
**MARKETING COMMUNICATION STRATEGIES TO IMPROVE TOURISM IN SARI
ATER RESORT HOTEL****Oleh****Arnold Yudi Nanholy¹⁾, Adinda Yuliani²⁾****^{1,2}Universitas Nasional****Jl. Sawo Manila No.61, RT.14/RW.07, Pejaten Barat., Kec. Ps. Sunday, South Jakarta City,
Special Capital Region of Jakarta, 12520, Indonesia****E-mail: 1arnoldynanholy@gmail.com, 2adindayuliani09@gmail.com****Abstract**

Located in Subang Regency, Sari Ater is a major tourist attraction. Subang Regency's tourism potential is also supported by good accessibility and transportation infrastructure. In conducting a descriptive study of the object of writing, the author uses a qualitative method, which is suitable for searching the social and communication fields in particular. To better understand the psychological aspects, behavior, attitudes, responses, opinions, feelings, and desires of a person or group. The results of this study, the strategy of messaging the content of communication information regarding rates, prices, services, and facilities is delivered based on health protocols. The creative form of the message is conveyed in the form of a rational and emotional message. In the media strategy, Sari Ater selects social media, then chooses Instagram as a means of marketing communication. Sari Ater determines the best time and location to share messages with the audience so that it becomes a gap to attract consumers. In the conclusion of this study, there is a change in the marketing communication strategy on Instagram owned by Sari Ater hotels & resorts.

Keywords: Strategy, Marketing Communication, Tourism, Instagram, Sari Ater**PRELIMINARY**

Indonesia is a country that has a large wealth of natural and cultural resources, thus providing large capital in various sectors. Tourism itself is one of the driving forces in the economy. The natural tourism potential is so beautiful and culturally diverse, making Indonesian tourism one of the major foreign exchange contributors to the Indonesian economy.

Tourism is one of the activities that can develop the Indonesian economy. This sector is one of the most helpful sources of foreign exchange earnings. To develop it the government's role is needed in this regard. The legal basis that contains the existence of tourism development is Law of the Republic of Indonesia Number 10 of 2009. Tourism is a phenomenon that occurs globally and has become the basis of human life. The potential for tourist attraction is the driving force for enormous economic growth.

Indonesia is a country with diverse uniqueness. If developed, it will be strong competitiveness with other countries

Currently, the tourism industry in Indonesia in 2021 will contribute 4.2% of the total national economy. To increase the value of the GDP, the government is aggressively introducing the tourism sector owned by Indonesia to various countries to increase the value of the GDP.

Subang Regency is one of the main tourist destinations in West Java Province which has potential that is no less interesting than other tourist destinations. Tourism in Subang Regency is well known by the Indonesian people and even foreign people. Subang Regency has many tourist objects that can be visited such as nature tourism, agrotourism, religion, and others.

Marketing in business is the most important factor because it can increase the number of tourist visitors. One of the marketing

activities is promotional activities. There are two ways of promotion: first, promotion in traditional and modern ways. Now, most of the promotions carried out by business people use modern promotions by utilizing digital technology such as promoting on social media. Promotion using social media is very efficient and very influential in increasing visitors. The promotion itself functions to attract visitors to tourism to come tourist attractions, especially the Sari Ater Resort Hotel or known as Ciater hot springs.

The tourism industry in Subang Regency has a lot of room to be developed. Subang Regency is located at 103° 1' – 107° 54' East Longitude and 6° 11' – 6° 49' South Latitude. The level of slope and climate have been seen from the slope of the land, about 80.80% of the district has a slope of 0° 17', 10,64% with a slope of 18° – 45° while the rest (8.56% has a slope above 45°. In general, the area of Subang Regency With a tropical climate, with the existence of such a climate, as well as supported by fertile land and many river flows, most of the land area of Subang Regency is used as agricultural land.

Sari Ater Hot Spring Resort or better known as Ciater Hot Springs is located in the mountainous area of Subang, at the foot of Tangkubanparahu Mountain, precisely in Ciater Village, Ciater District, Subang Regency. This tourist attraction is one of the most popular objects in Indonesia, tourists can enjoy hot springs originating from the active crater of Mount Tangkubanparahu which is located not far from the Sari Ater tourist attraction, the hot springs are presented in the form of a pool and soaking room with a design unique, which are scattered in several locations of Sari Ater tourism object. With an area of 30 ha and the natural charm of the mountains, to get there requires an uphill and winding road.

