Marketing Strategy for Tourism Destination by Social Media Instagram in Dinas Pariwisata Kota Tangerang Selatan

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Article Info

ABSTRACT

This research analyzes the tourism destination marketing strategy by Instagram social media in Dinas Pariwisata South Tangerang City. The urgency lies in the increasing influence of social media in promoting tourist destinations This study used descriptive qualitative method. The research was conducted at the South Tangerang City tourism office and six tourist destinations, using interviews, questionnaires, observations, and literature searches. The method applied is descriptive qualitative with the SOSTAC approach assisted by SWOT analysis. The research results show that the strategy is considered good, but the lack of content uploads and interaction with followers reduces its effectiveness. This strategy aims to introduce South Tangerang City as an attractive destination on Instagram. It is hoped that the results of this study will provide insights for tourism marketing practitioners to enhance destination promotion strategies through social media.

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1. INTRODUCTION

The main essence of tourism destination marketing involves efforts to introduce and promote tourism products and services to potential customers, both domestically and internationally. In this context, tourism growth in this era has experienced a significant acceleration, where tourism destination marketing has a central role in achieving excellence in global competition [1].

In an effort to promote local tourism, local governments implement marketing strategies that include the use of social networking platforms as a tool to campaign for the region's tourism potential. [2]. In connection with the potential of South Tangerang City, tourism promotion efforts in South Tangerang are considered less significant compared to other large cities in the vicinity. [3].

In this modern era, the Tourism Department plays an important role as an institution tasked with introducing and marketing the tourism potential of an area. In carrying out its duties, the South Tangerang city tourism office needs to consistently adapt to technological advances and the ever-

changing flow of social media developments. The tourism department can be more effective in promoting the beauty and attractiveness of tourist destinations in the area to a wider audience [4].

To maximize tourism marketing, social media can also be used as a marketing tool in the context of digital marketing [5]. According to [1] Tourism marketing strategies through social media platforms can be a very effective tool in promoting tourism destinations and attracting the attention and interest of tourists to visit a particular location, so this strategy can become a strong strategic element in developing the tourism sector.

Based on the latest data report from Napoleon Cat (2023), it can be concluded that the number of Instagram users in Indonesia reached 116.16 million in August 2023, an increase of 6.54% compared to the previous month which recorded 109.03 million users. Meanwhile, according to [6], explained that choosing Instagram as a tool to disseminate information about tourism potential was considered because this platform shows a number of advantages and provides various benefits.

From the entire description above, this research focuses on the South Tangerang City Tourism Office's Instagram social media (@dispartangerangselatan), which is different from previous research which still implemented promotional strategies through print and social media at the Belu Regency Tourism Office as the new manager of the Virgin Mary Statue tourist destination. Atambua Gurita Bay, although it has not yet reached its optimization, the active participation of local communities is an important aspect for the success of CHSE-based marketing [7].

Previous research revealed that the Bulukumba Regency Tourism Office adopted various marketing promotion strategies to increase the number of visitors, including advertising, publicity, public relations, sales promotions, direct sales, and demonstrations [8].

It is hoped that the results of this research can be a valuable guide for the South Tangerang City Tourism Office to strengthen tourism destination marketing strategies through Instagram social media. It is hoped that the research results can provide deeper insight into the identification of marketing strategies and concepts for tourist destinations via Instagram social media, as well as provide recommendations that can be implemented effectively.

So, the researcher formulated several main questions to direct this research. First, identify the marketing strategies used in marketing tourist destinations in South Tangerang City via the Tourism Office's Instagram social media. Second, how to implement tourism destination marketing strategies via Instagram social media by the South Tangerang City Tourism Office. Third, what is the tourism marketing concept that can increase the attractiveness of tourist destinations in South Tangerang City through Instagram social media.

