International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Use Of Instagram As A Promotional Media For Buper Segorogunung Perum Perhutani Kph Surakarta Kph Surakarta

Aldo Hizbullah Alfariz[1*], Erlita Ridanasti[2]

[1,2]Faculty of Business and Economics, Islamic University of Indonesia.

[1*]Corresponding Author : aldoalfariz024@gmail.com

Abstract

Segorogunung Camping Ground is one of the ecotourism sites belonging to KPH Surakarta which is managed by Pokdarwis Argo Kuncoro. The ecotourism manager uses one of the social media platforms, namely Instagram, as a promotional medium. However, the Buper Segorogunung Instagram account is less active in promotional activities. This can be seen from the inconsistent and less interesting uploaded content. Therefore, the author will discuss how to use Instagram as a promotional medium for the development of Buper Segorogunung KPH Surakarta. The aim of this research is to determine the implementation of digital marketing strategies through Instagram social media at the Segorognung Campground tourist attraction. This research uses qualitative research methods to analyze the differences in marketing strategies implemented by Buper Segorogunung managers when using the Instagram platform as a promotional tool. Data was collected through in-depth interviews with managers, direct observation of official Instagram accounts, and documentary studies of published content. According to the author, an effective digital marketing strategy includes using attractive visual content, actively interacting with users, and using Instagram features such as Stories and Reels. However, the results of observations and implementation during the internship show that Buper Segorogunung's Instagram still tends to be less active and less consistent in uploading content, and also rarely updates stories (Instastory). This research is expected to provide insight into optimizing social media as a digital marketing tool for tourism managers, especially in the natural tourism sector.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Keywords: Digital Marketing Strategy, Social Media, Instagram, Buper Segorogunung.

INTRODUCTION

Marketing activities are the core that must be carried out by goods or service companies, so that the company continues to run, a company's marketing system must be carried out properly and quickly Rouf et. al, (2021:14). Digital marketing is a marketing concept that provides satisfaction to consumer desires and needs. Many companies want to use digital marketing to make a profit, with this strategy it can provide long-term success for the company. The company's benefits from digital marketing include improving communication infrastructure and making it easier to access the internet. Digital marketing is not only used to promote goods or services, but can also be used to promote tourist attractions or ecotourism.

Social media is a communication tool that is often used over long or short distances so that everyone can find out about the latest information, in this era almost everyone uses social media to find the information they need. One of the social media that is often used is Instagram. Instagram is a social media platform that presents information in the form of sending messages, adding comments, watching videos, pictures, and also displaying locations that have been provided by the platform. This Instagram social media platform has the main function and purpose of interacting with each other between users. Therefore, Instagram social media can be used as an effective and efficient digital marketing tool to promote goods or services. Instagram users in Indonesia in 2024 reached 90,183,200 users. By using Instagram features, such as stories, video reels, and hashtags as optimization to market products. Hopefully, this marketing activity can increase the number of accounts that are interested in visiting the Buper Segorogunung Instagram account. That way, information about the product can reach potential customers.

KPH Surakarta has several tasks and authorities to manage resources located between BKPH North Lawu, BKPH South Lawu, BKPH Tangen, BKPH Wonogiri, BKPH Baturetno, BKPH Purwantoro Of the six BKPH, BPKH is dominated by protected forest areas. Areas that are legally protected are called protected forest areas which aim to protect natural ecosystems, flora, fauna, and protection from various threats, such as illegal logging, illegal hunting, and human activities that can damage the ecosystem. The protected forest area is used for the development of ecotourism managed by Perum Perhutani KPH Surakarta partners, one of the ecotourism owned by Perum Perhutani

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

KPH Surakarta is BUPER (Camping Ground) Segoro Gunung. Segoro Gunung Camping Ground Ecotourism is managed by Pokdarwis Argo Kuncoro in collaboration with LMDH and the surrounding community. Buper Segorogunung ecotourism is still classified as a pioneering ecotourism owned by KPH Surakarta.

In managing Buper Segorogunung, the manager has utilized social media as a means to introduce and market the ecotourism. One of the social media platforms used by Buper Segorogunung is Instagram. With social media, Buper Segorogunung tourism is known to the wider community and is visited by tourists from various regions.