As a means of conveying the unique tourism potential of a destination to the general public, marketing plays an important role in the growth of the tourism industry. In a highly competitive market, marketing communication

becomes a strategic alternative to promoting a business to consumers (Gorlevskaya 2016). That is, the positive impact of tourism can be obtained by using innovative marketing communications, especially through social media. Even though the tourist attraction has been well accessible and affordable, it will be of no use unless it is communicated to consumers (Kotler, 2012).

So it is important to note that the tourism sector is a service business, which means it has its advantages compared to the product business (Kotler, 2012). Therefore, it is necessary to do a strategy in the field of mature communication in marketing or promoting tourist attractions. There are many similarities between promotion strategy and communication science. Publicity, word-of-mouth marketing, direct selling, and other promotional methods where all can be studied in the science of communication.

With this it can be concluded that the formulation of the problem to be studied is as follows:

1. What communication strategy is used by the Sari Ater Resort Hotel tourist attraction?
2. How to use Instagram social media in marketing Sari Ater Resort Hotel tourism?

RESEARCH METHODS

In this study, the researcher used a qualitative descriptive analysis method. According to Sugiyono (2014:21), the descriptive analysis method is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. While Nazir (2003:54) descriptive method is a method of examining the status of human groups, an object, a condition, a thought, or a class of events in the present.

Social scientists use this approach because of the emphasis on communication in their research. People or groups are interviewed using qualitative methods to gain a better understanding of what is going on in their minds and how they react to it.

Social media has been studied a lot, one of which is Instagram where Instagram is used as a marketing tool to attract consumer interest. As a result of their exclusion from marketing activities, researchers were never included in the instrument. The meaning of the respondent is the focus of this research. Therefore, selected participants were interviewed to view specific descriptive studies. Observations and in-depth interviews may have been used in this qualitative research to investigate events (the process of events), certain behaviors, or attitudes. Meanwhile, data were collected using descriptive methods and analyzed based on real-world conditions.

The purpose of this descriptive qualitative research is to gain a general understanding of social reality from the perspective of the respondents. However, their understanding is not predetermined but emerges as a result of the social reality research that is the subject of this research project.

RESULTS AND DISCUSSION

The Subang Regency Government has carried out various promotional methods to attract tourists. Communication tools are used in marketing communications to promote a product, goods, or services.

1. Message Strategy

The message strategy is the first strategic element in an effective marketing communication strategy. The message strategy has two elements, namely the content of communication information and the creative form of the message. Before the information content and creative forms of messages are packaged, marketers need to select market segments (Machfoedz 2010). The following is an explanation of the discussion of the elements of communication information content and the creative form of messages associated with the concepts and theories used:

- a. Contents of Information and Communication

Sari Ater hotels & resorts adapt to match the information contained on Instagram. The content of communication information is adjusted to the needs of visitors as consumers (Machfoedz 2010). Planning the content of communication information is done with the hope that visitors will respond well as recipients of the information. By communication theory, the success of communication is seen from the response of good recipients of information (Littlejohn, Foss, and Oetzel 2017).

The content of communication information on Sari Ater's Instagram is conveyed side by side with health protocols. According to key informants, this was done because of the government's policy factors. Fill in the communication information submitted on Instagram. Fill in the communication information about the price. Then the content of Sari Ater facilities, new products such as campervans, camping areas, and hot air balloons. This, according to supporting informants, can provide education to them through the information presented by Sari Ater. Then the content of information based on health protocols can be a company strategy in building an image.

The content of communication information is uploaded repeatedly on Instagram, according to key informants, the goal is for the target audience to remember the content that has been delivered. Then the supporting informant said that the repeated delivery of content on Sari Ater's Instagram made him bored. This is a gap in this research, so according to expert informants regarding this matter, Sari Ater needs to research to find out feedback from the recipient of the message. In Instagram content, Sari Ater involves influencers in delivering the content of communication information. Supporting informants said that the information presented by influencers attracted more attention. This is under the exposure of expert informants that information conveyed by influencers can have good potential to invite the target audience. Communicators need to develop effective messages. One of them is choosing the source of

the message delivered by an influencer (Machfoedz 2010).