2. LITERATURE REVIEW
2.1 Marketing Strategy

According to Kotler and Armstrong, the definition of marketing strategy quoted from the book [9], explains that marketing strategy is a marketing rationality in which a business entity seeks to build value and profitability through its relationship with customers. Meanwhile, according to Philip Kotler, the definition of marketing strategy is a marketing concept that is used to achieve marketing targets, which includes detailed strategies regarding the target market, marketing mix and marketing budget. The goal is to fulfill the wants and needs of consumers, both at the individual and group level. Basically, the ultimate goal of marketing efforts is to achieve consumer satisfaction. The following are five marketing strategy concepts: 1. market segmentation. 2. market positioning.

3. market entry strategy. 4. marketing mix strategy according to Holloway and Robinson regarding the 7Ps: product, positioning, price, promotion, place, packaging, partnership. 5. timing strategy.

2.2 Digital Marketing

According to [10] in the book Digital Marketing: Concepts and Strategies by [11] states that digital marketing is an evolution of marketing via digital platforms such as the web, mobile phones and gaming devices, which provides new access to advertising without the overwhelming noise. Meanwhile, according to [12], defines digital marketing as the use of the internet and information technology to expand and improve traditional marketing functions. [11], reveal that digital marketing involves the planning process, implementing ideas or concepts related to price, promotion and distribution. In simpler terms, marketing can be defined as an effort to build and maintain satisfying relationships between companies and consumers.

2.3 Social Media

According to [13], defines social media as a combination of two words, namely "media" and "social". Media is defined as a tool for communication, while social refers to individual actions or interactions with the society around them. Therefore, it can be interpreted that social media is a communication tool that allows individuals to interact with other people. According to [14], grouping social media into categories aims to understand the types of social media. There are 5 main categories used to classify them, namely: collaborative projects, blogs and microblogs, media sharing, social networking sites, and virtual worlds.

2.4 Instagram

Instagram is a photo and video sharing platform or application that can be accessed via Android or iOS smartphone devices. This application allows users to upload, filter, and share photos and videos with other Instagram users. ([15], the features that can be used by Instagram users are as follows: profile and bio, upload photos and videos, Instagram stories, caption feature, comments feature, hashtags feature, like feature, activity feature, direct feature message allows users to send messages, photos, or videos to one or more other users, geotagging (location tag) feature, and story archive

2.5 SOSTAC

SOSTAC (Situation Analysis, Objectives, Strategy, Tactics, Action, and Control) is a strategic planning framework that is considered simple but very efficient, starting from situation analysis to evaluation and monitoring, allowing a deeper understanding of environmental conditions and the goals to be achieved [16], [17]. The SOSTAC model has great significance in social media marketing strategic planning, as explained below:

1. Situation Analysis, includes a comprehensive review of: audience, competitor analysis, partners, media, competency analysis, performance, market trends, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

2. Objectives, provides an overview of "How is your destination's social media performance currently?" while objectives describe "What [14]direction will the social media marketing strategy take?" or "Which goals do you want to achieve in planning your social media marketing destination?".

3. Strategy, nine elements that can be used in developing a social media marketing strategy [9]: target markets, objectives, positioning, process, partnerships: identifying the right partners for collaboration, sequence or stages: [16] reveals the existence of four stages, namely reach; acts; convert; engage, integration, tactical tools/channels, and engagement.

4. Tactics, nine criteria that serve as guidelines, namely: reach, speed, time, message, targeting, personalization, cost, control, credibility.

5. Action, every work plan created must include a projected completion time and various other aspects [16].

6. Control, this performance can be measured through the achievement of targets and key performance indicators (KPI) that have been determined in the situation, goal and strategy analysis phase.

3. METHODS

This research was conducted at the South Tangerang City Tourism Office which is located in Ciputat District, South Tangerang City. The data sources used involve primary and secondary data. Primary data was obtained through observation, interviews and questionnaires. Data collection through interviews was aimed at participants from the South Tangerang City Tourism Office and 30 Instagram followers. Secondary data was obtained from literature studies which include books, journals, magazines, newspapers and internet sources relevant to the research topic.

This research uses a descriptive approach with qualitative methods, with the analysis used adapted to the SOSTAC framework (Situation Analysis, Objectives, Strategy, Tactics, Action and Control). Situation Analysis and SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) which includes structured steps to formulate strategies effectively. This research uses the IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) matrices to calculate strategy weights and ratings. The next step includes the Grand Strategy matrix to determine the appropriate quadrant position for the strategy used, followed by the SPACE (Strategic Position and Action Evaluation) IFAS and EFAS matrices to determine the appropriate quadrant position.

