

Implementation of Social Media for Marketing of The Jungle Waterpark, Bogor

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ABSTRACT

Social media today is an important part of business, to be used as a medium for marketing their products and also to reach a wider target market. The Jungle Waterpark located in Bogor, West Java, Indonesia, is a water park that offers many attractions and adequate facilities. This research aims to explore how The Jungle Waterpark utilizes social media as their marketing strategy. This type of research is qualitative, using qualitative descriptive analysis. Data collection was carried out by direct observation and data collection from social media accounts such as Facebook, Instagram, Twitter, TikTok, and YouTube owned by The Jungle Waterpark. The results showed The Jungle Waterpark makes excellent use of social media platforms. Their photo and video posts include, product promos, sharing information, interesting content, and much more. However, their YouTube social media account needs a better improvement, because some of the content on their YouTube account is not as updated as their other social media platforms.

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1. INTRODUCTION

Social media is now becoming one of the important parts of everyday life, changing people in communicating and interacting [1]. Social media platforms, such as Twitter, Facebook, Instagram, TikTok, and YouTube are not only used to share personal moments, but also as important media for businesses and organizations to reach a wider audience. The development of social media at this time is used

as one of the effective marketing strategies because of its advantages that can spread information quickly and widely [2].

Social media platforms also offer various interesting features, which allow their users to share information [3]. Features such as tweets & retweets on Twitter, Reels & Stories on Instagram and Facebook, FYP videos & reposts on TikTok, as well as trending topics, can provide opportunities for businesses to increase visibility

and engagement. By utilizing hashtags (#) on these social media platforms, it is also possible for promotions to reach a more specific target audience [4].

One business that utilizes social media as a marketing strategy is the Tourism Industry, especially tourist destinations. A tourist destination needs to do good marketing to reach their market, one of which is by utilizing social media platforms [5]. Artificial tourist destinations are now a popular choice for tourists who want to find a different recreational experience. Many artificial tourist destinations in Indonesia offer a variety of modern attractions and facilities to attract visitors. One type of artificial tourist destination that is popular in Indonesia is water rides [6].

The Jungle Waterpark located in Bogor, West Java, Indonesia offers a variety of interesting water rides and other entertainment facilities. This tourist destination is perfect for family vacations and recreational activities. This destination is not only a place to play water, but also one of the icons of tourism in the city of Bogor. With an area of more than 3.5 hectares, this water park offers a variety of attractions such as Wave Pool, Lazy River, Tower Slide, Kawah Ratu (Warm Water Pool), Kiddy Pool, Futsal Fountain, and Giant Aquarium. This place is also equipped with various supporting facilities such as restaurants, parking, toilets, rest areas, and more [7].

The use of social media, as marketing tourist destinations such as The Jungle Waterpark is very important. By utilizing effective social media, providing information about attractions, and the latest promotions can reach an audience quickly and wider [8]. The use of proper hashtag features, interesting content, and active interaction with followers, can increase the interest of potential visitors. As well as feedback from social media users can also build a positive image and consumer trust [9].

The formulation of the problem in this study is how The Jungle Waterpark utilizes social media as their marketing strategy? The purpose of this study was to explore how The Jungle

Waterpark utilizes social media as their marketing strategy. By understanding this, the author hopes this research can provide useful insights for other tourist destinations in developing their marketing strategies on social media.

2. LITERATURE REVIEW

2.1 *Tourist Attractions*

Tourist attraction is everything that has the attractiveness of a tourist destination in order to attract tourists to visit. Tourist attractions include, natural, cultural, and man-made objects that offer visitors a pleasant and unforgettable experience [10]. Tourist attraction is the main reason people travel, they also play an important role in the tourism industry of a region. Here are the types of tourist attractions [11]:

- Natural Tourism Attraction, natural beauty created by natural phenomena. For example, mountains, beaches, forests, waterfalls, and national parks.
- Artificial Tourism Attraction, a tourist destination whose structure or facilities are built by humans. For example, towers, water rides, children's parks, museums, and more. In this study, the author will focus on discussing artificial tourist attractions, namely water rides.
- Cultural Tourism Attractions, cultural heritage, traditions, art, and architecture owned by an area. For example, festivals, traditional ceremonies, traditional dances, and historical buildings.

