then there is the Panda Palace. You can see pandas at Taman Safari Bogor, then there are recreation areas as well, F&B, then resorts, and also other special experience programs like lion feeding, then there are other animal feedings too, right? that you can visit. There is also the Attorney's Waterfall which actually turns out to be an hour inside the Safari Park, so there is a waterfall inside the Safari Park. Then the special experience is behind the scenes as well. The behind the scenes program is an educational program, so you can also come see the animal hospital that I mentioned earlier, and the activities of doctors, then what are the nurses like? Because veterinarians who care for animals are different from human doctors, so the point is that we also offer the special experience program, oh left, we offer everything in Taman Safari, we will show it like that." (D.K, Personal Communication, June 10, 2022)

The next indicator is Pricing Strategies with the concept of Develop Marketing Objectives discussing budgets for production, marketing, product management. It is known that Taman Safari Indonesia (TSI) Bogor collaborates with several OTAs and e-commerce to help promote existing products and purchase tickets. The first participant explained that in the way of working with Blibli there are several price differences for the products offered on the Instagram website @taman_safari.

"If we collaborate with Blibli or coincidentally TSI works with several OTAs (Online Travel Agents) and several e-commerce companies, there are 4 e-commerce companies that cooperate, the OTAs that we mainly cooperate with are Tiket.com and Traveloka. Then for Bogor Safari Park, eee Tiket.com for OTA and for e-commerce, there are Blibli Tokped JD.ID and Shopee. Now for cooperation with them, we usually give prices in accordance with the prices on our website. Well, if for example you want a discount or what is it, they usually give the discount like that. From e-commerce itself, because we also have a website, so we don't want overlap between our website and theirs, and the difference is again, for example, at Taman Safari, on the website, we can buy same day, for example, at OTA or in e-commerce, they cannot buy. same day ee minimum h-1." (M.A.E, Personal Communication, June 5, 2022)

The second participant explained that regarding the collaboration with BliBli, promos on BliBli and the Instagram website @taman_safari have different prices. The terms and conditions for cooperation are set by partners, the BliBli platform emphasizes making Taman Safari Indonesia (TSI) Bogor invite inexperienced users to register and purchase tickets.

"Usually if the terms and conditions apply from each - each of the two parties, okay, let's say it with BliBli with one of the e-commerce partners with us. inexperienced users, for new BliBli users, but for old users, you can also get a discount, but maybe not as much as new users, e. the purchase happens on the partner's channel, usually they set the terms and conditions." (H.C, Personal Communication, June 9, 2022)

The third participant also explained the collaboration with BliBli by giving a small price discount, but only a few percent of the actual price. Taman Safari Indonesia (TSI) Bogor also adjusted the price of 65 Social Media Strategies, Jessica Bong Natasha, Multimedia Nusantara University for middle to lower class visitors.

"Okay actually, yes BliBli, Tiket.com is a vendor that was chosen to work with Taman Safari Bogor, so they are the vendors who won. That's finally it. How do you work with it? We will give them a special price, the point is, what is the percentage. That's right. So, it is impossible for us to give them a normal price because they also have to sell it like that. But there is cooperation, yes, that's us too. They also invest in Taman Safari, right? So, what is the name of working together to that extent, it's just not too much. In fact, we also can't reduce what's too big for the price, because for the price itself, we can't make it too expensive, you know. That's right, so we also can't reduce it too drastically because we also have animals, so we also don't want prices, can you be patient, it's impossible to increase the price of admission tickets too much. Because we also think about other people, right? Because not only the existing ones want to go to Taman Safari, even the lower middle class also want to go on a safari, so that's what we must think about. So, if we work together, for example, we can't give prices that are too low for e-commerce." (D.K, Personal Communication, June 10, 2022)

In the Pricing Strategies indicator, apart from using OTA and e-commerce to purchase tickets, Instagram @taman_safari also provides ticket purchases through the website. Ticket payments on the website are provided with several types of payment media.

"For payments, there can be several banks, then several digital banks. Eee, yes, those two for the visa master card can also be like that, but I'm not familiar with bank details." (M.A.E, Personal Communication, June 5, 2022)

The second participant conveyed the same thing as the first participant regarding payments through the website. Payment for purchasing tickets varies quite a bit, namely by payment via bank transfer, virtual account, e-wallet, and others.

"Oh, for us, because we have a payment gateway, right from that payment gateway, the prospect is to go to the office. The payment can vary, so if you want to do it with a credit card with a transfer by debit or with an e-wallet, you can use it yourself like the payment gateway, whatever the customer uses is covered." (H.C, Personal Communication, June 9, 2022)

With the presentation by the three informants for purchasing and paying for website tickets, consumers are directed to pay via transfer to make it easier so they no longer need to come in person to buy the ticket.

"Transfer. So, the website is Taman safaribogor.com then on that website there is an entrance ticket purchase. Yes, what kind of procedure can you see on the website? So how do you pay via transfer? That's the point." (D.K, Personal Communication, June 10, 2022)

In the Promotional Strategies indicator, Taman Safari Indonesia (TSI) Bogor has strict regulations for uploading Instagram content for various business units. Starting from the use of music and graphic content such as images that must have a license and other requirements on Instagram social media, there must be a minimum of 3 posts per day.

"If there is a guideline, then we are the first to make it because social media is strategic from the head office and then passed on to friends in their business unit too, which will be in terms of content, ee content and strategy for posting, so what kind of post do you want to post. Now, the rules are that usually you can't use songs that aren't licensed, then you can't use images that aren't licensed, and after that, what else is there, oh every day there has to be activity on social media, whether you want it live or whether you want to post it. feeds, post stories but there must be at least 3 posts per day. Oh, we happen to have an element, we actually use paid songs and visuals. But we hope that our friends in the unit also use it or use the jingle we already use. TSI itself has a jingle, so we usually use that jingle as well." (M.A.E, Personal Communication, June 5, 2022)

Unlike the first participant, the second participant said that uploaded content must use several social media pillars of Instagram @taman_safari such as interesting angles and interesting promo content so followers don't find the content boring.

"Yes, of course there is, apart from what I said earlier, it must include the 3 pillars earlier in the concept, eee, in the concept, we also have to look for interesting angles, which have never been posted before, or if you want to make a sale promo, maybe you can do a promo with Interesting design and visual content, okay, and if possible, don't post it before, post it again. Then, yes, what is certain is that the engagement must go up like that, you have to measure the level of engagement, it must always increase every month. Then what is certain is that the SLA responds to comments no more than 24 hours." (H.C, Personal Communication, June 9, 2022)

Unlike the first and second participants, the third participant explained that uploaded content should not depart from its nature as a conservation institution. By having discussions with the life science division so that the content created emphasizes animal conservation.

"The actual guideline is like this, we can't get out of line. Our nature as a conservation institution is like that, so it's a garden from here, if for example we, if I was myself, as a content creator at that time then took control of social media. At that time, I usually had discussions with life, so the life science division contained curators, then there were veterinarians, then there were animal nurses who were experts in their field, so I usually discussed content with them so that those who directed them didn't end up inviting them. So it's actually like this Ma'am, Safari is silent and wrong in the

eyes of netizens like this, there are so many who want to bring down Taman Safari, right there must be comments. Oh, Safari really exploits animals, that's the point, there are many competitors like that too. Even I don't know. Sometimes the comments like that come from fake accounts and so on. It's impossible, right? It's out of guidelines, that's what it means as a conservation organization whose goal is to preserve animals. So we can't arrange for one to be like this or that or we can't follow the content on the other zoo's social media, there's a figure, so we have our own concept. We have our own guidelines that are different from the others. The point is that we prioritize educational content." (D.K, Personal Communication, June 10, 2022)

On the Promotional Strategies indicator, companies find out how to develop the dissemination of messages about products to the public and what marketing approach strategies to use. Apart from conducting promotions by paying attention to the guidelines on Instagram content @taman_safari, Taman Safari Indonesia (TSI) Bogor also carries out promotions using other platforms such as TikTok, YouTube, Facebook and Twitter. The first participant explained that Taman Safari Indonesia (TSI) Bogor wanted to intensify promotion through digital marketing.