4. RESULTS AND DISCUSSION

The South Tangerang City tourism office uses social media Instagram to market tourist destinations in South Tangerang City using the account name @dispartangerangselatan since 2021. The South Tangerang City tourism office currently has 2,214 followers and has uploaded 299 photos and videos.

4.1 Identify Tourism Destination Marketing Strategies Through Instagram Social Media, South Tangerang City Tourism Office.

This research utilizes the SOSTAC theory (Situation Analysis, Objectives, Strategy, Tactics, Action, and Control) in identifying tourism destination marketing strategies through the South Tangerang City Tourism Office's Instagram social media.

1. At the Situation Analysis stage, based on the results of the interview, for data on followers of the Instagram account @dispartangerangselatan. The majority of followers are aged 18-45 years, including local residents, online communities and tourists. Even though it has no direct competitors, the South Tangerang City Tourism Office adopts guidelines from similar

institutions. Local partners and influencers are important in expanding marketing. The department emphasized the unique appeal of the destination and the full support of the local government. Tourist destination review content is popular with followers.

2. At the objectives stage, this includes introducing the destination, increasing the number of tourists, direct interaction with followers, informative and inspiring content, strengthening relationships with local partners, and improving the image.

3. Strategy, the identification of strategies implemented by the South Tangerang City Tourism Office, namely:

   a. Collaboration/cooperation includes partnerships with various parties, including local influencers, local creative industries such as UMKM, and Tangsel City's Abang Nona.

   b. Tourist destination review content by designing and uploading tourist destination videos.

   c. Management of the comments column in an effort to increase interaction

   d. Diverse Content Implementation Strategy, implementing a diverse content strategy is the key to maintaining follower interest and engagement.

   e. Implementation of Tourism Events and Initiatives, by organizing various tourism events and initiatives.

   f. Paying attention to various aspects in uploading content, aspects to pay attention to include the

speed of content updates, the strategy used to reach many followers by using Instagram features such as hashtags #dispartangerangselatan #infotangsel #kotatangerangselatan, paying attention to the message/narrative that will be conveyed by adjusting the type of content that will be uploaded, paying attention to the type of content, personalization, cost, consistency and credibility in presenting Instagram content for the South Tangerang city tourism office.

4. Tactics, produces several criteria including:

   a. Reach aspect, evaluation is carried out on how wide an audience can be reached by each destination marketing activity on Instagram.

   b. Speed of message delivery is a major concern, and the South Tangerang City Tourism Office strives to convey information quickly through interesting content, responsive to the latest trends.

   c. In terms of time, the South Tangerang City Tourism Office has created and delivered timely marketing tactics in accordance with the established promotional agenda and tourism activities.

   d. In the targeting aspect, the South Tangerang City Tourism Office has ensured that destination marketing activities on Instagram are aimed appropriately at

relevant and potential market segments.

e. The message volume aspect can cover various existing tourism aspects and attractions by paying attention to the content of the message you want to convey before giving it to the audience.

f. The personalization aspect of messages is the focus of the South Tangerang City Tourism Office with the ability to reflect the uniqueness and attractiveness of each tourist destination being promoted.

g. Cost evaluation aspect, in evaluating the size of the costs, the South Tangerang City Tourism Office needs to hold a meeting to find out what needs to be evaluated.

h. Control aspect, the South Tangerang City Tourism Office ensures that every content uploaded on

Instagram is in accordance with the desired standards and values.

i. The Credibility aspect, with an integrated and measurable approach, ensures that destination marketing strategies via social media achieve their goals with optimal efficiency and impact.

5. Action, the South Tangerang City tourism office uses Instagram features such as reels, feeds, hashtags, posts, captions, Instagram stories to market South Tangerang City Tourism Office Instagram content

6. Control, the control carried out by the South Tangerang City Tourism Office regarding content creation on Instagram social media is still not optimal.