b. Message Creative Shapes

In the message strategy, there is a second element or indicator, namely the creative form of the message. In the creative form of messages, there are two types of messages, namely rational messages and emotional messages (Machfoedz 2010). Messages explaining the facilities at Sari Ater are creatively packaged for Instagram. Messages conveying about the Sari Ater facility are mostly packaged in the form of short videos. Supporting informants explained that there was a lot of content on Sari Ater's Instagram regarding messages about facilities. According to expert informants, the packaging of messages in the form of videos is a trend on Instagram

Sari Ater's Instagram also contains content about rational messages that describe service. Messages about services are shown by friendly hotel services. Supporting informants said that on Sari's Instagram there was indeed content that showed Sari Ater's services. Sari Ater creates and informs messages about promotions and discounts. So that it is in line with the marketing communication mix, namely sales promotions where visitors are affected by the offer (Priansa 2017). Expert informants advise Sari Ater to package the content in the form of a sales campaign. Sales campaigns are needed so that the discounts offered are packaged to be more creative and attract the audience on Instagram.

Sari Ater hotels & resorts also provide emotional content to influence Instagram users. packaged in its content by providing an experience while on vacation.

2. Media Strategy

The second element is a media strategy, which in media strategy there are two elements. The elements or indicators are media selection and consumer gaps (Machfoedz 2010). The following is an explanation of the discussion of media selection and consumer gaps related to Sari Ater hotels & resorts.

a. Media Selection

Sari Ater selects social media for marketing communications. In line with the concept of social media where the media has a great opportunity for marketing communication. So that the selection of social media is needed to create interactive conversations and marketing communications can be more effective (Kotler, Kartajaya, and Setiawan 2019). Instagram was chosen because it can accommodate its promotional and marketing needs. Choosing Instagram is the right thing for marketing media. Because of the small budget when doing promotion and marketing on social media, one of them is Instagram. Generations Y and Z are Instagram users so it is easy for marketers to reach a young target audience (Quesenberry 2018).

Based on the results of interviews, Instagram helps visitors to find out information about Sari Ater in advance before visiting it. Sari Ater hotels & resorts use all kinds of content on Instagram for marketing communications. The types of content on Instagram include feeds, IG stories, Story highlights, IGTV, Guides, and Instagram reels (Enterprise 2021). The most frequently used content types are Instagram reels and IG Stories. In essence, they are happy to see the form of content that is delivered in the form of video. According to expert informants, the use of all types of content as a marketing communication medium is necessary.

Sari Ater has Whatsapp as a medium for visitors to make reservations. According to a supporting informant on Sari Ater's Instagram, there is indeed a Whatsapp that can be contacted for reservations. Sari Ater hotels & resorts optimize messages on Instagram by posting their content intensely. Then the content delivered on Instagram varies in the form of videos or images. Following the concept of messages in marketing communications, namely the delivery of messages to consumers is processed creatively (Machfoedz 2010).

b. Consumer Gap

The second element or indicator of the consumer gap media strategy. Determination of location and time by marketers in delivering messages to visitors is a consumer gap strategy (Machfoedz 2010). The target audience on Instagram Sari Ater is the younger generation who are actively using Instagram. Content is uploaded in the morning, afternoon, and evening, alternately the upload is seen from the results of the previous inside content evaluation. According to a supporting informant, Sari Ater is quite on-time in uploading content on his Instagram. So that when supporting informants open Instagram, they always see content from Sari Ater.

Because the purpose of the consumer gap is that visitors get the maximum message and always wait for other information (Machfoedz 2010). Expert informants argue that the upload time is seen from the previous Instagram content inside. So that it can find out the behavior of the younger generation in accessing Instagram.

Sari Ater's Digital Marketing Team as Instagram admin replies to messages on Instagram at random and flexible times. Supporting informants said that the response to Sari Ater's Instagram direct message took a long time.

CONCLUSION

Sari Ater hotel & resort marketing communication strategy through Instagram. The strategy is seen based on the concept of an effective marketing communication strategy with a message strategy and media strategy from Machfoedz. The message strategy consists of the content of communication information regarding the price rate, products, and new facilities of Sari Ater. In the media strategy, Instagram is chosen as the main media for marketing communication because it can reach a young target audience. Determination of the location in the delivery of the message is done to recommend users, the determination of time and location is done so that

the message can be received optimally so that it becomes a consumer gap.

SUGGESTION

It is recommended that Sari Ater make a schedule for responding to messages from Instagram users. In addition to determining the time, marketing also needs to determine the location in delivering content because it is part of the consumer gap. Rational messages regarding services, facilities, and benefits as well as emotional messages are packaged in the form of creative messages on content on Instagram.

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