"Oh, if it's offline huh? For example, online from social media, apart from Instagram, we use Facebook, TikTok, and Twitter. At the moment, what we usually use is offline, as usual, billboards, branding, partnerships with several partners, but we prefer partnerships that work together via digital because we want to enhance our digital experience." (M.A.E, Personal Communication, June 5, 2022)

Supported by the second participant, the promotion was carried out by Taman Safari Indonesia (TSI) Bogor, namely using ETL and BTL media. Promotion is also conducted through conventional or offline media such as billboards.

"If our promotion is wide enough, that's like ETL BTL. We do online offline. In social media, we use almost that social media channel. We also use it on the website too. Then in the newsletter, we also use Facebook email. If it's offline, yes, we have billboards, we have banners, and we also collaborate with several partners who really help us to promote, hm what is it called promoting Taman Safari itself. So, it's quite broad if we say digitally online and offline." (H.C, Personal Communication, June 9, 2022)

The presentation by the third participant was quite different from the first and second participants, Taman Safari Indonesia (TSI) Bogor reduced offline promotions (TV and radio) because they saw a great opportunity to use digital marketing.

"If it's offline, of course we have it. If you see that you go to Safari and you see an educational presentation or show, there must be parts of how to action and also promotions delivered by the guide. So, if it's offline like that, then we also work with TV, radio, then there's also print media, even though print media is currently not very good, right, because there's already online media. That also includes online media and we work together like that, so it's not just social media. If it's offline, yes, we also have a program inside the safari park, we have an event whose purpose is to campaign like that and promote like that." (D.K, Personal Communication, June 10, 2022)

The last indicator in the concept of Develop Marketing Objectives is Supply Chain Strategies. This can be seen from identifying the best third party to use to deliver the product to the audience. Taman Safari Indonesia (TSI) Bogor collaborates with other platforms to carry out promotions.

"If we collaborate with Blibli or coincidentally TSI collaborates with several OTAs (Online Travel Agents) and several e-commerce companies, there are 4 e-commerce companies that cooperate, the OTAs that we mainly cooperate with are Tiket.com and Traveloka. Then for Bogor Safari Park, eee Tiket.com for the OTA and for e-commerce there are Blibli, Tokopedia, JD.ID and Shopee." (M.A.E, Personal Communication, June 5, 2022)

Supported by the second participant who said that the platform that collaborates with Taman Safari Indonesia (TSI) Bogor is almost on all channels. This platform through OTA and also e-commerce.

"Yes, it's us, just like I said, we use all the channels on the digital platform. Hmm, Instagram, Facebook, Twitter, YouTube, we use all of them. Our e-commerce has e-commerce markets in Tokopedia, Shopee, JD.ID and Blibli." (H.C, Personal Communication, 9 June 2022)

OTA and E-commerce were chosen as platforms that are often used by Taman Safari Indonesia (TSI) Bogor to conduct promotions apart from Instagram social media. OTA and E-commerce that are often used as promotional tools in the form of ticket sales and other promotions include Tokopedia, Tiket.com, Blibli, as well as the website of Taman Safari Indonesia (TSI) Bogor itself.

"Oh well, for now what I know is still Tiket.com, Blibli and our website, right? That's the point, so we don't use many platforms either." (D.K, Personal Communication, 10 June 2022)

Surely in choosing a suitable platform for promotion other than on Instagram social media @taman_safari, the company Taman Safari Indonesia (TSI) Bogor is extremely strict in choosing a suitable platform by selecting. Taman Safari Indonesia (TSI) Bogor chose the platform arbitrarily as a marketing medium in today's digital era.

"Okay, let's look at this from the segmentation of the use of the platform. We'll see what the behaviour is like from the platform. What is the majority of the content like, is it positive or negative then does it suit the target audience of the safari park itself. As long as it is appropriate and right with the target of Taman Safari and we see that there is potential for revenue to come too." (M.A.E, Personal Communication, 5 June 2022)

The Marketing Communication Coordinator also said that the selection of the platform used is usually adjusted according to the agreement that has been made regarding the offering price.

"The selection is according to the will and mutual agreement too. The point is that it's related to the price, that's the point." (D.K, Personal Communication, June 10, 2022)

There is also the same strategy from Taman Safari Indonesia (TSI) Bogor in the distribution of products offered through platforms other than Instagram and also websites such as Blibli and other e-commerce.

"When it comes to product offerings, so far the products are the same as the products specifically for sale on our website. So, what is there, is the same as what they are. At most the only difference is the price if for example they do give another discount." (M.A.E, Personal Communication, June 5, 2022)

The products offered by the website and Instagram from @taman_safari have similarities to products sold through e-commerce, it's just that the difference is in the price section where the selling price of products by partners is not lower than the website and also Instagram @taman_safari.

"As for products, we are on average equal, because actually we don't have many products. Only the price of the entrance ticket, then there are F&B vouchers, but we haven't sold them for F&B at this time. So, on average what we sell is entrance tickets. But if for eee such a strategy comes back for eee TSI itself, of course it won't provide the same specifications as a partner, because if it's a partner, it's impossible to sell cheaper like that. So don't let our partners sell it cheaper than on our own website because later it will turn into cannibalism for us. So, if there are special discounts or special discounts from partners, they usually limit that." (H.C, Personal Communication, June 9, 2022)

The third participant also said the same thing about the products offered by the website from Instagram @taman_safari with e-commerce.

"The website we have means? the program is the same, Afternoon Safari. If there is a Night Safari attached, it means that the Night Safari is the same and a special experience, usually the other videos are like that." (D.K, Personal Communication, June 10, 2022)

Implement and control the marketing plan.

The last concept used is Implement and Control The Marketing Plan with indicators of Action Plan, Responsibility, Timeline, Budget, and Measurement and Control. In the final stage of the marketing strategy planning process, Taman Safari Indonesia (TSI) Bogor determines the metrics used by Instagram @taman_safari to measure the success of the plan that has been made and whether it matches the expected results to be achieved. In the Action Plan indicator, parties from Taman Safari Indonesia (TSI) Bogor also carry out a screening process before uploading content to Instagram @taman_safari. This was conveyed by the first participant that screening was carried out with several parties from the business unit to the General Manager at Taman Safari Indonesia (TSI) Bogor.

"Yes, usually content that wants to be posted on Taman Safari's Instagram is always screened from several parties. at Taman Safari because our content is related to animals, so we have to get approval until the doctor reaches the team in life science, then reaches the user to the GM of each unit." (M.A.E, Personal Communication, June 5, 2022)

The second participant explained that all activities in the screening process were overseen and managed by the Corp Sales and Social Media Manager at Taman Safari Indonesia (TSI) Bogor related to Instagram content @taman_safari.

*"Yes, usually this is in the Mba A **** section, yes, the screening is through Mba A ****." (H.C, Personal Communication, June 9, 2022)*

Unlike the third participant as the Marketing Communications Coordinator who also has control over the content that will be created and uploaded to Instagram @taman_safari. This control is referred to as QC by creating a content plan and being accompanied by the life science division so that it conforms to the path or guideline.