4.2 Analysis of Internal and External Factors Using IFAS and EFAS

Table 1. Internal Factor Analysis Summary (IFAS Matriks)

No.	Internal Factor	Value	Ranking	Score
Strength				
1.	The content displayed is interesting	0,16	4,00	0,64
2.	Creative human resources	0,13	3,00	0,39
3.	The message conveyed is quite clear and informative	0,14	3,00	0,42
4.	Has a variety of tourist destinations	0,13	3,00	0,39
	Sub Total	**0,56**		**1,84**
Weakness				
1.	Financial and infrastructure limitations	0,13	3,00	0,39
2.	Access permits to market tourist destinations	0,13	3,00	0,39
3.	lack of public awareness of the Instagram account @dispartangerangselatan	0,09	2,00	0,17
4.	There is no routine creation of social media content	0,09	2,00	0,17
	Sub Total	**0,44**		**1,14**
	Total	**1,00**		**2,98**

Source: Primary Data Processed by The Author (2024)

Based on the data in Table 1. IFAS matrix weighting results, the Instagram account of the South Tangerang City Tourism Office managed to achieve a total weighted

average score of 2.98. This reflects that the internal position of the South Tangerang City Tourism Office has significant internal strength.

Table 2. Eksternal Factor Analysis Summary (EFAS Matriks)

No.	Eksternal Factor	Value	Ranking	Score
Opportunity				
1.	Increased cooperation/collaboration with local influencers or other destination accounts to create interesting content.	0,18	3,00	0,54
2.	Increasing public interest in local tourist destinations.	0,16	3,00	0,48
3.	Internet and social media users continue to increase both in Indonesia and abroad	0,18	3,00	0,54
	Sub Total	**0,52**		**1,56**
Threats				
1	Competition between tourist destinations	0,18	3,00	0,54
2	Negative reviews or bad comments on the Instagram platform	0,16	3,00	0,48
3	Dependence on the Instagram platform, refers to changes in policies, algorithms and stability.	0,14	2,00	0,28
	Sub Total	**0,48**		**1,30**
	Total	**1,00**		**2,86**

Source: Primary Data Processed by The Author (2024)

Based on data from Table 4.2, the results of the EFAS weighting matrix show that the Instagram account of the South Tangerang City Tourism Office achieved a total weighted average score of 2.86, which exceeds the average value of 2.5. Through analysis of the IFAS and EFAS matrices in Tables 1 and 2, a SWOT matrix has been prepared to analyze alternative SO, WO, ST and WT strategies. The results of the analysis can be seen in Table 3.

Table 3. SWOT Matriks

Eksternal Internal	*Strengths* 1. The content displayed is interesting 2. Have creative human resources 3. The message conveyed in Instagram content is quite clear and informative 4. Diverse tourist destinations.	*Weakness* 1. Financial and infrastructure limitations 2. Access permission to market the Destination 3. Lack of public awareness of the Instagram account @dispar tangerangselatan 4. There is no routine creation of social media content
Opportunities 1. Increased cooperation/collaboration with local influencers or other destination accounts to create interesting content. 2. Increased public interest in local tourist destinations 3. Internet and social media users continue to increase both in Indonesia and abroad.	**SO Strategy** 1. Utilize the creativity of human resources to increase cooperation/ collaboration with external parties. 2. Diversify tourist destinations 3. Take advantage of increased local interest 4. Take advantage of the increase in internet and social media users to increase followers and audience reach.	**WO Strategy** 1. Take advantage of opportunities to increase cooperation and collaboration 2. Hold events or competitions that involve the public to actively participate in social media content. 3. Take advantage of opportunities to collaborate with potential partners
Threats	**ST Strategy**	**WT Strategy**

1. Competition between tourist destinations in South Tangerang City. 2. Negative reviews or bad comments on the Instagram platform 3. Dependence on the Instagram platform, referring to changes in policies, algorithms and platform stability that can affect the effectiveness of tourist destination marketing strategies.	1. Ensure each tourist destination gets sufficient exposure to overcome competition. 2. Amplify positive content to overcome negative reviews. 3. Develop a presence on other social media platforms to reach a wider audience. 4. Update content regularly to stay relevant and interesting.	1. Take advantage of potential funds from various sources to overcome competition between tourist destination. 2. Collaboration with related parties to simplify the licensing process and increase the attractiveness of tourist destination 3. Reduce dependence on the Instagram platform 4. Implement a regular schedule for content creation

