

INSTAGRAM AS A MEDIA PROMOTION: VIRTUAL ETHNOGRAPHIC STUDIES POSTING PHOTOS IN ORDER TO INCREASE THE NUMBER OF VISITORS TO DAGO DREAMPARK

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A B S T R A C T

With the increasing attraction located in North Bandung making any sites competing to be able to promote and increase the number of both local and international travelers visiting these sights. One of the efforts is the promotion through social media. Instagram as a social media considered to be effective in promoting the attraction. Dago Dreampark as one of the new tourist attractions are located area of North Bandung using instagram as one of the media in the promotion.

The method used in this study is a virtual ethnography. Virtual ethnography study was conducted ethnographic methods to see social and cultural phenomenon in the cyber space. Informants in this study are the followers are active in providing a response to what was posted by Dago Dream Park in instagram.

Instagram has great potential to serve as a promotional medium because it has features that meet seven aspects of Framework 7C, ie context, content, community, customization, connections, and commerce. Context plays a role in attracting interest, but its content is the determinant of the target response. The community spread the message widely and personally, the customization ability to offer the product in this case what is done by the owner of Dago Dreampark account try to introduce it to its followers tour through photo posting activity, communication interaction between marketers with the target seen from the answers given by the account owner Dago Dreampark. Dreampark account holders who faithfully reply to comments given to followers, these connections provide easy access to the flow of information in a single click through the tags and accounts Dago Dreampark hashtag provides hashtag that make visitors easy to see testimonials from visitors who have come to the venue. While trading encourages purchases in this case the occurrence of visits made by the follower to the tourist attraction Dago Dreampark.

In research conducted on account Dago Dreampark use instagram as a media campaign to increase the number of individual visitors, family and with the community. Successes are seen when followers are interested in uploaded photos; they respond by giving love tags, writing comments, recommending it to friends, following Dago Dreampark account, and visiting Dago Dreampark.

KEYWORDS : social media marketing, instagram, post photos

INTRODUCTION

Background

Tourism objects in the northern area of Bandung increasingly multiply, with the increasing number of attractions making each owner competing to be able to increase the number of visitors to the attraction is no exception Dago Dreampark, with the increasingly widespread social media used as a tool to promote and Increase the number of visitors. One of the ways used Dago Dreampark is using social media intagram as one means of promotion that is believed to increase the number of visitors.

Promotion is an effective way of introducing a tourist attraction to the public. The more you know and are interested, the greater the chance of increasing tourist traffic. This can increase the amount of income, the local economy continues to spin, creating new jobs, increasing public welfare, and other effects.

Dago Dreampark with the theme “fun in nature” visitors are served with a cool natural scenery with rows of towering pines. By carrying elements from three areas namely Bali, sunda and Java this one tourist spot becomes a comfortable place to visit with both family and friends or community.

Methodology

Shimahara (Gall, Gall, and Borg, 2003: 486-487) in Anshori’s book of Communication Ethnography identifies three characteristic ethnographic studies. The first of these studies focuses on the discovery of cultural cultivation in human behavior in a community. An ethnographer will examine parts of the culture to determine which cultures can be reflected with values, beliefs, habits, grammar, and other aspects of the culture. Second, ethnography focuses on the perspective of the emotions of the cultural parts. Rate emik assess cultural elements made from the perspective or in accordance with the participants’ understanding of the culture. Third, ethnography focuses on the natural setting in which culture is manifested. A variety of place settings including culture are the focus of attention in ethnography because of the

variables that make up the cultural culture. Meanwhile, culture is a central concept in ethnographic research.

Ethnographic research begins with the identification of communication phenomena (speech events) in the speech community. In this case the researcher tried to understand how Dago Dreampark as one of the tourism object in North Bandung area made instagram as a promotion media to increase the number of visits both local and foreign tourists by posting photos on instagram Dago Dreampark account.

According to Robert V Kozinets (2012: 39) in the book of Virtual Ethnography of Nasrullah states that the netnographer is a special or spatial form of ethnographic research tailored to uncover the unique habits of sharing the types of computer-mediated interactions computerized (internet) including in marketing. Netnography can also be defined as a qualitative research methodology that adapts ethnographic research techniques to the study of cultures and communities that occur in computer-mediated communications (Kozinets, 2002: 65, 2010). This definition later developed into a research technique for the field of social media (Kozinets, 2015L4-7).

In this case the researcher is interested to know how the interaction that occurs in the cyber space between the account snippers in this case Dago Dreampark and the followers remain that respond to the activity of posting photos on instagram Dago Dreampark account.

The theory used in this research is The 7C Framework or Framework 7C proposed by Rayport and Jaworski in Pouttschi and Wiedemann (2010: 347). This theory argues that there are seven things that underlie the practice of internet-based marketing communications, namely context, content, community, customization, communication, connection, and commerce.