The promotion carried out by Buper Segorogunung managers on their Instagram aims to inform the wider community about Buper Segorogunung tourism. Thus, the use of social media on Instagram is expected to increase the number of visitors, for example by uploading interesting content. However, currently, the Instagram account of Buper Segorogunung is identified as still less active in promoting the tour, resulting in less than optimal reach of visitors to visit Buper Segorogunung. The reason is, the Instagram account manager of Buper Segorogunung is still not consistent in creating and uploading content to promote the tourist location. This can be seen from the content, one with another has a fairly long posting time gap. In addition, the content uploaded still tends to be simple, such as the content created is still ordinary, less creative, and less interesting. Based on the background above, the author made this Final Internship Report with the aim of evaluating the use of Instagram as a promotional media for Buper Segorogunung Perum Perhutani KPH Surakarta. It is hoped that by conducting this research, Buper Segorogunung tourism can be developed and the number of visitors who come can be increased, so that it can also increase the benefits for Perhutani.

THEORETICAL FRAMEWORK

Promotion Media

According to Amalia (2022), promotional media is a form of marketing communication that supports a company's marketing efforts. Advertising and marketing communication actions are closely related. Nafis (2017) also emphasized that there is a real relationship between respondent characteristics, such as gender, and the effectiveness of Instagram as a promotional medium, especially at the stage of creating desire and research results.

Fattah (2017) added that advances in technology and information allow promotions to be carried out through various media, both print and digital, including social media such as Facebook, Instagram, TikTok, and Twitter. Before starting a promotion, it is important

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

to set goals, target the market, analyze competitors, choose promotional media, develop advertising content concepts, plan content optimization, and conduct a final evaluation. This shows the importance of a mature strategy in utilizing social media as an effective promotional tool.

Social Media

According to Purbohastuti (2017:212), social media is an online platform such as blogs, social networks, wikis, forums, and virtual worlds that allow users to participate, share, and create content easily. Social media is not only a communication tool but also a means of social interaction that continues to develop along with technological advances. In its role, social media functions to expand social interaction through the use of the internet, replacing one-way communication with interactive communication between many parties (Purbohastuti, 2017:215).

In addition, social media also supports the democratization of knowledge and information, where anyone can share and access data. According to Gholil (2015), social media allows tourists to share their experiences, find information about destinations, and interact through photos, videos, and comments. This helps increase transparency and interaction between tourists and others, including friends and family, through social media (Martinez et al., 2014).

Nurjanah (2018) emphasized that social media plays an important role in promoting tourism potential that is less known to the public, providing great benefits in the tourism industry. According to Hasan (2015), social media also overcomes communication barriers caused by distance and time, enables negotiation, and creates new structures for tourism development and operations. Thus, social media serves as an important tool for communication, promotion, and development of more inclusive and interactive tourist destinations.

RESEARCH METHOD

This study uses a qualitative descriptive approach, which aims to understand the phenomenon in depth without comparing variables. According to Mappasere & Suyuti (2019), descriptive research is used to find theories, where researchers are directly involved in the field as observers. This study also follows the guidelines from Moleong (2017), which emphasizes the importance of understanding phenomena holistically based on the behavior, perceptions, and actions of research subjects. The main focus of this study is to examine the use of the Instagram platform as a promotional strategy for

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Bumi Perkemahan Segorogunung by using features such as live broadcasts and stories (Instastory).

Data collection in this study was carried out through observation, interviews, and documentation. Systematic observation was used to record Buper Segorogunung's Instagram activities in the field. Interviews were conducted with social media managers and tourists, which included questions related to promotional strategies, platform use, and challenges faced. In addition, documentation techniques involve collecting and managing relevant documents to support research data. Data analysis includes reduction, presentation, and drawing conclusions that aim to identify patterns and themes related to the effectiveness of promotional strategies through social media.

RESULT AND DISCUSSION

This chapter discusses the findings from interviews with key informants and supporters to obtain accurate information and to confirm the answers from the informants. The interview results are compiled and discussed with references to relevant articles on the following points.

Result

Research Implementation

The four-month internship at Perum Perhutani KPH Surakarta was carried out in the Agrotourism section, where the researcher was tasked with inputting monthly data from various tourist attractions that collaborate with Perhutani. The data entered included the number of visitors, income, and the division of profits between Perhutani and the tourist attractions. During this process, the researcher found that Bumi Perkemahan Segorogunung, managed by Pokdarwis Argo Kuncoro, was experiencing problems with the number of tourist visits which were still low based on marketing reports to KPH Surakarta.