Source: Primary Data Processed by The Author (2024)

4.3 Grand Matrix Strategy

The value at the horizontal axis coordinate point (X) is calculated by subtracting the internal factors of strength and weakness, namely (1.84-1.14) = 0.7. Meanwhile, the value at the vertical axis coordinate point (Y), the reduction of the external opportunity factor from the threat factor, is (1.56-1.30) = 0.26. Based on the IFE and EFE score calculations, quadrant I position is obtained (0.7;0.26), where this position is strategic for S-O.
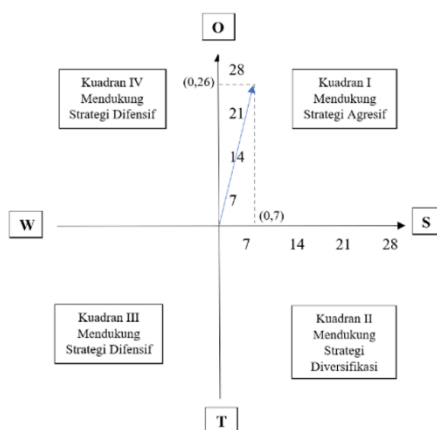

Figure 1. Grand Matrix Strategy
Source: Primary data processed by the author (2024)

From the results of data analysis through the IFAS and EFAS matrix obtained by the South Tangerang City Tourism Office,

the South Tangerang City Tourism Office is in the SWOT position, the South Tangerang City Tourism Office is in quadrant 1, SO strategy, supporting an aggressive strategy, indicating that there are opportunities in the environment that are balanced with the strengths they have. This encourages the choice of a growth-oriented strategy. Based on Figure 2. SWOT matrix, a suitable strategy for the South Tangerang City Tourism Office is:

1. Utilizing the Creativity of Human Resources (HR)
2. Diversification of Tourist Destinations.
3. Take Advantage of Increased Local Interest
4. Take Advantage of the Increase in Internet and Social Media Users.

4.4 Space Matriks IFAS EFAS

		Total (nilai IFE) tertimbang		
		Kuat 3.00-4.00	Rata-rata 2.00-2.99	Lemah 1.00-1.99
EFE)	Tinggi 3.00-4.00	I PERTUMBUHAN	II PERTUMBUHAN	III STABILISASI
(nilai	Sedang 2.00-2.99	IV PERTUMBUHAN	V STABILISASI	VI DIVESTASI
Total tertimbang	Rendah 1.00-1.99	VII STABILISASI	VIII DIVESTASI	IX DIVESTASI

Figure 2. Space Matriks IFAS EFAS
Source: Primary Data Processed by The Author (2024)

The South Tangerang City Tourism Office in the IE matrix is in quadrant V. In quadrant V, the position of the South Tangerang City Tourism Office is in the V Hold and Maintain quadrant, by implementing a growth strategy through horizontal integration.

4.5 Implementation of Tourism Destination Marketing Strategy via Instagram Social Media by the South Tangerang City Tourism Office
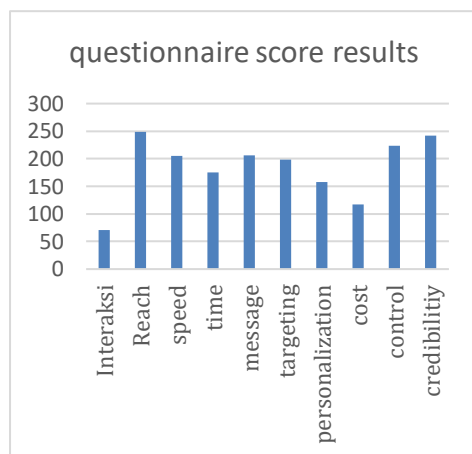

Figure 3. Questionnaire Score Results
Source: Primary Data Processed by The Author (2024)

This score indicates that the performance of the South Tangerang City Tourism Office's Instagram account is average. This arises due to the lack of frequency of uploads, and the majority of respondents are of the opinion that the implementation of tourist destination marketing strategies via Instagram at the South Tangerang City Tourism Office is still not optimal. One of the main problems is the lack of interaction on Instagram accounts and the lack of followers.