2.2 *Social Media*

Social media is an online platform that facilitates its users to create and share content, as well as interact and communicate with other users [12]. Social media includes mobile applications and websites created to allow users to build social networks, interact in communities, and share information with each other in real-time [13]. Some examples of social media that are popular today:

- Facebook, provides features News Feed, Friends, Groups, Pages, Messenger,

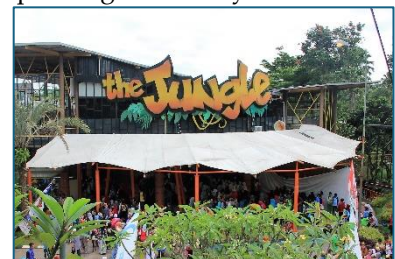
Events, Marketplace, Stories, Live, Watch, and many more.

- Instagram, provides features Feed, Stories, Explore, IGTV, Reels, Direct Messages (DM), Shopping, Live, Highlights, Filters, and many more.
- Twitter, provides features Tweets, Retweets, Likes, Replies, Direct Messages (DM), Trends, Hashtags, Lists, Moments, Spaces, and many more.
- TikTok, provides For You Page (FYP), Following, Discover, Duets, Reactions, Live, Effects & Filters, Sound Library, Challenges, Messages, and many more.
- YouTube, provides features Videos, Channels. Subscriptions, Comments, Likes & Dislikes, Playlists, Live Streaming, Stories, Community Tab, YouTube Shorts, and more.

In this study, the author will observe and understand the use of social media as a marketing strategy for The Jungle Waterpark, Bogor.

3. METHOD

This type of research uses qualitative, with qualitative descriptive analysis methods, to explore and understand the use of social media as a marketing strategy for The Jungle Waterpark tourist destination, Bogor. Data collection was carried out by direct observation and data collection from social media accounts such as Facebook, Instagram, Twitter, TikTok, and YouTube owned by The Jungle Waterpark (accessed May 22, 2024). The data captured includes posts, photos, and videos related to The Jungle Waterpark. Qualitative descriptive analysis is used to compile and analyze the data obtained, by describing and interpreting from



The Jungle Waterpark's social media content, to understand more deeply how their marketing strategy utilizes social media.

4. RESULTS AND DISCUSSION

4.1 The Jungle Waterpark Profile

The Jungle Waterpark is a water tourism destination that Located in Jl. Bogor Nirwana Residence, RT05/RW12, Mulyaharja, South Bogor District, Bogor City, West Java, Indonesia. This tourist destination with an area of 3.9 hectares, has the concept of edutainment and parks play based on Indonesian natural scenery. This destination managed by the management of PT. Graha Andrasentra Propertindo Tbk, which is one of the business units of PT. Bakrieland Development Tbk. Located in a mountainous location with the background of Mount Salak, beautiful and cool scenery and built with the concept of 60% green area [14].

Tourist attractions offered by this tourist destination include Wave Pool, Lazy River, Tower Slide, Kawah Ratu (Warm Water Pool), Kiddy Pool, Futsal Fountain, and Giant Aquarium. In addition, this destination also has non-water attractions such as 4D cinemas and a shopping center called Jungle Mall. Tourist attractions inside Jungle Mall are Bogor Bowling Center, Orchard Futsal which has 2 (two) courts, Orchard Karaoke for families, and many more. The Jungle Waterpark is also equipped with supporting facilities, such as a large parking area, lockers, prayer room, food court, and P3K room. They also provide buoy rentals for swimming and saung cabanas for relaxing [15]. The operating hours of this tourist destination are from 09.00 to 17.00 WIB every day. The price offered by this destination starts from Rp80,000 to Rp125,000 depending on the day.