"Okay, the first thing is that we have a live QC, so the life science division is one of our QCs. So, if for example we have created content from content, so actually like this the main QC is the lifetime of the life sciences division. For example, the life science division is already okay, so before moving up to content, we usually make a content plan. We usually make the plan content and then check it with the LS there, right? There's a way how to do it, the script and other things, it's also listed in the plan content. what's the name of astor assistant curator or something and we don't miss their supervision either. Even when it comes to content, we are accompanied by them so that we don't go off track, so the point is we have QC if the content is okay. So, yes, if the conditions are okay, then we will go up the license." (D.K, Personal Communication, June 10, 2022)

Judging from the content uploaded through the screening process, Taman Safari Indonesia (TSI) Bogor also has its own way of promoting events on Instagram social media @taman_safari. The first participant explained that if there was an event to be held, the social media staff promoted the event using QNA in order to give an interactive impression to users in providing explanations and also awareness of the event to be conducted.

"The work process of the staff is usually the staff themselves who are related to social media, they promote the event, they are always informed on their social media, then usually we open qna with the audience, for example, if there are questions about the event or have questions or whatever you want to ask. So we usually give a column to open the question, for example, if we have events, we open it, because we're afraid something is not clear from what we are saying, so we open it on the ig story, it's usually like that. Then we also post before the event takes place, we also usually post some awareness as well so they are aware of it we will head to the event." (M.A.E, Personal Communication, June 5, 2022)

Slightly different from the statement given by the second participant, with content planning that had been made a month before the event was held, all units of social media staff would brainstorm in determining the digital activity of the event. Starting from campaigns, how to promote and provide information on social media in the form of QnA and prize distribution programs so that the audience knows about the design of the event flow.

"Hmm, usually they already have a plan, or they already have a content plan like that in a month or if we need it before a month, we must have brainstormed beforehand with friends of all units like what campaign do we want to make, in that campaign want any activity. From there we will think about the digital activity, we will make the content, what kind of promotion do we want to do, what will our events go through, what kind of show do we want, then do we want a bazaar or maybe eeee what is it called qna or maybe for prizes. So, all of that must be completed when doing a

brainstorm or preparing a content plan." (H.C, Personal Communication, June 9, 2022)

The third participant explained more about the media used in disseminating information about the event to be held by Taman Safari Indonesia (TSI) Bogor. The distribution of the event on offline media is done by distributing brochures or pamphlets, and for digital media it is done via social media Instagram @taman_safari.

"Yes, we make pamphlets or promotional media like brochures that we put out, then how do you want the video content of the event content to look like that? So we make the content according to the event. Well, actually it's not just from Instagram, but it's like being on a safari. If for example, we also have information offline. Information's job is to provide certain information to visitors, right? So that's what they usually call. Whatever events we want to issue, they will definitely provide information like that through the core content on Instagram." (D.K, Personal Communication, June 10, 2022)

After going through the process of the Action Plan, indicators from the concept of Implement and Control The Marketing Plan discuss identifying who is responsible for achieving the implementation of each aspect of the marketing plan. In creating content, of course someone is fully responsible for this.

"The one responsible here is Marcomm Coordinator, who is most responsible for the content in Taman Safari. From the unit, for example, from the whole there is a Social Media Manager." (M.A.E, Personal Communication, June 5, 2022)

The Head of Digital Marketing explained that the person responsible for conducting the Instagram social media marketing strategy @taman_safari is held by the PIC of each unit.

"Actually, each unit has a PIC, which screens, or e manages social media. So each of their units, the marcom team, is responsible for e, what are the names of activities or marketing strategies on Instagram." (H.C, Personal Communication, June 9, 2022)

The third participant, the Marketing Communications Coordinator, is also fully responsible for everything that will go up to Instagram @taman_safari and has gone through Quality Control.

"Those who are responsible are content creators, it is marcom, yes, the marcom division, and also content creators, are responsible for any content that will go up on social media. Then if for example QC and others are indeed responsible, they are also responsible. But if we have passed their censorship, of course, we are the ones who are responsible for that." (D.K, Personal Communication, June 10, 2022)

Not only does uploaded content have a positive impact, Instagram @taman_safari has also received bad feedback from followers. In preventing and dealing with things like this, what the social media admin Instagram @taman_safari does is approach followers starting from answering every comment and contacting followers directly to checking data and providing solutions to these followers.

"Oh, usually they answer the customer's comments first, answer them first and then ask first from the customer's side what the complaints are like, then what are the problems? After that, we cross-check internally, and after we cross-check internally, then we will provide a solution to the customer. Usually, we drag it to dm and then we immediately talk to him personally." (M.A.E, Personal Communication, June 5, 2022)

The second participant also added that Instagram @taan_safari will immediately respond to incoming feedback by sending partners directly when they are in the consumer area and solving problems faced by consumers.

"Actually, even if there is bad feedback or complaints, yes, we usually execute it right away, right? I also said earlier, the social media admin is 7 times 24 hours, so they will respond like that. Eee, even if there is no response on social media, we will usually call them or if in the area we meet them with our partners in that area. Yes, there are usually many private DMs. Yes, we usually reply, we reply if it turns out that for example they are private DMs, the condition is that they are in the area unit, usually we immediately invite them to meet in the area." (H.C, Personal Communication, June 9, 2022)

Other thoughts from the third participant regarding the bad feedback received by the social media admin on TSI will filter all that enters and take positive points and discard those that are not constructive.

"Don't worry. Just laugh if it's like that, because like this, as people who live on social media, it's like this, we are in this Safari Park. For example, if you mean that Taman Safari is an influencer who gives influencers, it's normal to receive bad comments then good ones like that. That's it, so it's positive that it's more patient if we just respond to it. So, more precisely, we take the positive points and throw away the negatives. The point is like that, even if we have to respond to what's like it's like shouting, it's the same, we are not what we are, well, educated people, that's the point, that's the point. So, take the positives and throw away the negatives. It's more relaxed, because if for example they respond to ouch, they'll be happy like that." (D.K, Personal Communication, June 10, 2022)

The next indicator after Responsibility is the Timeline. Timeline, identify the duration of the working period of each aspect in marketing planning. In keeping consumers aware of every movement from Instagram @taman_safari, the content on Instagram must always be updated. Therefore, the content that will be presented to consumers is done on a day-to-day basis.

"Usually, my friends in the unit work on it day to day, they always work on creating content, usually h-1 is already given, h-1 has been given for tomorrow's upload, it's usually like that." (M.A.E, Personal Communication, June 5, 2022)

The second participant explained the same thing about the Timeline in working on content to be uploaded to Instagram @taman_safari. The content to be uploaded must have been conceptualized before h - 1 of uploading to Instagram @taman_safari.

"Yes, usually, yes, from the content, in one month they already know what to make. So, it's usually already planned or a concept. So, for example, h-1 before it airs, they have already carried out a screening process until the content that has been fixed, which is h-1, is available." (H.C, Personal Communication, June 9, 2022)

Supported by a third participant, the content that will be displayed on social media Instagram @taman_safari has several provisions in terms of duration and concepts in the content and has many points of view about anything that is in Taman Safari Indonesia (TSI) Bogor and the work on content is very tight so that Content must be prepared 1 month before publishing.

