

Instagram Social Media Management as Promotional Media for Jakarta International Stadium

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Abstract: *This study aims to find out how the Jakarta International Stadium Promotes itself as a new tourist destination in North Jakarta. Jakarta International Stadium is the Jakarta International Stadium (JIS) which is a stadium that all Jakartans are proud of. This stadium is in Tanjung Priok, North Jakarta. The stadium has a capacity of 82,000 Visitors. The main method used to promote this new destination is by using Instagram social media which greatly influences the public in getting to know more about the Jakarta International Stadium. The method used in this research is descriptive qualitative method. By conducting interviews and analyzing the data obtained from the @Jakintstadium account, other data collection techniques used are observation and library studies. Using triangulation techniques to determine the validity of the data obtained by the author. The results of this study show how the Jakarta International Stadium manages Instagram social media as a Promotional Media. The interview questions made include perceptions of why Instagram was chosen as a promotional media for the Jakarta International Stadium, its influence, along with the advantages and disadvantages of using it. Everything that has been done has followed the Standard Operating Procedure so as to produce some conclusions along with some suggestions.*

Keywords: *Instagram, Promotion, Jakarta International Stadium, Social Media*

Introduction

Jakarta is generally the largest metropolitan city in Southeast Asia, with a population of more than 10 million people, making the capital city of Jakarta a densely populated city. Jakarta is also the center of government, business center and cultural center. There are many interesting tourist attractions to visit, but not all tourists know about it. Some tourist attractions in Jakarta such as the National Monument or Monas Monument, Ancol, Taman Mini Indonesia Indah, Kota Tua, and others. Currently, there are new tourist destinations in Jakarta that are the center of attention for Jakarta residents and even other areas, namely the Jakarta International Stadium. Jakarta International Stadium (JIS) is a stadium that all Jakartans are proud of. This stadium is located in Tanjung Priok, North Jakarta. The stadium has a capacity of 82,000 visitors.

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Equipped with complete facilities and a large capacity, this stadium is very suitable to be used as a venue for various performances, ranging from art performances to football matches.

Currently, the Jakarta International Stadium is very much discussed. In addition, the Jakarta International Stadium is also visited by a lot of residents of Jakarta, the opportunity to visit during the construction period is also a program from the DKI Jakarta Government which makes a #YukKitaKeJIS visit program by inviting all representatives of residents from DKI Jakarta. Unfortunately, this program has not provided full opportunities for residents to visit and only residents who receive an invitation can visit with a predetermined schedule.

With the problems that occurred, the management of the Jakarta International Stadium made another program that allows residents who have not received an invitation to visit. The program created by the Jakarta International Stadium is promoted through social media Instagram. The @Jakintstadium account provides information related to programs made for the community, visit schedules, how to visit, contact points, and other general information that can help residents visit the Jakarta International Stadium.

According to the results of an interview with one of the staff who manages the social media Instagram Jakarta International Stadium, currently only one platform is being used specifically to promote the Jakarta International Stadium. Instagram was chosen because Instagram is the most widely used social media.

The development of technology, information and communication every year increases the number of internet users in the world, Indonesia is no exception. Besides facebook, twitter, youtube which are the favorite social networks of the Indonesian people, one of the fastest growing social networks is Instagram. In less than a year, users of this social media account grew to 100 million users worldwide. In Indonesia alone, the number of Instagram users represents 7% of the 88.1 million Internet users for a population of 255.5 million.

With the increasing number of users, Instagram is a great opportunity for anyone in promotional activities, including promoting tourist destinations in Indonesia.

The manager of the Jakarta International Stadium chose Instagram for the reasons that have been written above, but actually in its implementation there are still many things that can be improved. The insights achieved in promoting the Jakarta International Stadium were very good and there was a lot of enthusiasm, but the management of the content provided and displayed to the public was not organized and well planned.

Based on this background, the author makes a final project that raises about "Instagram Digital Media Management as Media Promotion for Jakarta International Stadium".