Figure 1. The Jungle Waterpark Bogor

Source : <https://thejungleadventure.com/home>

Some of the awards received by The Jungle Waterpark are Top Brand Award for 8 consecutive years from 2010 to 2018 in the Waterpark category and Top Brand Award in the Kids & Teen category in 2015 and 2016 [16]. Another award, The Jungle Waterpark is included in the list of the 20 best waterparks in Asia-Pacific according to the Themed Entertainment Association (TEA) & AECOM, a technology company from Los Angeles, United States, with a research report entitled Global Attraction Attendance Report (data on the number of tourist visits to a tourist attraction), along with the position The Jungle Waterpark From 2016 to 2022 reports [17] :

- The report for 2021-2022 is in position 16
- The report for 2020-2021 is in position 16
- The report in 2019-2020 is in position 16
- The report in 2018-2019 is in position 16
- The report in 2017-2018 is in position 15
- The report in 2016-2017 is in position 10

a. Social Media Accounts

4.2 The Jungle Waterpark Social Media

The Jungle Waterpark utilizes social media as one of their marketing strategies. They use 5 (five) social media platforms as marketing, namely Instagram, Facebook, Twitter, TikTok, and YouTube. Here is a further explanation:

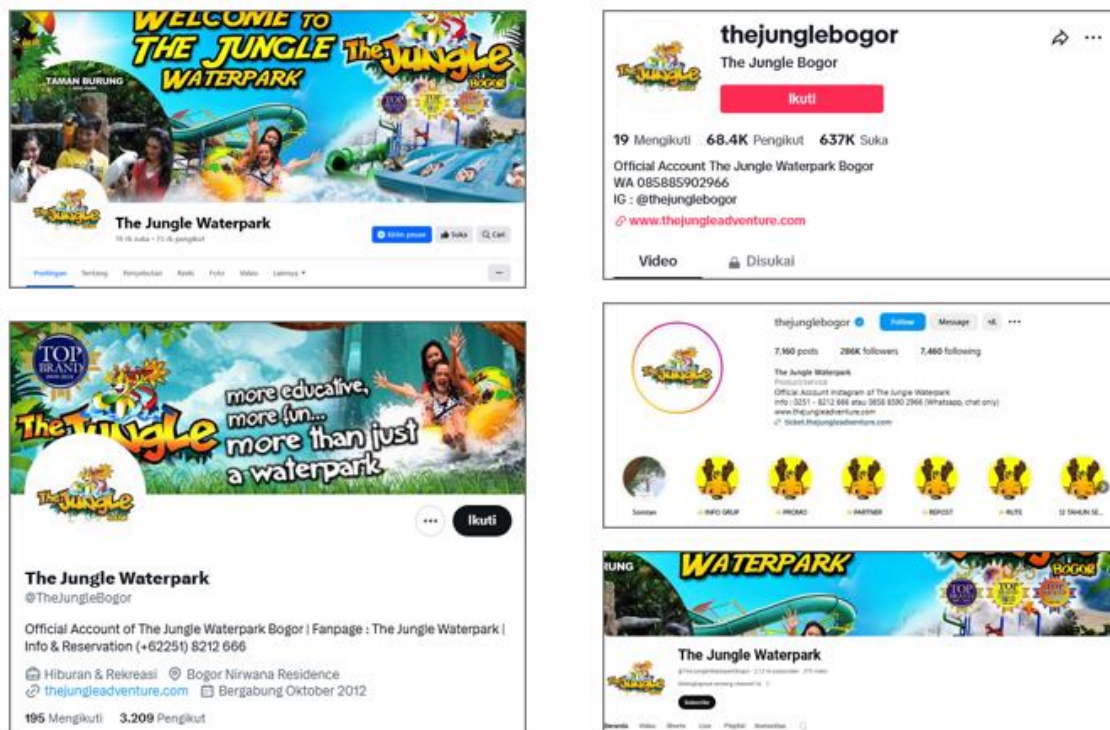


Figure 2. The Jungle Waterpark social media

Source : Facebook, Twitter, TikTok, Instagram, YouTube

The Jungle Waterpark Bogor has five social media accounts as their promotion, namely:

- 1) Facebook

The Jungle Waterpark has a Facebook account under the account name

@thejunglewaterpark, they created the account in 2008. Their Facebook account has 73K+ followers, with 70K+ likes (accessed May 22, 2024).