"For the process to be like this because it's a limited team and then with extraordinary demands, almost every day we have to post it, don't we have to create content for all staff so that it can be posted on all social media and also WhatsApp, WhatsApp status for employees At that time, we had made it a habit for our employees to post all promos or all videos promoting Taman Safari to all of our staff, so that added content to content creators and also the marcom division, so actually what I usually coordinate with my subordinates is that I make content plan every month. That's right, we have a meeting, I usually have a meeting with LS people, then I have a meeting with my team too. So, usually I create ad content every month. Now, the schedule for the content must be there, at most h -3." (D.K, Personal Communication, June 10, 2022)

Content created and uploaded to Instagram @taman_safari has different durations or deadlines for storing content. The duration for letting posts on TSI's social media be measured based on the type of content posted, regular content will still be available on Instagram social media @taman_safari, while campaign content will be stored in accordance with the agreement with the partner.

"There are differences, Jess, if for example the content is regular content, educational content, we keep it forever on social media, but if the content carries a period, we usually adjust it to that period. It depends, for example we have a partnership with a bank or we have a partnership with another party. We adjust it to the usual period of cooperation. So it's not set how much or if we have a campaign, it means 1 month like that." (M.A.E, Personal Communication, June 5, 2022)

Parties from Instagram @taman_safari also filter based on the length of time the content has been posted. Interesting content uploaded to Instagram @taman_safari will be stored for 1 month, while content that is far behind will usually be deleted and replaced or made changes with new content.

"Usually if the content is really interesting or for example it's long enough, even if the digital is good, we can save it for one month. But if it's really eee, what's the name, it's been a year already like that, I mean an year, usually sometimes we just refresh it, we wipe it like that, years ago like that. So you don't have to click on the post." (H.C, Personal Communication, June 9, 2022)

If the uploaded content is educational and informative content, it will not be deleted. In contrast to content that is only uploaded when running an event on Instagram @taman_safari.

"We won't delete all content like that. Because we don't open endorsements either. Oh, so actually it's for educational content or something that isn't an event in nature, except for events. For event content, if the event has ended, we archive it or we delete it. But for educational content like that, we don't keep it, there's no duration." (D.K, Personal Communication, 10 June 2022) Apart from content created to provide education, information, and attract visitors from Instagram social media, the marketing

strategy via Instagram @taman_safari also costs money to promote this recreation area based on a conservation organization.

"Yes, there is, usually for social media it's social on IG and on Facebook then for programmatic we also use programmatic ads like that. That's what we usually use on YouTube ads." (M.A.E, Personal Communication, June 5, 2022)

The budget issued by Taman Safari Indonesia (TSI) Bogor in digital marketing is advertising on Instagram @taman_safari and digital ads on other platforms.

"There is, every month we have eee what's called a budget huh. We have a budget for content that goes through digital ads." (H.C, Personal Communication, June 9, 2022)

On Instagram social media @taman_safari, Taman Safari Indonesia (TSI) Bogor highlights the upcoming event and uses Instagram and Facebook ads as a means of disseminating information. TSI also uses several influencers to carry out several collaboration programs related to the event to be carried out.

"Surely there is, especially if there is an event and there is also something we want to highlight, we will definitely pay for it on IG Facebook ads, then we will have to work together to barter with influencers for that promotion. It's not too big - it's really big, it depends so you can't be specific either. Because for the influencers themselves, we usually barter, sis, we don't pay that much." (D.K, Personal Communication, June 10, 2022)

The indicators of Implement and Control the Marketing Plan, namely Measurement and Control, measure actual performance and compare it with the expected performance and progress to achieve objectives. In monitoring progress, the team also conducted an overall briefing and each team provided input to suit the campaign so that in carrying out the strategy there were no problems. Even if there is a problem, a solution will be found soon.

"Okay, usually one month before or every month, my team and in the field for all our units always conduct a briefing called a sales marketing meeting. There we discussed what we would do in the next month. In the following month, we will discuss the overall sales, how about the marketing, including social media and what the content is like. So, after that, we usually say something, oh, I don't think it's appropriate or oh, this is good, so we can only give input there. Here, I'm the one who provides input whether it's suitable or not, or whether it's not in accordance with the campaign. Usually, overall, my friends in the unit are aware of their respective content and usually there have never been any problems when they implemented their content strategy in their respective units." (M.A.E, Personal Communication, June 5, 2022)

The Taman Safari Indonesia (TSI) Bogor team monitors progress based on the engagement rate of sales results every month, and receives input from consumers based on reports from advertisements or campaigns that have been distributed via ads or social media.

"Oh, from us, we usually monitor it from the easiest level, namely the engagement rate, that's the increase in our sales volume every month, then what's that. It could be from the insights from our consumers that we can reach how many people, so every month there must be an evaluation report like that. From a month later, we can actually see that we have done campaigns, ads, paid advertisements like that. And how many conversions are generated from the four, we'll see how influential our social

media is for promotion or for sales from our side." (H.C, Personal Communication, June 9, 2022)

The third participant explained that each team will hold a meeting to make a report which will later be submitted to the head office which is carried out routinely every week. Engagement from social media or visitors from the Taman Safari Indonesia (TSI) Bogor website is also considered because it will greatly affect the impact of ticket sales from Taman Safari Indonesia (TSI) Bogor.

"Normal? Usually we have a report once a week, what do I usually report to my GM once a week then the GM will report to the BOD to the Head Office and then there is a meeting from each unit, right? There are GM meetings in all business units that will be reported to the Head Office, so the monitoring is every week, starting from social media engagement. Then we also check how many visitors the website has, right? That includes the impact that we can see, that's the data that we can see then we also check our visitor data and report it every so we have a weekly report and also a money report. That's the monetary way." (D.K, Personal Communication, June 10, 2022)

The final indicator of the Measurement and Control concept is an evaluation conducted on the performance of each social media marketing member. Every month, the team will check using social media tools to measure comparisons between Taman Safari Indonesia (TSI) Bogor and other competitors. Instagram social media accounts will also be checked whether they are in accordance with the SOP that has been set and evaluate whether there are obstacles and how to fix these obstacles.

"Usually it's like that every month, we also happen to use social media tools here. This social media tool eee is a tool with which we can measure the strength of our social media for a month against other competitors. So, from there you can usually see how many posts a month they have and erm in our SOP there should be what I said every day there should be posts like that, so if for example someone doesn't post there usually we ask if there is what are the obstacles then what can be fixed for the next month. It's more or less like that, if the evaluation is usually monthly." (M.A.E, Personal Communication, June 5, 2022)

Every content on social media will be reviewed which has high enough views and reproduces content that will interest users, as well as following existing developments such as informing users about food and drinks or such as instagramable spots.

"Hmm, let's evaluate it, see from the content what the views are, oh, this is quite high. So, when the engagement is high enough or a lot of people see the content, it means oh we have to increase this content. This interesting content needs to be expanded, it needs to be expanded from a different point of view, so apart from that, yes, if you can, eee, Taman Safari kids, the content is also quite varied, so look for more ones that are like that too. Oh, what's happening now is that there are lots of beverages or food or about instagramable spots. So we also make the content and maybe the eee shorter ones that are more dense now the content is quite interesting, right? So a method like that was created so that it's easier to digest, easier for consumers to accept." (H.C, Personal Communication, June 9, 2022)

The evaluation is carried out based on engagement on social media, because now people prefer to see videos rather than photos with long descriptions, and seeing from previous videos that have more appeal compared to other videos, the rest of the evaluations between teams are carried out once a week.

