

The Impact of Online Photography on Instagram: Effective Promotion of Indonesian Tourism

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Submission date: 28-May-2020 01:08AM (UTC+1000)

Submission ID: 1274699805

File name: 9._Prosiding_internasional_fix.pdf (683.79K)

Word count: 3541

Character count: 20212

¹ “The Impact of Online Photography on Instagram: Effective Promotion of Indonesian Tourism”

Research Brief

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Abstract

The Instagram phenomenon became viral and significant to discuss in Communication Science and Business perspective. Based on Instagram Press Release who published by CNN Indonesia, 22 million users in Indonesia is track as a monthly active user at 2016. Many users in Indonesia using Instagram as media for sharing their activity during traveling. They posted their photo to show off how wonderful tourism in Indonesia. This article would describe the impact of photography publication on @lingkarindonesia's Instagram in relations with the effective promotion of Indonesian Tourism. This article used Marketing mix Theory and Cyberculture as approach.

Keywords: impact, Instagram, promotion, Indonesian tourism

Introduction

Search for new experiences, out of curiosity, pleasure, business, education or many other reasons people travel. Tourism sector is one of the most growing sectors. Tourism industry has experienced steady growth almost every year in the past and the expectations are the same in the following years (Statista, 2015; UNWTO, 2015). According to UNWTO (2015), tourism has become one of the “key drivers for socio-economic progress”. Its contribution for the growth of the national economy is significant as well as its contribution for the global economy (Statista, 2015). Therefore, we can say that tourism industry is equally important sector of national and the global economy.

World Travel & Tourism Council and International Hotel & Restaurant Association (1999) state that “Travel & Tourism creates jobs and wealth and has tremendous potential to contribute to economically, environmentally and socially sustainable development in both developed countries and emerging nations”. Tourism enriches individuals, families, communities and all the world. This is a central, simple but straight-forward message of the new awareness campaign with which the World Tourism Organization (WTO) (2004) wants to raise awareness of the positive impacts tourism can have on life, culture and economy, in short on society at all levels. Due to emergence of new destinations, rapid and affordable modes of transport, new marketing strategies and tools, changing trends etc., tourism business at all levels is becoming increasingly competitive.

The World Tourism Organization's message in the new awareness campaign is "tourism enriches individuals, families, communities and all the world". On the other side, tourism business at all levels is becoming increasingly competitive, due to emergence of new destinations, rapid and affordable modes of transport, new marketing strategies and tools,

changing trends etc. Tourism being an extremely competitive industry requires a coordinated management approach, based on a collective vision and strong partnership among stakeholder including governmental bodies and local community. Thus, tourism businesses can succeed with the help of a strong destination marketing organization. In promotion of destinations, the role of social media increases day by day. Today more travelers use online resources to learn about travel destinations, service providers, and pricing options to inform and make their purchases. Effective use of social media is probably the best tool for destinations for raising awareness about the destination. It's cheap and effective. But it requires time, planning, good strategy and innovation (Boz & Unal, 2011).

Today, commercial or non-commercial all establishments have to use social media and have social media strategy to continue their activities more fruitful. Social media strategy is the process of devising and implementing plans and tactics to optimally harness the power of social media for promotional and marketing purposes. In other words, it is the plan of action for using social media optimization effectively for commercial marketing (Arora, 2009). With another expression; Social media marketing is the process of promoting your site or business through social media channels and it is a powerful strategy that will get you links, attention and massive amounts of traffic (Marvin, 2010). As Bourque (2009) underlines "Social media is reshaping the world we live in. Greater connectivity with friends and family gives "word of mouth" new meaning, advice on what products to buy and what brands to avoid is only a mouse click away. Social media is reaching deep into our everyday lives, including affecting things like how we travel".