- 2) Twitter

The Jungle Waterpark has a Twitter account with the account name @TheJungleBogor, they created the account in October 2012. The number of followers of their Twitter account is currently 3,209, with a total of 9,170 posts (accessed May 22, 2024).

3) TikTok

The Jungle Waterpark has a TikTok account under the account name @thejunglebogor. The number of followers of their TikTok account is currently 68.4K+, with 637K+ likes (accessed May 22, 2024).

4) Instagram

b. Promo

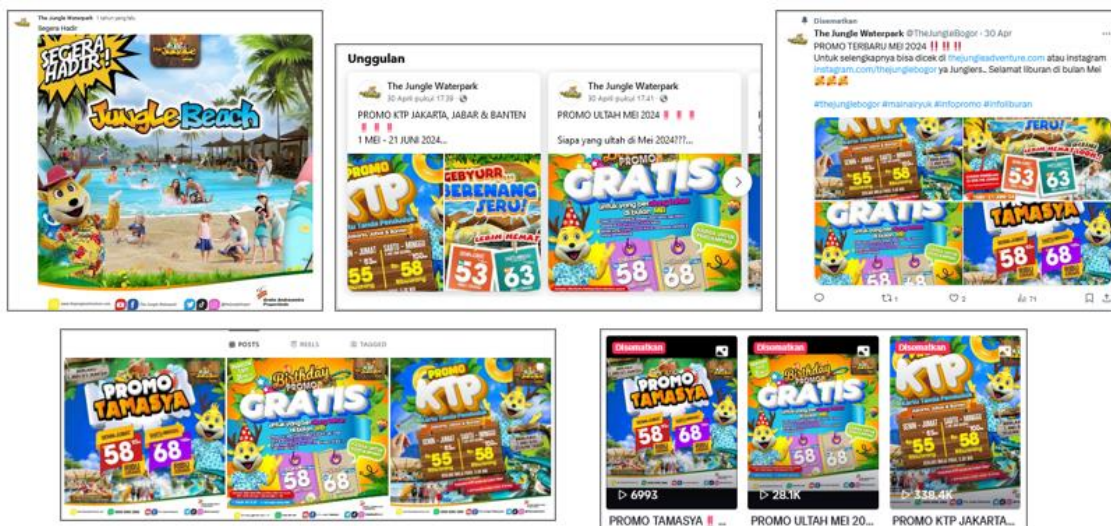


Figure 3. The Jungle Waterpark Promotion on Social Media

Source : Facebook, Twitter, TikTok, Instagram, YouTube

The Jungle Waterpark uses social media to post their product promos. Every month, The Jungle Waterpark always provides promos on their products, for example in the picture above is their product promo post for May to June 2024, and all of these promos are posted to social media at the end of April before entering May, which is April 30, 2024. Here's more info from The Jungle Waterpark promo, through their social media:

1) Sightseeing Promo

Promo valid on May 1 – June 21, 2024, without any conditions. The promo provides discounts from Rp85,000 to Rp58,000 on Monday-Friday and

The Jungle Waterpark has an Instagram account under the account name @thejunglebogor, they created the account in March 2015. Their Instagram account currently has 286K+, with 7,160 posts (accessed May 22, 2024).

5) YouTube

The Jungle Waterpark has a YouTube account with the account name @TheJungleWaterparkBogor, they created the account in December 2014. The number of subscribers to their YouTube account is currently 2.12K, with 275 views, and 480,816 views (accessed May 22, 2024).

Rp100,000 to Rp68,000 on Saturday-Sunday.