"It means I'm the one who evaluates the social media marketing performance of my team, okay, I usually look at engagement, usually I look at engagement on social media, right? We can quickly see which content is good and has a lot of engagement. It's not only from likes, but viewers are like that too, right about videos like that but what I see now is that people prefer to watch videos instead of just looking at photos, right because people are really lazy to read captions actually it's content - interesting and good content is one of My benchmarks is also for me to review my teams like that. I usually have marketed every Sunday, so I usually evaluate it from there. Well, then I don't just see that either. I can also see from the speed at which he sent content to me, for example, I asked for this content, this is your job, you have the deadline at h - min 3, for example, right? The point is like that, so every day every week we have weekly meetings, usually I evaluate there what is lacking, what are the strengths and who do you have to learn from, like that." (D.K, Personal Communication, June 10, 2022)

Based on the interview results above, it can be concluded that the evaluation is carried out by holding weekly or monthly meetings together with all units in social media marketing and all business units from Taman Safari Indonesia (TSI) Bogor. The results of the evaluation of the implementation of the social media marketing strategy can be said to be successful if there is an increase in ticket purchase reports, increased engagement, and other things in terms of income as well as from social media marketing for one full month.

Customer's Communication

Instagram @taman_safari also tries to position itself as a follower on Instagram to interact with interesting content, find out what you want, or make requests about content or events you want to hold.

"For example, at IG, we have to do everything consistently. We want to always be engaged with the customer, we want the customer to always come again and again to that place. To attract it, we use content in accordance with the pillars that I have mentioned the 4 pillars that we will later link to the content in accordance with the 4 pillars. So apart from that, having quizzes or giveaways is also one of our ways for our audience or customers to stay or maybe those from outside who can see them can also come to TSI's Instagram." (M.A.E, Personal Communication, June 5, 2022)

Supported by the second participant, that the way Instagram @taman_safari positions itself as a follower is by providing good content and meeting the needs of consumers.

"Yes, if we were more like that earlier, what I said is as a means of information, educational facilities, and so we continue to have promotion facilities as well, so we say yes, TSI too, for our users when they want to find anything related to TSI, they can see it. just on our Instagram. All their needs have been answered, want to find out about ticket prices, want to find out if there are promos or collaborations, which banks work

together, with which partners, at least we try to cover everything on Instagram." (H.C, Personal Communication, June 9, 2022)

The third participant explained the same thing about Instagram @taman_safari positioning itself as a follower by collecting and accommodating all wishes from the community.

"Oh, adjusted Taman Safari followers on Instagram. Okay, actually like this, we have a comments column, we have direct messages, we have what's called the official WhatsApp, so the contents actually contain suggestions and input from followers. Then there may also be complaining about the frustration of followers, right? So, that's what we use. So what do you collect that's a lot more? So, I want followers little by little. If that's what you want, it's really not too much and it's for building too, yes, we can accept that, right? So followers are actually kings too, right, if there are no followers, how about that? We want our social media to develop, so the input from that includes positioning ourselves. One way to position ourselves is to receive comments, then input, and we will also improve our social media if for example we are not good enough, that's the point." (D.K, Personal Communication, June 10, 2022)

Customer's Complaint

Not only does uploaded content have a positive impact, Instagram @taman_safari has also received bad feedback from followers. In preventing and dealing with things like this, what the social media admin Instagram @taman_safari does is approach followers starting from answering every comment and contacting followers directly to checking data and providing solutions to these followers.

"Oh, usually they answer the customer's comments first, answer them first and then ask first from the customer's side what the complaints are like, then what are the problems? After that, we cross-check internally, and after we cross-check internally, then we will provide a solution to the customer.. Usually, we drag it to dm and then we immediately talk to him personally." (M.A.E, Personal Communication, June 5, 2022)

The second participant also added that Instagram @taan_safari will immediately respond to incoming feedback by sending partners directly when they are in the consumer area and solving problems faced by consumers.

"Actually, even if there is bad feedback or complaints, yes, we usually execute it right away, right? I also said earlier, the social media admin is 7 times 24 hours, so they will respond like that. Eee, even if there is no response on social media, we will usually call them or if in the area we meet them with our partners in that area. Yes, there are usually many private DMs. Yes, we usually reply, we reply if it turns out that for example, they are private DMs, the condition is that they are in the area unit, usually we immediately invite them to meet in the area." (H.C, Personal Communication, June 9, 2022)

Other thoughts from the third participant regarding the bad feedback received by the social media admin on TSI will filter all that enters and take positive points and discard those that are not constructive.

"Don't worry. Just laugh if it's like that because people who live on social media are like this, we are Taman Safari. For example, if you mean that Taman Safari is an influencer who gives influencers, it's normal to receive bad comments then good ones like that. That's it, so it's positive that it's more patient if we just respond to it. We are also one of those followers, that's how it is, that's our nature, so if for example we just take it easy, it's more like even if it's not, if for example it's really bad, let's just let it go and maybe there are bad ones too. Actually, it's not bad - really bad, but maybe it can be input from us. So, more precisely, we take the positive points and throw away the negatives. The point is like that, even if we have to respond to what's like it's like shouting, it's the same, we are not what we are, well, educated people, that's the point, that's the point. So, take the positives and throw away the negatives. It's more relaxed, because if for example they respond to ouch, they'll be happy like that." (D.K, Personal Communication, June 10, 2022)

Customer's Collaboration

Taman Safari Indonesia (TSI) Bogor also expects positive feedback from followers after posting content on Instagram. This statement was explained by the first participant.

"The hope is that the feedback will be positive, so we can get positive testimonials from the audience, and we know that netizens are very sensitive, so if something bad happens, they will immediately shout about it on social media. We really avoid that, and we definitely want feedback from our audience or customers to go into all aspects of social media, it's always positive." (M.A.E, Personal Communication, June 5, 2022)

The second participant stated that not only positive feedback was expected by Instagram @taman_safari after posting content, but negative feedback or criticism was also a useful thing to be able to continue to build insight from Taman Safari Indonesia (TSI) Bogor.

"We generally don't only give positive feedback - positive of course, but negative feedback or criticism of suggestions is useful for building us up, so it varies, it's okay. Do you have this facility or that facility or for example it's okay if you make promos more often, so that's how useful criticism or insight that builds us is really needed from our perspective." (H.C, Personal Communication, June 9, 2022)

The third participant hopes that posting content to Instagram @taman_safari can have a positive impact on followers by learning about education and also increasing engagement so that followers feel invited to come to Taman Safari Indonesia (TSI) Bogor.

"The feedback is that our followers finally know from the education we provide, so for example, for example, if I share related content, there are still many people who are knowledgeable about the animal. The size is if for example our posts finally let them know. Oh, this animal's name is because it is our achievement. That's the point, so what's the second feedback? feedback that is definitely engagement, those who comment or DM us are good, that is a good response, that is the feedback we want. Now the third is inviting them to go to the Safari Park and finally they go to the Safari Park too. I think that's also the kind of feedback we want." (D.K, Personal Communication, June 10, 2022)

DISCUSSION

As is well known, since the first time the Covid-19 pandemic arrived in Indonesia, so many industries in Indonesia have experienced a decline. One industry that has experienced an incredibly significant decline, namely the tourism industry and the creative economy in Indonesia. In April 2020, the impact of the Covid-19 pandemic on this industry reached its peak. This is evident from the fact that the number of foreign tourists coming to Indonesia has decreased drastically, only 158,000 tourists have come to Indonesia (Kemenparekraf team, 2021). Indirectly, this phenomenon has an impact on state revenues in the tourism sector. This was triggered by the enactment of social restrictions and regional quarantine policies (Aeni, 2022).

One of the recreational areas which is also an animal conservation area that has been greatly affected is Taman Safari Indonesia (TSI). Director of Taman Safari Indonesia, Tony Sumampau (in Nuraini, 2020), said that when the pandemic first arrived, Taman Safari had no income at all. Meanwhile, the management team needs to pay thousands of employees, make payments for operations, and not to mention have to care for and feed the animals in the Indonesian Safari Park. Where to care for and maintain the comfort of animals in TSI alone costs IDR 7.5 billion every month (Nuraini, 2020).