R E S U L T A N D D I S C U S S I O N

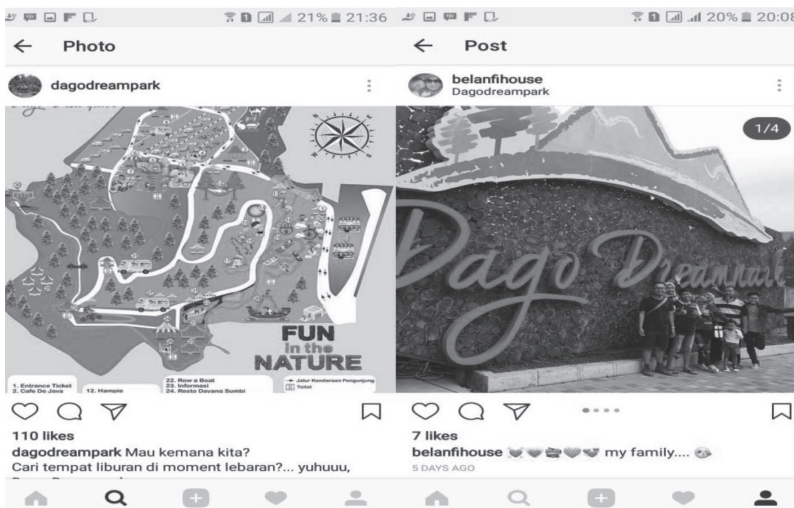
Results of research conducted at Dreampark Dago followers showed their interest to visit the sights of one of them because of the activity of posting photos taken by the Dago Dreampark.

There were five informants who were the subject of this research. Mrs. Esa 30 years old, Mrs. Firdha 28 years old, Mr Taufik 45 years old, Irma 18 years old, Dzaki 15 years old. From what they convey when the researchers asked through the virtual world from where they know the object of Dago Dreampark tourism they convey one of the information they get is through social media instagram. They are satisfied that the information they get with reality is appropriate.

The tourism marketing mix consists of four major variables that are closely interconnected and a combination of strategies in tourism marketing activities.

- Tourism product, is something that can be offered to tourists in order to meet the needs and desires of tourists, and can be tangible, intangible, or a combination of both.
- Tourist sites (tourism place), is basically a place where tourists can find tourist information, get an explanation, or make purchases of tourism products offered to tourists.
- The selling price of a tourist product (price), is a certain amount of money that is used as the basis of the offer to tourists, is set in such a way as to attract tourists and compete with the price set by competitors to the same tourism products.
- Tourism promotion is a way of informing or communicating to potential tourists about the tourism products offered by informing the places where tourists can see or make purchases of tourist products at a certain time and place. Modern marketing demands more than just good products, attractive prices, and easy to get, but companies must.

Through his instagram account Dago Dreampark managed to do a blend of tourism marketing consisting of four variables above such as one tourist product. The manager tried to convince the followers that the rides presented can meet the wishes of the visitors among the rides that can be enjoyed by children, teenagers to adults with a fun theme and beautiful natural atmosphere.

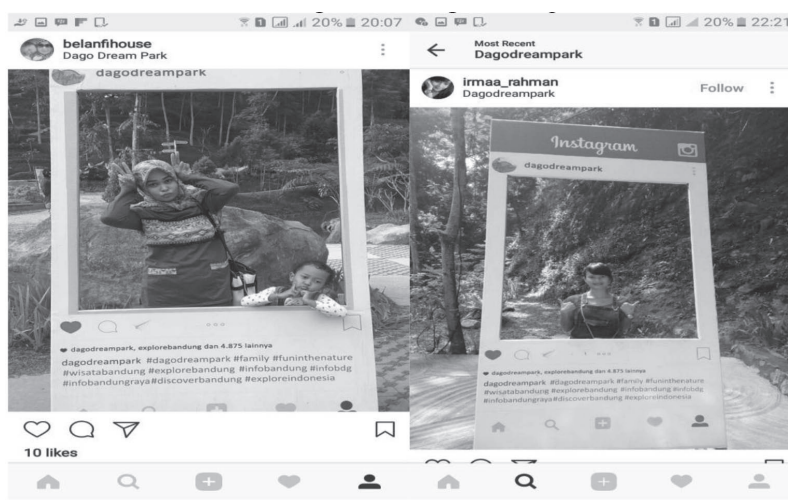


If we are seen from the second post photo above then the left photo is what is uploaded by Dago Dreampark account and the right photo is uploaded by one visiting who became informant in this research with a description of my family photos then certainly what Dago Dreampark offer the tourist attraction Which can be enjoyed by all family members. Similarly, the other three elements in

the tourism marketing mix informed by Dago Dreampark already meet the information needs of the follower Dago Dreampark account.

Instagram is a photo sharing app that lets users take photos, apply digital filters, and share them with various social media services. Instagram was launched in 2010 by the company Burbn.Inc. One unique feature in instagram is to cut the photo into a square shape, so it looks like the results of Kodak Instamatic camera and polaroid. This is in contrast to the 4: 3 aspect ratio commonly used by cameras on mobile devices (wikipedia.org).

Dago Dreampark is very much utilizing social media instagram in promoting the place of tourism through Dago Dreampark account, it is seen from the banner instagram that is present in the middle of the existing rides in Dago Dreampark.



From the photos the researchers took with the permission of the account owner as their informants were seen taking pictures on the banner with the design of instagram and posting photos on their respective accounts and not forgetting to mark the Dago Dreampark account.

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