2) May 2024 Anniversary Promo

Promo valid on May 1 – 31, 2024, with certain conditions, namely:

- Visitors who have a birthday in May can enter the destination for free, by submitting a photocopy of identity at the ticket counter, such as ID Card / Birth Certificate / Family Card (one only).
- Birthday visitors are required to bring at least 2 companions, can be family,

- friends, or relatives (promo does not apply if coming alone).
- Companions do not get free tickets, must buy tickets at the counter (cannot be purchased on The Jungle website), at a price of IDR 58,000 / person on Monday - Friday and IDR 68,000 on Saturday - Sunday
 - Promo can be used without having to match the visitor's date of birth, can be used as long as it is still in the birthday month.
- 3) Promo ID Card/KTP (domiciled in Jakarta, West Java, Banten)
- The promo is valid from May 1 – June 21, 2024, by giving discounts from IDR 85,000 to IDR 55,000 on Monday-Friday and IDR 100,000 to IDR 58,000 on Saturday-Sunday. With the following conditions:
- Ticket purchase is only at the counter (cannot be through The Jungle website)

- Show your ID card at the counter
- ID Card/KTP is valid for a maximum of 4 people
- Not valid for double promo
- Prices are subject to change

However, for YouTube social media they did not post the promo, the last time they posted a photo (on the community feature) on YouTube was 2023, but for their video posts on YouTube it remained smooth as usual, last they posted a video on May 20, 2024 with the title "THE JUNGLE WATERPARK BOGOR, A FUN CHOICE DESTINATION FOR VACATION". Therefore, promotion on YouTube The Jungle must do the same promotion as other social media accounts.

c. Information

In addition to sharing product promos, The Jungle Waterpark also shares information about their destinations on social media. For example, a video that contains a route to The Jungle Waterpark. Figure 4

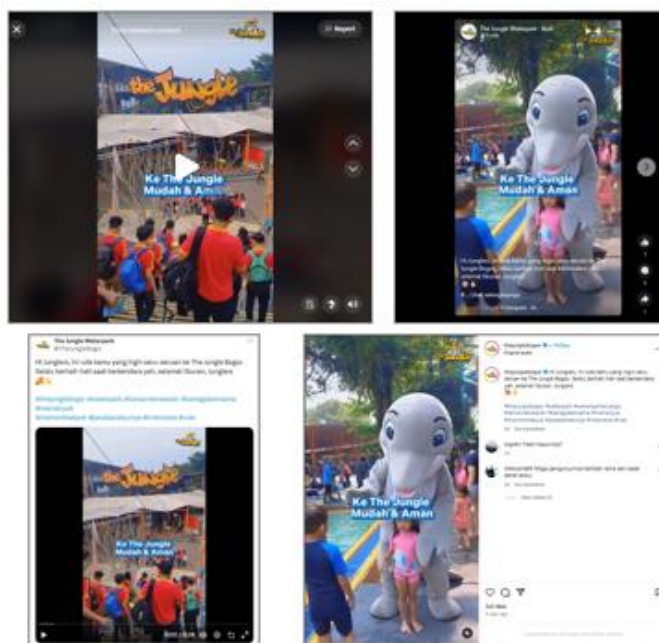


Figure 4. Video with Route Information to The Jungle Waterpark

Source : Facebook, Twitter, TikTok, Instagram

In figure 4, a video containing route information to The Jungle Waterpark is posted to their social media accounts. The content of the video is a picture of the road to The Jungle

Waterpark and is motivated by the words "15 minutes from the Bogor Toll Exit, through the main route of Bogor city, ramps", meaning that to get to The Jungle Waterpark can be reached for

15 minutes from the exit of the Bogor Toll Exit through the main route of Bogor city.

Other information is also available such as, how to rent swimming tubes, ride recommendations for small children, how to play

slides, how to order tickets, and much more. In addition to information, The Jungle Waterpark also shared photos containing commemorations of certain days. Figure 5



Figure 5. The Jungle Waterpark Social Media
Source : Facebook, Twitter, TikTok, Instagram

In the picture above is a photo post that commemorates certain days, for example commemorating Kartini Day on April 21, Eid al-Fitr, National Education Day on May 2, and Ascension Day of Jesus Christ. This has been done by many companies, the purpose of posting it is to honor and appreciate Indonesian heroes, certain religious events, and much more.