Even though conditions have improved, the spread of the Covid-19 virus has not been completely finished. There are still many companies operating in the tourism and conservation industries, such as Taman Safari Indonesia, which are still feeling the effects of the pandemic. Therefore, the key to finding solutions to overcome this challenge, tourism actors need to have the ability to adapt, innovate and collaborate (Sasongko, 2021). One of them is by taking advantage of the presence of social media as a new medium that offers many advantages.

In other words, the presence of information and communication technology brings good news to tourism and creative economy sector managers. Responding to this, Taman Safari Indonesia has begun to utilize digital tourism as a means of conducting social media marketing. Digital tourism itself is described as the integration of information and communication technology with the tourism industry (Yanti, 2019). Social media marketing is expected to encourage customer engagement in order to increase meaningful commitment between the audience and Taman Safari Indonesia itself which can last from time to time (The Economist Intelligence Unit, 2015). Where this customer engagement is expected to be able to bring up or motivate leads or audiences who have the potential to visit TSI.

Taman Safari Indonesia utilizes Instagram as a medium for digital tourism, whereas it is well known that Instagram occupies the second position in terms of social media that is most widely used in Indonesia (Hootsuite Team, 2022). In utilizing Instagram as a promotional tool to increase customer engagement, proper social media marketing is needed so that it can motivate tourists or tourists to visit Taman Safari Indonesia from the customer engagement that is formed from social media marketing. Regarding this phenomenon, author analyse and discuss the use of Instagram by Taman Safari

Indonesia to increase customer engagement based on the four main social media marketing strategies by Tuten and Solom (2015). Each of these social media marketing strategies will be linked to the concept of customer engagement so that it can be seen how Taman Safari Indonesia increases customer engagement through communication activities on Instagram.

Using Instagram as a First Step to Increase Customer Engagement

When promoting through social media, research is needed on the industry, competitors, product categories, and consumer markets (Tuten & Solomon, 2018, p. 185). The goal is for a company or institution to determine the next appropriate steps that need to be taken. One way to conduct this research is to analyse the internal environment related to the strengths and weaknesses of the institution. Such as what can be controlled by the institution so that it is able to provide optimal performance operations to achieve the desired institutional objectives (Tuten & Solomon, 2018).

The internal environment is also closely related to the external environment. That is, these two aspects complement and influence one another. This is because the external environment sees opportunities and threats that can affect the control of an institution in conducting its operations. Conversely, the strength of an institution that belongs to the internal environment can also be a solution when there are threats or opportunities from the external environment that can be exploited.

In this regard, Taman Safari Indonesia realizes that its strength lies in its status as the largest conservation organization in Indonesia. This is also what distinguishes Taman Safari Indonesia from conservation organizations as well as other tourist attractions that are competitors from TSI. By realizing this, Taman Safari Indonesia has the power and ability to position itself how it wants to be perceived in the minds of the public.

When the Covid-19 pandemic first appeared in Indonesia, Taman Safari also felt its impact. Where TSI is forced to close for about three months and take care of the animals in it without having any income. This is certainly a threat from the environment outside the institution that cannot be predicted beforehand. In responding to this issue, what Taman Safari Indonesia can control is implementing a social media marketing strategy as a solution to maintain customer engagement from tourists or potential tourists so that later, when they are able to make visits, these tourists or potential tourists will visit TSI.

As the largest conservation organization in Indonesia, there are many things that Taman Safari Indonesia can communicate through social media. However, before communicating these things, choosing the right medium to conduct communication activities needs to be done. Based on research and explanations from sources, Taman Safari Indonesia uses Instagram as the main channel to maintain and increase customer engagement.

Instagram occupies the second position as the social media with the greatest number of users in Indonesia (Hoosuite, 2022). This research was also supported by explanations from sources who said that Instagram was used as a marketing media tool because it was already known by many people from

various backgrounds. Starting from generation Y, generation Z, to the millennial generation, they know and use Instagram. In addition, based on the supervision that has been carried out by Taman Safari so far when utilizing Instagram to communicate, TSI still feels that the features or benefits offered by Instagram still have a higher potential for approaching and building good relations with the audience.

By taking part in utilizing Instagram as the main marketing communication medium, the reach or exposure that is expected to be obtained is also greater. Although Taman Safari Indonesia uses Instagram as its main social media, Taman Safari Indonesia also has other channels such as TikTok, Twitter, Facebook and websites.

Returning to the discussion regarding the use of Instagram as a marketing medium, Taman Safari Indonesia has four main pillars or four content pillars that are inspired by the strengths of Taman Safari Indonesia itself which it wants to convey via Instagram. The four pillars include discussion about TSI as the largest conservation organization in Indonesia, discussion of educational content related to animals or unique selling points from TSI, discussion related to research or research, and finally discussion of recreation. These four pillars are also communicated through three tones or brand voices, namely animation, emotion and comedy.

All of these pillars and tonality are conveyed by Taman Safari Indonesia through the type of content that can best describe or visualize Taman Safari Indonesia, namely through video. Therefore, content that was originally packaged only in the form of images or photos, is now being replaced by the TSI team with video format content.

Marketing activities carried out by Taman Safari Indonesia are not only limited to uploading content, but also utilizing features that can generate interaction or customer engagement. Where this interaction or engagement leads to purchasing tickets to visit Taman Safari Indonesia. This social media marketing strategy is a form of control carried out by Taman Safari Indonesia to increase customer engagement in order to attract tourists to visit TSI.

Objectives of Taman Safari Indonesia's Instagram Social Media Marketing Lead to Control and Improvement of Customer Engagement

All forms of communication made by Taman Safari Indonesia will lead to the vision and goal of Taman Safari Indonesia, which is to become the number one conservation institution in Indonesia that tourists will be looking for. It is hoped that with this form of communication, Taman Safari Indonesia can obtain customer engagement which in turn can motivate audiences to visit Taman Safari Indonesia.

Therefore, the marketing communication strategy on Instagram is directed at getting the highest engagement and reach. That is, the main objective of Taman Safari Indonesia in carrying out social media marketing on Instagram is to increase engagement which results in buying tickets to increase Taman Safari Indonesia's revenue (Triary Hardy & Susilo, 2022).

By directing Taman Safari Indonesia's social media marketing on Instagram towards this objective, indirectly, sales will continue to occur and even increase, especially digital transactions. It is this output or result that Taman Safari Indonesia wants to achieve through the social media marketing strategy it implements. This goal supports the main objective of holding social media marketing by Taman Safari Indonesia through Instagram, namely promotional activities carried out to obtain financial benefits or revenue in order to meet the needs and take care of the ecosystem of the animals in Taman Safari Indonesia. This goal is closely related to the identity of Taman Safari Indonesia as a conservation institution.

Development of Social Media Marketing Objectivity in Taman Safari

Indonesia Through Managing Instagram as a Multifunction Tool for Families, Gen Z and Millennials to Increase Customer Engagement Determining the direction of using Instagram as a promotional medium is not enough, further development is needed regarding these directions so that the desired objectivity can be achieved. This stage is called developing marketing objectives (Tuten & Solomon, 2018). At this stage of the social media marketing strategy, Taman Safari Indonesia develops marketing objectivity, one of which is by positioning its Instagram as a multifunctional platform that offers everything that potential customers need. Taman Safari Indonesia's main target consumers are families. However, there are other secondary targets that Taman Safari Indonesia wants to target or aim for. The target is generation Z and millennials.