Literature Review

Promotion (promotion) is an effort to increase; trade or promote a business. Promotion comes from the word promote in English which is defined as developing or improving. This understanding when associated with the field of sales means as a tool to increase sales income.

Fandy Tjiptono stated that promotion is a marketing communication. Marketing communication is a marketing activity that aims to disseminate information, persuade, and/or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by a company.

Gitosudarmo stated that promotion is an activity that aims to influence consumers so that they can get to know the products offered by the company, then they become happy and then buy the product. So, promotion can be interpreted as an attempt to introduce the product of a company so that it can be known and attract the interest of buyers so as to increase sales.

In marketing activities there are various types of promotions or also known as the promotion mix. Promotional mix is the best strategic combination of advertising variables, personal selling and other promotional tools, all planned to achieve the objectives of the sales program. The elements of the promotional mix according to Kotler and Armstrong there are five variables in the promotional mix, namely:

- a. Advertising
All costs that must be incurred by the sponsor to make non-personal presentations and promotions in the form of gifts, goods or services.
- b. Personal selling
Personal introduction by company sales representatives for successful sales and customer relationship building.
- c. Sales promotion
Short term incentives to encourage buying or selling a product or service.
- d. Public relations
Improve good relations with interested audiences to get company, build a good "company image" and manage, Get rid of gossip, stories, and events that can be harmful.
- e. Direct marketing
Direct communication with specially selected clients. for immediate response. well Promotion is a commercial activity carried out with the aim of presenting products to consumers so that with these activities consumers are interested in making purchases.

Digital marketing is a marketing activity, including branding, using various web media such as blogs, websites, email, AdWords or other social media. The presence of digital marketing is caused by advances in technological developments with Web 2.0 coupled with mobile technology. Anyone with an internet network can get accurate information in their hands. Making business accessible to customers by being present in the media with direct access to customers is at the core of digital marketing.

According to Mandibergh in Nasrullah (2015:11), social media is a medium that accommodates collaboration between users who produce content (user-generated content). According to Shirky, social media and social software are tools to increase the ability of users to share, cooperate among users and take collective action, all of which are outside the institutional and organizational framework.

Based on the explanation above, it can be concluded that social networking is a communication tool in the form of chatting to interact with other people, work together, share and create virtual social links.

Instagram is a type of social network. Instagram is an internet-based service as well as a social network for sharing stories via digital images. Gadget users often use this network to directly share their shots. Instagram was created by Kevin Systrom and Mike Krieger and launched in October 2010. The name Instagram, according to them, is a combination of "instant

camera" and "telegram". Instagram can now be installed on a variety of mobile phone operating systems, from the Apple App Store, Google Play, and the Windows Phone Store. Only a few months after its launch, Instagram was able to reach 1 million users in December 2010. This number continued to increase until it reached 5 million users in June, then reached 10 million in September 2011.

Methodology

The form of part registration in this impact position is to add to the descriptive qualitative arrangement. The use of descriptive qualitative analysis is used as part of this analysis because it is adjusted to add to the problems posed.

Qualitative method is a research procedure that produces descriptive data in the form of words, pictures, and is not presented in the form of numbers. The results of the report on descriptive qualitative research will be in the form of data excerpts to provide an overview of the presentation of the report. The data obtained can come from interviews, field notes, photos/pictures, personal documents, personal notes, and other official documents.

The techniques that the author uses in order to collect data include:

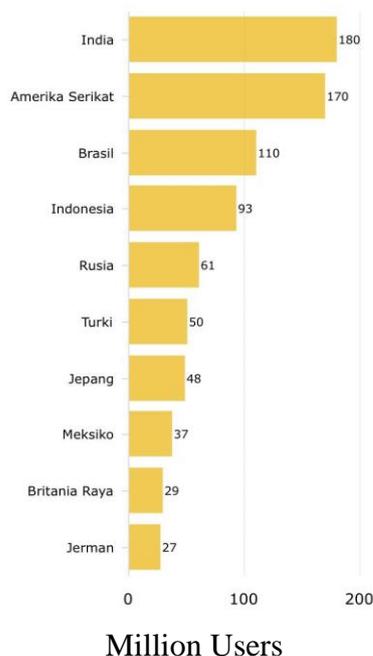
- a. Interviews, namely by asking questions to staff employees at the Jakarta International Stadium who can help collect data.
- b. Observation, namely conducting field work practices at the Jakarta International Stadium to confirm and verify the results of interviews and reports.
- c. Literature study, namely the author collects data by taking data in journals, books, and documentation of educational tourism activities.