The Jungle Waterpark always creates interesting content and posts on their social media. Various interesting videos such as activities that can be done at The Jungle Waterpark, videos of visitors having fun while swimming at The Jungle Waterpark, and many more. Figure 6

d. Interesting Content

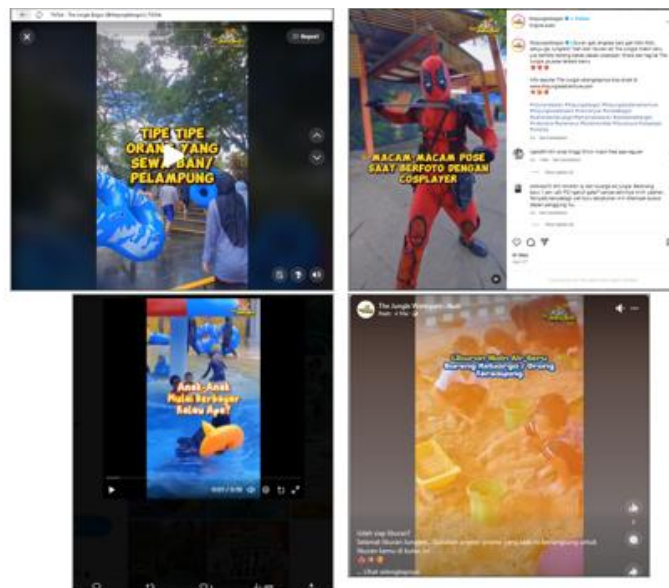
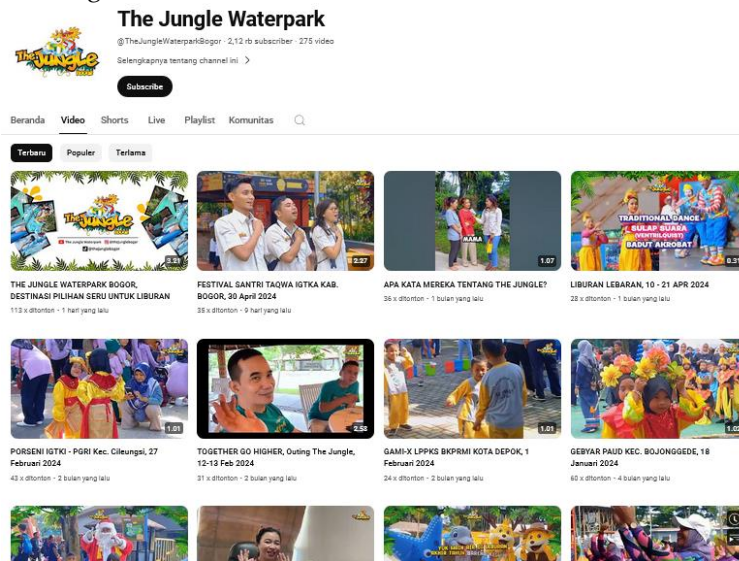


Figure 6. Interesting Content on The Jungle Waterpark social media

Source : Facebook, Twitter, TikTok, Instagram

As for YouTube, they also post interesting videos about activities that can be done at The Jungle Waterpark. One example is posting videos containing school children

traveling to visit The Jungle Waterpark, videos containing information about The Jungle Waterpark, and other videos. Figure 7

**Figure 7.** Video Content on YouTube The Jungle Waterpark

Source : YouTube

5. CONCLUSION

The Jungle Waterpark utilizes 5 (five) social media platforms as their marketing, namely Instagram, Twitter, Facebook, TikTok, and YouTube. They make excellent use of these social media platforms, posting photos and videos with interesting content with the aim of expanding their audience. Their photo and video posts include, product promos, sharing information, interesting content, and much more. However, for their YouTube social media accounts need even better improvement, because some of the content on their YouTube account is not too updated like their other social media platforms. Therefore, The Jungle Waterpark needs to update their content on YouTube like on other platforms, in order to attract the attention

of YouTube users. The next suggestion for researchers is to conduct research on the use of websites for marketing The Jungle Waterpark (<https://www.thejungleadventure.com/>)

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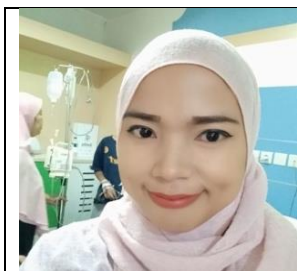
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