Taman Safari Indonesia in developing its social media marketing objectives, is supported by four strategies, product strategies, pricing strategies, promotional strategies and supply chain strategies (Tuten & Solomon, 2018). Related to Taman Safari Indonesia's desire to position its Instagram as a multifunctional tool for potential customers, TSI uses Instagram to show what facilities, services and activities can be done while visiting TSI. Of course, that shows that the TSI tourist attraction is a tourist object that is right to be visited together, whether with family, friends, partners and so on.

By introducing the products, attractions, or uniqueness of Taman Safari Indonesia on Instagram, indirectly, TSI has provided information that potential consumers may be looking for regarding entertainment tourism destinations that are closely related to animals. It is hoped that by implementing this strategy, Taman Safari Indonesia can increase customer engagement because TSI provides information that is factual and relevant to the needs of the public regarding Taman Safari Indonesia.

With interactivity or engagement on Taman Safari Indonesia's Instagram, an intimate relationship based on trust can be formed between the public and Taman Safari Indonesia (Sashi, 2012). From there, a commitment will be formed that can motivate the public to visit Taman Safari Indonesia. This strategy coincides with the initial process that can influence potential customers' visiting decisions, namely need recognition (Kotler & Keller, 2016).

Furthermore, the products from Taman Safari Indonesia itself, which they want to highlight are Safari Journey, Safari Night, and Rumah Panda, and these

products are delivered or introduced through TSI's Instagram social media. Content related to TSI products, facilities or services is not simply published, but is packaged in an educative manner so that it has selling value and appeal. In addition, one thing that TSI would like to convey when reporting on its products is the experience that visitors will get when visiting Taman Safari Indonesia. Because of this reason too, TSI is finally dominant in using video format content for content push on Instagram.

The social media manager from TSI itself also requires that every day there must be activity or communication on Taman Safari Indonesia's Instagram. Therefore, the TSI team has four pillars of content so they can offer different types of information in different packaging.

Providing information related to products that can be offered by Taman Safari Indonesia can form a customer engagement cycle such as satisfaction, retention and engagement itself (Sashi, 2012). Regarding customer engagement cycles such as satisfaction, Taman Safari Indonesia shows products that can provide satisfaction for the public who visit TSI. Whereas in customer engagement cycles such as retention, Taman Safari Indonesia builds an emotional bond with its audience by conveying product-related information that can provide a unique experience or once in a lifetime experience because it can only be felt at Taman Safari Indonesia. For example, through the Safari Journey product offered by Taman Safari Indonesia. Apart from that, in the customer engagement cycle, namely the engagement itself, Taman Safari Indonesia also encourages the public to get involved in activities that can be carried out at TSI. This is shown from the visualization of Taman Safari Indonesia's condition which is shown through video format content on Taman Safari Indonesia's Instagram.

Not only discussing products, on Instagram, TSI also communicates terms, conditions or regulations that the public needs to know if they want to visit Taman Safari Indonesia. One of them is information related to the price of admission. Taman Safari Indonesia every few periods always updates policies and changes to regulations that may be held at TSI through its Instagram. That way, potential visitors who will or want to visit TSI can find out and get an idea of what experience they will get when visiting Taman Safari Indonesia.

In fact, through features on Instagram, potential visitors can purchase tickets digitally. Taman Safari Indonesia always informs regarding the "how to action" element if potential visitors finally decide to buy a ticket to visit TSI. This "how to action" element is also closely related to the call to action feature on Instagram, where this is manifested in the form of providing a link either through the story or in the Instagram bio. These links can connect the audience to several landing pages that they want to go to, where in each of these links, the audience can make a purchase because it is equipped with a payment gateway feature. Not only providing links, Taman Safari Indonesia also collaborates with various OTA partners or Online Travel Agents (Nuraini, 2020). This form of cooperation not only provides easy access for potential visitors who want to buy tickets, but also offers various sales promotions. In order to attract the attention of the audience and build interaction as a form of TSI's approach to the public, it is not

uncommon for Taman Safari Indonesia to also hold giveaways or quizzes. This strategy is implemented in order to get a positive response from the public.

By providing information like this, namely about ticket prices or regulations for visiting Taman Safari Indonesia, TSI indirectly opens up opportunities to bring in customer engagement. The intended customer engagement is that the public who wants to know about these two things will visit TSI's social media, such as on Instagram. Social media marketing like this is in accordance with one of the customer engagement cycles, namely interaction (Sashi, 2012). This means that Taman Safari Indonesia builds interactions that can strengthen the understanding needed by the public regarding TSI itself from time to time. So based on the explanation above, Taman Safari Indonesia positions its Instagram as a multifunctional promotion and communication tool, where through Instagram, all audience needs can be met.

Depiction of Taman Safari Indonesia Through the Implementation of Social Media Marketing on Instagram to Bring in Various Forms of Customer Engagement

Customer engagement is basically defined as a concept in which sellers use various ways to hold interactions that occur repeatedly to motivate the public in terms of adding time and attention from the public about a product with an emotional, psychological and physical approach (Sashi, 2012).

After analysing the internal and external environment, establishing objectivity and then developing this objectivity, the things that have been planned need to be executed into an action plan as part of implementing the social media marketing plan (Tuten & Solomon, 2018). In implementing the planning that has been carried out by Taman Safari Indonesia, then the plan is contained in a content plan or editorial plan, where every day there must be at least three contents published on Instagram TSI. This means that the content that you want to convey, produce and upload to social media Instagram is done on a daily basis or every day. In this stage, Taman Safari Indonesia, which is a state-owned conservation organization, needs to go through a strict screening process. The goal is to avoid ambiguity or negative feedback regarding digital content or activities carried out on Instagram.

In addition, the TSI team also has an admin who manages TSI's Instagram at any time. So, when unwanted things happen, for example getting negative feedback, you can immediately know and act on them. In other words, the TSI team already has a small team to help monitor or monitor activity on Instagram in order to avoid a crisis that could damage the image and harm Taman Safari Indonesia. This is closely related to how Taman Safari Indonesia deals with a form of customer engagement, namely customer complaints (Zyminkowska, 2019).

When published communications are right on target, a positive image can be formed from the responses obtained from the audience. In other words, customer engagement will be formed in the form of customer's communication. Customer's communication itself is interpreted as an interaction that occurs because the communication built by Taman Safari Indonesia through Instagram,

can be in the form of positive or negative interactions from the public. This form of communication can also generate word of mouth and customer referrals where the behaviour of consumers towards Taman Safari Indonesia influences each other (Zyminkowska, 2019). From this targeted communication, where the communication can form a positive image, then the perception of a positive image related to Taman Safari Indonesia can be formed in the public's mind.

As previously explained, the action plan of Taman Safari Indonesia is not only limited to content push or distribution of content, but also on the implementation of social media campaigns or activations such as giveaways, covering activities that are being held at Taman Safari Indonesia, for example, such as the show that will be held at TSI, bazaars and so on. In fact, not infrequently Taman Safari Indonesia also cooperates with other companies or organizations. For example, to hold a collaboration event, sponsorship and so on. The form of cooperation carried out by Taman Safari is also poured into content that will be uploaded on Instagram. The purpose of making this action plan is for TSI's Instagram to be able to describe the condition of Taman Safari Indonesia in real terms. From this action plan or implementation of social media marketing, Taman Safari Indonesia can obtain customer's collaboration or participation from the public (Zyminkowska, 2019).