The technique that the author uses to analyze the data is the technique of descriptive qualitative analysis, namely the data presented in the form of tables, diagrams, graphs, and others, which aim to make it easier to understand the data served.

Data analysis techniques used in qualitative research includes interview transcripts, data reduction, analysis, data interpretation and triangulation. From the results of data analysis, conclusions can then be drawn. Besides using data reduction, the researcher also uses the Triangulation technique as a technique to check the validity of the data. Where in the sense of triangulation is a technique of checking the validity of data that utilizes something else in comparing the results of interviews with the object of research.

Findings & Discussion

As a new third space in Jakarta that is intended for various activities, Jakarta International Stadium carries out promotions and introductions to Instagram media. According to the results of an interview with the manager of the Jakarta International Stadium, Instagram was chosen because it is one of the social media that is widely used by people in Indonesia. Since its launch in 2010, this application has more than 400 million users from all over the world. From this figure, it turns out that Indonesia is one of the countries with the most Instagram users. Although the number is not stated, Indonesia is the country with the most Instagram users after Japan and Brazil. The data comes from INS, a research and analysis company from the UK. In addition to the number of Instagram users, TNS also revealed several interesting facts about Instagram in Indonesia, which turns out to be the third largest Instagram user in the world.



Based on the data above, in Indonesia, the number of Instagram users is up to July 2021 by 91.77 million users. The largest users are in the 18–24-year age group, which is 36.4%. Instagram is the third most used social media platform, after YouTube and WhatsApp.

The process of uploading promotional content on social media Instagram within a week is uploaded every day at different hours. On Sunday at 19:00 the uploaded content is general information about the Jakarta International Stadium. Meanwhile, content that informs about the Jakarta International Stadium program is uploaded every Thursday at 15:00. Content created by creators will be uploaded on Monday at 13:00, while content in the form of collaboration or repeated uploads will be uploaded every Monday to Saturday at 15:00. Finally, content which is a merchandise promotion from the Jakarta International Stadium will be uploaded every Saturday at 19:00.

Based on the results of interviews with the Social Media Manager Jakarta International Stadium, To use Instagram, you don't need to pay and you can cut promotional costs, you only need to download via the Play Store or Google Play or you can also open the website. Unlike if you use a website as a marketing medium, of course you have to rent a domain first with various costs, this is one of the attractions that Instagram social media has. In addition, according to him, Instagram social media has quite a high number of users in the city of Jakarta, this happens because Instagram social media can be owned by everyone. Instagram makes it easy for its users by offering Instagram as a medium that quickly attracts people to use it. Instagram makes it easy for users to post photos or videos, find photos and videos somewhere, follow, comment, share stories, give likes, to search for hashtags can be done easily. In terms of promotion, Instagram is a promotional media that is easy to use with the advantage of providing connections with several other social media.

The results of the research obtained from the results of the informant's statement that there are weaknesses in promoting on Instagram. In carrying out promotions through Instagram social media, there are also The weaknesses include:

- a. Must update regularly.

Regular updates on Instagram are very necessary, regarding what trends are in demand by the public so that the content created can be adjusted later and will get good results.

- b. The authenticity of the product is still in doubt.

In social media, sometimes people are not fully believe in what is uploaded or promoted. In some ways, Instagram users also feel worried about whether what is seen on the monitor is really what they want.

- c. Prone to spamming.

The convenience that Instagram provides in this regard makes social media prone to spamming. Usually a lot of spamming seen in the comments section. However, you can get around this by imposing private on your Instagram account so that not just anyone can comment on the account owner's post.

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