Although most participants admitted that they had followed the account, the low engagement rate indicated that the content had not attracted enough attention and engagement from followers. The existence of a knowledge gap between followers from South Tangerang City and outside South Tangerang City also needs to be taken into consideration in formulating the next

marketing strategy. Therefore, further efforts are needed to improve content quality, intensify interactions, and expand the reach of the Instagram account of the South Tangerang City Tourism Office in order to achieve the expected level of performance in marketing tourist destinations via social media platforms.

4.6 Tourism Marketing Concept That Can Increase the Attractiveness of Tourist Destinations in South Tangerang City Through Instagram Social Media

As quoted from the book Marketing Strategy Concepts, Theory and Implementation by [18], basically, the ultimate goal of marketing efforts is to achieve consumer satisfaction. The following are five tourism marketing strategy concepts for the South Tangerang City Tourism Office:

1. Market Segmentation, this research identifies the market segments identified including tourists, culinary connoisseurs, entertainment-seeking families, content creators, and the millennial generation. Demographically, this segment covers ages from teenagers to adults, with an emphasis on creative professions, families, and interest in outdoor activitie.

2. Market Positioning, the approach taken is to focus on the unique potential of the destination, highlight the uniqueness and beauty of the destination, and strive to build an attractive image through branding, events and partnerships

3. Market Entry Strategy, this strategy not only aims to increase destination exposure, but also attracts the attention of Instagram users through the resulting attraction. Identifying target markets, scheduling content

production, and managing budgets in line with tourism destination marketing strategies via Instagram are key steps that should be taken.

4. Marketing Mix Strategy

   a. Product, adopting a strategy of presenting interesting content, collaborating with partners, and involving followers in disseminating tourist destination information via Instagram.

   b. Positioning, the focus on consistency and innovation is the basis for differentiating the South Tangerang City tourist destination from other regional destinations.

   c. Price, by providing transparent price information and recommendations according to budget, @dispartangerangselatan helps tourists plan their trips better.

   d. Promotion, promotional strategies involve collaboration with various parties, participation in events, presenting interesting content, and using persuasive language with clear language.

   e. Place, content placement is carried out by including barcodes, geotagging and location tags in each post to make it easier for followers to find and access destinations, thereby encouraging greater interest and participation.

   f. Packaging, carefully designing Instagram content packaging in the form of visual consistency, uniform color palette, maintained photography style, and design elements that reflect the attractiveness of the

destination. A strong narrative shape the overall story, encouraging active follower participation. Optimizing the strength of hashtags and collaborating with local influencers are the main strategies for increasing reach.

   g. Partnership, by collaborating with local creative industries, such as local artists or craft producers, as well as establishing relationships with celebrities who have large followings, the Tourism Office can access a wider audience and increase the attractiveness of the tourist destination of South Tangerang City.

5. Timing Strategy, timing strategy in Instagram marketing includes schedule meetings to ensure content preparation is in line with priorities

5. CONCLUSION

The approach using SOSTAC theory has provided a solid foundation for strategic planning. Through careful situation analysis, focused goal setting, and implementation of targeted marketing strategies, the Tourism Department has succeeded in reaching a wide audience with an Instagram account that has good reach.

The results of a survey of followers of the Instagram account of the South Tangerang City Tourism Office show that the implementation of tourist destination marketing strategies through this platform has still not reached the expected level. Although reach and message control were considered good, improvements were needed in response speed, content update times, and personalization to increase engagement and follower numbers.

In marketing via Instagram, tourist destination strategies are focused on market

segmentation, positioning, market entry and marketing mix. Segmentation takes age, profession and interests into account, with influencer partnerships, creative content, transparent pricing and consistent visual design. Timing strategy is important to ensure the availability of content according to purpose.

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