Taman Safari Indonesia, in terms of using Instagram as a medium for promotion, does not do it by halves. This is evidenced by the budget that Taman Safari Indonesia is willing to spend in terms of improving the quality of content, such as subscribing to platforms for designing, to expanding the reach of Taman Safari Indonesia's targets, namely conducting or placing ads. Not only that, but Taman Safari Indonesia also owns and provides a budget to analyse the performance of TSI's Instagram, namely by subscribing to a platform that can measure social media tools.

With regards to social media tools, this is a form of Taman Safari Indonesia in measuring and controlling. This measurement is taken to determine the development and growth of Taman Safari Indonesia's digital activity on Instagram. In other words, TSI also carries out supervision and media monitoring which is carried out every month to find out insights and reports regarding Taman Safari Indonesia's Instagram performance for the past month. Where the insights from the social media tools obtained will be discussed in a monthly meeting which is usually referred to as a sales marketing briefing, to be reviewed and improved again in planning for the coming month.

Reviewing the Garden Instagram Social Media Marketing Strategy Safari Indonesia to Increase Customer Engagement

From a series of strategies that have been developed and carried out by Taman Safari Indonesia through Instagram, all digital activities that have been prepared and carried out lead to increased customer engagement with Taman Safari Indonesia itself. Realized from the approach adopted by Taman Safari Indonesia as outlined in its digital content and activities, namely an imagery or illustration approach that aims to provide a positive picture based on experience.

This is displayed by Taman Safari Indonesia by reporting on products or facilities and services that visitors can experience through video content.

By implementing this strategy, Taman Safari Indonesia increases customer engagement by influencing the audience's psychology in terms of perception (Sashi, 2012). This method is carried out by Taman Safari Indonesia through a series of integrated social media marketing activities on Instagram such as uploading content or conducting promotional marketing. In addition, by reporting on the experience that visitors can experience when visiting Taman Safari Indonesia which is outlined in the form of video content, this can be a means for Taman Safari Indonesia to be remembered and embedded in the public's mind. So that when they need entertainment, the audience can remember the tourist destinations of Taman Safari Indonesia and finally visit TSI. This explanation is in accordance with the aspects that make up customer engagement, namely marketing, consumer satisfaction, consumer loyalty and consumer memory (Cuillierier, 2016).

In addition, Taman Safari Indonesia's social media marketing strategy in the form of introducing products, facilities, services, even covering activities at TSI or publicizing TSI's collaborations and collaborations with other parties on Instagram can also increase customer engagement which can influence audience decisions to visit Taman Safari Indonesia. This is a process of recognizing the needs provided by Taman Safari Indonesia to the public to bring in customer engagement to increase consumers (Kotler & Keller, 2016)

In addition, by regularly producing and publishing content, Taman Safari Indonesia has prepared itself if at any time there are potential consumers who need tourist destinations such as Taman Safari Indonesia and are looking for information related to Taman Safari Indonesia digitally, especially through Instagram (Kotler et al., 2019). In other words, by providing regular content as a content bank that is posted on Instagram, Taman Safari Indonesia has indirectly built awareness of TSI's existence in the public's mind so that it can become a top-of-mind tourist destination for those in need.

From various social media marketing strategies that have been implemented by Taman Safari Indonesia, such as developing product strategy, pricing strategy, promotional strategy and supply chain strategy, all of which are listed on Instagram, Taman Safari Indonesia has also provided information as evaluative material for potential visitors when looking for TSI-related information. In other words, TSI's Instagram can answer all the needs and considerations that potential visitors need so that they can increase customer engagement as an effort to increase the potential to come to Taman Safari Indonesia.

From the description that the researcher has provided, it can be said that the social media marketing implemented by Taman Safari Indonesia through Instagram can help support the growth of Taman Safari Indonesia itself. The reason is because based on data found from informants, customer engagement obtained from Taman Safari Indonesia's Instagram tends to be positive. Although actually Taman Safari Indonesia has also received a negative response.

However, Taman Safari Indonesia was quick to respond in dealing with this. Taman Safari Indonesia takes a personal approach by answering complaints from the audience, checking the complaints and ultimately helping to provide solutions to the audience about the issues they are complaining about. In fact, if the complaint is given in real time when the audience is in the Taman Safari Indonesia area, the relevant team that is right for dealing with this will also go into the field to help assist the audience.

Not only that, from every customer engagement obtained from Instagram, Taman Safari Indonesia also makes a selection and does not underestimate every interaction or response it receives. If indeed there are customer complaints or feedback or criticism, then Taman Safari Indonesia will do a selection (filter) to be used as input to develop Taman Safari Indonesia in a better direction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The social media marketing strategy at Taman Safari Indonesia (TSI) is in accordance with the social media marketing concept from Tuten & Solomon (2018, p. 135) in increasing customer engagement. The Instagram @taman_safari social media marketing strategy in increasing customer engagement is conducted by Taman Safari Indonesia (TSI), namely by creating a monthly content plan together with the social media marketing division, life science division, and other business units. The content plan that has been made is then submitted to superiors such as the General Manager, Corp Sales and Social Media Manager, Head of Digital Marketing, and Marketing Communications Coordinator to be checked and revised in accordance with the conservation organization's content creation rules.

Overall, the determination of the social media marketing strategy to be implemented looks quite complex at the concept development stage which must be in accordance with marketing principles considering that Taman Safari Indonesia (TSI) Bogor is a conservation institution. By looking at competitors, this becomes a reference so that Instagram @taman_safari can present even better content to the audience. Content that is created and uploaded must also go through a fairly long process, starting from research, discussion, content creation, submitting content approval from unit to unit, and also the license used must also be official from the company.

Instagram's social media marketing strategy @taman_safari is said to be quite effective because it uses advertisements or ads so that it can be seen by audiences or followers who follow or don't follow the Instagram account @taman_safari. Then, uploaded content is also a way for Instagram @taman_safari to increase engagement and produce results such as directing the audience to enter the official website page of Taman Safari Indonesia (TSI) Bogor to purchase tickets. Not only the Instagram social media marketing strategy @taman_safari, but this conservation organization also collaborates with various OTAs and E-commerce as partners. The products offered by Taman Safari Indonesia (TSI) Bogor through the bogor.tamansafari.com website is the same as

partners, it's just that the conditions provided, or price offers are different from those on the website.

The impact or results obtained by Instagram @taman_safari from social media marketing strategy activities is known by the wider community. The image of Taman Safari Indonesia (TSI) Bogor has become top of mind in the minds of the public. In addition, activities from the @taman_safari Instagram social media marketing strategy can also improve negative feedback by responding well to the audience and having conversations directly or via Instagram DM regarding things that are not suitable for the audience.

Suggestions

From the research conclusions above, author has several suggestions regarding the use of Instagram as a social media marketing strategy in increasing customer engagement. The suggestions are divided into academic suggestions and practical suggestions.

Academic Advice

The researcher hopes that this research can be used as a reference for future researches who wish to discuss topics regarding Instagram social media marketing strategies in increasing customer engagement. In addition, Author also hope that this research can provide broader knowledge for readers related to Instagram's social media marketing strategy in increasing customer engagement. Because this research uses a qualitative approach, it is hoped that there will be further research using a quantitative approach.

Practical Advice

Author has some practical suggestions that will delivered as follows:

1. It is hoped that Instagram @taman_safari will try more do how to action. The content presented is not only to attract the audience in buying tickets but also strengthen the interaction with the audience.
2. Know the Indonesian Safari Park (TSI) Bogor is a conservation organization, the content presented expected to be more following the current trend but still use the correct rules or in accordance with the SOP.
3. It is hoped that the results of this research can be useful guidelines for zoos or conservation organizations others who are or want to go through a marketing strategy via social media Instagram.

ADVANCED RESEARCH

This research still has limitations so that further research is still needed on this topic.

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