One could say that social media gets more and more popular thanks to the new technologies, especially social network sites and its usage. According to latest data, Facebook is absolute leader with more than one billion open accounts until November 2015 (Statista, 2015a). They also forecast 2.44 billion social network users in total (Facebook, Instagram, Twitter, etc.) until 2018. This number was 1.22 billion in 2011 (Statista, 2015b). Together, social media and technologies affect the way information are distributed. Moreover, together they create new opportunities for contact directly with customers and develop deeper relationships with customers and share information among customers (Buckley, Gretzel, Scott, Weaver, & Becken, 2015). Further, Buckley et al. (2015) suggests that "this has and will have implication for the way tourism-related information is produced, shared and consumed, as well as the way tourism products and services are distributed".

Marketing is considered as one of the most important aspects in retail business. Many of companies all over the world are using internet to promote their products and social media is one of their biggest role in internet marketing. Social media are being used to promote or advertise their products. With high number of social media users, it has great advantage for the company as a lot of people will recognize or see what their markets. The previous studies show that social media have really huge impact in human lifestyle (Clarfloaty, 2012), thus marketing in the social media is an easy mass communication for the company's marketing.

By knowing that social media have a big impact in marketing (Brittanyh, 2013), the authors would like to show the power of social media in Indonesia. Internet in Indonesia is spreading very quickly towards most of the part of the country (Pitoyo, 2013). Even though it has spread at a good pace, the development of the technology itself is not as sophisticated as other countries, even compared to their neighboring countries (Daily Social, 2013). Even with their lacks of supporting technology, Indonesian has used social media daily. Social

media contributed big part of internet usage, as most of Indonesian like to communicate and socializing with each other with 96% of Indonesian are social media users (Reed, 2013).

Online Photography on Instagram for Marketing

Instagram is a mobile photo-sharing app and social network created in 2010 by founders Kevin Systrom and Mike Krieger. In 2012, Facebook purchased the service for \$1 billion. According to Instagram, the social platform has more than 300 million daily active users and 500 million monthly users. Although it can be viewed on a desktop, Instagram is primarily a mobile app, so you have to download it before you can sign up for an account. Instagram is free in both the Apple App Store and the Google Play store. Instagram is photo- and video-centric, so users can edit and post images and short videos, record Instagram stories, and go live with video (Gausepohl, 2017).

Instagram has taken today's phenomenon of instant photography and social media to a new zenith, enabling amateurs and auteurs alike to share their images with a global audience. From the ubiquitous selfie to urban life and the beauty of nature, Instagram has provided a forum for posting and viewing a seemingly endless archive of images from our time. From tweens to retirees, would-be and actual photographers are creating their own images and following countless others, creating an online community that is visually inspired. Since the origin of modern photography, artists of all kinds have sought to share their images within their personal networks of friends and family. Today, with the advent of the Internet and subsequent explosion of online photo sharing, photographers have an audience which is exponentially larger than that of just a few years ago. Photography as a medium has been revolutionized, with high-quality cameras built into smartphones, advanced editing software readily accessible, and online social media sites providing a platform for sharing and delivery.

All marketing organization needs to achieve its objectives, so the companies need a different strategy for the long term that is used to guide individual company level. According to Kotler and Armstrong (2010), the marketing strategy is a marketing logic and based on that, the business unit is expected to achieve its marketing goals. Marketing Strategy based analysis of enterprise managers will be the corporate environment both internally and externally.

For marketers working in the travel and hospitality vertical, it's an ongoing challenge to find the right tools to reach out to digital nomads and the always-on traveler generation. Facebook, Twitter, Pinterest, blogs, podcasts, mobile-optimized sites, TripAdvisor, Yelp, Google+... not to mention newer kids on the block, such as Snapchat, Vine, WeChat or WhatsApp. It ain't easy to figure which one to prioritize, in terms of time and money, even if and when you have a proper strategy in place, linked to overarching business objectives. Yet, there is one tool that has become a weapon of mass seduction in travel marketing, in particular at the destination level: Instagram (Gonzalo, 2014).

Promotion

Promotion is communicating with the public in an attempt to influence them toward buying your products and/or services. You might communicate in person through direct selling or in a retail store, via the internet through a website or social media platform, electronically through email or text messaging (SMS marketing), just to name a few of the more popular business communication channels, but it's the intention to influence the

consumer that defines promotion and sets it apart from other communication with customers and/or clients (Ward, 2016).

Nowadays promotion has really big impact towards people's buying decision. A good promotion can help a company to be success in doing business. A good company will always have a lot of promotion in order to attract their customers so that they are able to recognize the brand awareness of the company as well as their products. In this internet era, social media is one of the best ways that can be used to promote the company's brand awareness as social media is used throughout the world, and Indonesia is one of the biggest social media users in the world with 96% of social media users in Indonesia (Reed, 2013), so that it will be good opportunity for company to implement social media as their marketing strategy.

Based on explanation, researcher want to develop the next forward to reach and describing the correlation between the impact of online photography on Instagram for promotion of Indonesian tourism.

Online Tourism Marketing

One of the most important differences that social networks have made to marketing communication is the fact that, unlike traditional marketing methods, which were only able to offer one-way channels of communication, it offers the ability for companies and clients to communicate with each other in real time. Because various forms of social networks such as Twitter, Facebook, Instagram, or even email allow those who are receiving the marketing message to respond to the information they have received and interact with those who have shared it, it means that businesses and marketers are able to receive feedback about their marketing strategies almost immediately. The increased usage of social media marketing has ensured that almost everyone who advertises online has the opportunity to see their brand go viral, whereas with traditional forms of marketing, The use of social media as an effective marketing tool has also enabled advertising messages to be tailor-made to suit specific individuals, groups or companies (Fita, 2012).

As the greatest communication event of our lifetime, the internet has opened up marketing possibilities for every industry – more so for tourism than any other sector. Where travellers were once required to get their information by visiting travel agents and paging through pamphlets and books on their potential destinations, they now have everything they need to make travel decisions without ever leaving their homes. This means that the travel agent or destination trying to attract these consumers has the opportunity of taking information to them, rather than waiting to be contacted. It isn't, however, a "build a website and they will come" situation: Anyone marketing a destination needs to use the full arsenal of marketing and PR weaponry, with a heavy bias towards digital and – in particular – social media (Bayley, 2010).

Social media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the Internet and the increased popularity of social channels has altered travel marketing. From the way that travelers research potential destinations to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing from start to finish (Carnoy, 2017).

The myths of social media it is massive, and they will not be buying, so much as learning about your offering. Anyone who tries a hard-sell in the social media arena is

looking to get “de-friended” or deleted. Social media sites such as: Facebook, Twitter, and others are extremely useful to guide – or change – people’s perceptions of a region or country. Where visitors know that you are actually living in that region, they come to trust that the information they are getting is “from the horse’s mouth”.

@lingkarindonesia as Media of Creative Promotion

@lingkarindonesia are social media based on Instagram who have more than 300.000 follower. @lingkarindonesia are term in Bahasa consist two words, *Lingkar* (round) and Indonesia. In simply English can be translate to “around Indonesia”. @lingkarindonesia founded on 2014 for community who want to promote the new beautiful tourism destination on Indonesia.

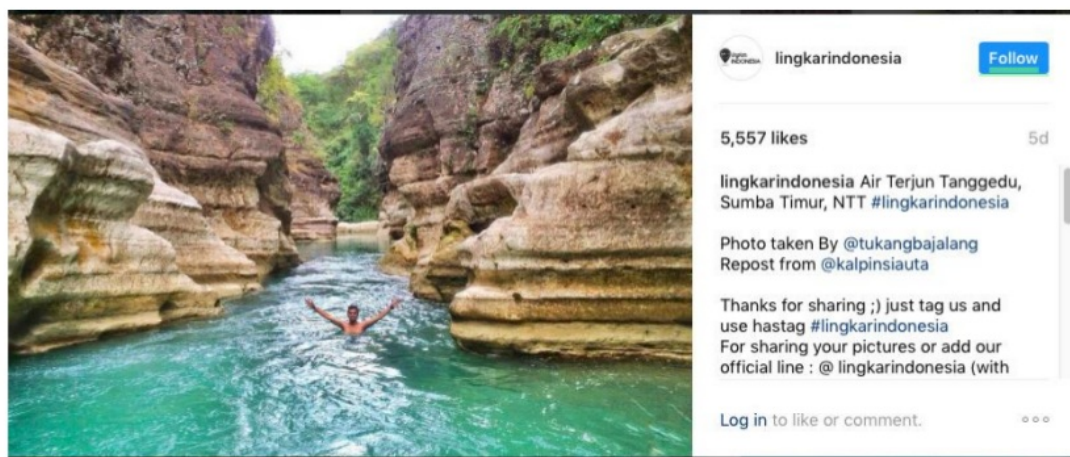
@lingkarindonesia follower usually tag the admin of @lingkarindonesia for a new destination tourism. Admin will be repost the photo and share it to all follower of @lingkarindonesia account. In the creative industry on post 2010, digitalization of Promotion became so closed in our daily life. User of Instagram can be easy to share how the feel about the wonderful of tourism destination. The posting became attractive for another Instagram user and a potential promotion for Indonesian Tourism for domestic tourist.

Research: New Tourist for Explore New Destination

Majority of the Instagram user who tag on @lingkarindonesia are new tourist who want to explore the new tourism destination on Indonesia. User of Instagram want to explore how they are want to join the trip or want to explore the new tourism destination.

From social sharing sites such as Instagram to crowd-sourced review sites, people are browsing the Internet for travel inspiration and validation from their peers. There, they can easily find other travelers’ photos, check-ins, ratings and more. This easy-to-attain, real guest feedback serves to preview the in-person experience that the destination has to offer from a viewpoint other than that of the brand. As you might assume, this social media content is tremendously accessible and influential, and it can serve to either put off potential guests or inspire them to visit.

The key, of course, is to monitor your social media initiatives as much as possible. Answer questions honestly and don’t fall into the trap of “hiding” comments that you don’t like – which merely makes readers suspicious of your motives. A “fan page” on social media is a phenomenal way to get your destination out to the site’s millions of users around the globe; not just by directing them to your website, but by engaging them in conversation. Today, travellers can get up-to-the-minute news on events anywhere in the world just by pointing and clicking.



People have always loved sharing photos and videos taken of their travels. What social media has done is to facilitate and expand people’s ability to share travel experiences with a wider audience than ever before. Over 97% of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content that serves to inspire potential guests. This trend hasn’t gone unnoticed.



Another advantage to this form of marketing is the fact that customers are able to voice their concerns in real-time and in many cases, they receive feedback within hours or even minutes in some cases. This is a definite improvement in customer service levels because when it came to traditional forms of marketing, customers who wished to voice their opinion often had to wait days or weeks before receiving any type of response. Because of receiving almost-instant feedback, marketing companies can now resolve customer issues and complaints far quicker as well. An added advantage to using social media for marketing is that your client base will continue to grow on a daily basis. Social media communication has changed the business world forever. It is a big part of the marketing plan of the future for many companies, and it is largely free, which makes it even better.



Millennials are visual-inspiration shoppers. They're less likely than those older than them to have a clear idea of what they want at the outset of their search, and this especially pertains to travel. They're also more likely to use social media for research -- planning as much for activities as well as for where to stay. Instagram is a platform where authenticity rules and regular people's photos have a lot more credibility than professionally-staged branded content. So while travel brands should certainly be posting photos and dedicating ample resources to their efforts, getting visitors to post pictures of relevant destinations and experiences is considerably more effective due to word-of-mouth amplification.

Of course, not all Instagram users are created equal in their value to marketers, and a photo by an influencer with massive reach is inherently more valuable than a picture from a person with 50 followers. Especially valuable are those influencers who seem to make a living from globe-trotting and posting beautiful pictures along the way. Marketers often underwrite those adventures, and it may be worth it for your brand to work to sponsor an influencer's trip, paying for some of their travel costs -- especially if you identify an influencer whose style and interests perfectly align with your brand values.

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