During the internship, the researcher faced several obstacles. First, the distance between the KPH Surakarta office and the research location at Buper Segorogunung was very far, making mobility difficult. Second, the time available to conduct research at Buper Segorogunung was very limited, hindering the collection of documents needed for analysis. Despite the challenges, the researcher gained many benefits, including an understanding of forest management, planning, reporting, and direct experience in working at a BUMN company.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on observations made, in 2021, Buper Segorogunung's Instagram began to actively upload content, but it was not consistent and not well-known. The content uploaded was initially in the form of photos of visitors who came, but it did not attract much attention because it did not use a video format. Over time, the Instagram account began to improve and attracted more Instagram users to visit its profile, especially after it began to consistently upload more creative and interesting photos and reels.

In 2023, Buper Segorogunung became more active in uploading reel content, which received more than a thousand viewers per upload. The manager realized that visitors were more interested in reels than regular photos. In 2024, this Instagram account continued to consistently upload creative content every month, and each upload received more than 100 likes and increasing reel viewers. The use of hashtags also helps reach more viewers, showing that the strategy of using reels is effective in attracting visitors' attention.

DISCUSSION

The results of the interview activities that have been conducted by the resource person will be described in this section. The results of this interview will be divided into three parts, namely the manager's interview regarding Buper Segorogunung's Digital Marketing, what social media is used, and interviews with visitors.

Initially, the manager promoted Buper Segorogunung ecotourism using the word of mouth method. Then visitors who came to the tour were required to take a photo on the writing "Buper Segorogunung" after which the photo was uploaded to the visitor's Instagram account and tagged the Buper Segorogunung Instagram account. The most active social media promotion activities used by the manager are Instagram and also Tiktok, the manager believes that the use of Instagram as a promotional media has a significant impact on increasing visitors. The operation of Buper Segorogunung's Instagram, the manager always uploads photos and videos to display the beauty of nature, ecotourism facilities, and ongoing activities. According to the manager, the use of Instagram as a promotional media is still less than optimal because there is only one human resource handling it.

Regarding the operation of Instagram, the manager creates content such as videos of events or ongoing activities, makes uploads on instastory. The manager includes a gmaps link in the Instagram account bio so that visitors can easily find the way to Buper Segorogunung. The manager also responds to comments and incoming dm to communicate with visitors to the Buper Segorogunung Instagram account. This helps

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Instagram users find Buper Segorogunung content, so that it can increase reach. In managing the Buper Segorogunung social media account, the manager pays close attention to every comment, both positive and negative from visitors. The manager tries to build good relationships with visitors, improve the quality of service and also ensure that the manager really understands the problems or complaints submitted. The challenges faced in promoting tourism through Instagram include the large number of accounts offering the same content. To promote Buper Segorogunung tourism, the manager also needs unique and interesting content. Based on the results of interviews with visitors to Buper Segorogunung, it can be seen that visitors who come get information about Buper Segorogunung from Instagram. Visitors say that when they are looking for references for camping places and one of the ones that appears is Buper Segorogunung. Because Buper Segorogunung is one of the places that has never been visited, visitors are interested in visiting. The first consideration of visitors wanting to try, because previously visitors have never visited Buper Segorogunung. So visitors decide to come back again for a vacation to Buper Segorogunung.

CONCLUSION

Based on the results of observations and interviews conducted during the internship, it was concluded that the use of Instagram social media plays a very important role in promoting Buper Segorogunung tourism and has succeeded in significantly increasing tourist interest. The striking increase in visits in 2023 can be attributed to the optimization of Instagram features, such as uploading interesting and consistent photos and reels. The use of relevant hashtags and trending audio further expands the reach of content, especially on reels, which have proven to be more attractive than regular photo uploads. Creative content that is consistently uploaded every month also helps increase interaction, as indicated by an increase in the number of likes and viewers on each post. This promotional strategy through Instagram not only expands the reach of the Buper Segorogunung account, but also effectively attracts the attention of potential new tourists, thus contributing to an increase in the number of tourist visits overall. Thus, the use of Instagram as a promotional medium has proven to be very effective in popularizing the tourist destination.

Recommendation

After analyzing the use of Instagram as a promotional medium for Buper Segorogunung Perum Perhutani KPH Surakarta, the author provides several

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

suggestions. First, the use of Instagram as a promotional medium, especially through Instagram reels content with interesting hashtags and audio, needs to be improved in terms of creativity and consistency. Second, do not only rely on Instagram, other social media such as TikTok should also be utilized. By uploading creative and innovative content on TikTok, the reach of promotion can be expanded, considering that the platform has grown rapidly and become an effective means for companies to promote their products and services.

REFERENCES

Agung, A. A. P., & Yuesti, A. (2017). Metodologi Penelitian Kuantitatif dan Kualitatif.

Alfani, M. H. (2018). Analisis pengaruh quality of work life (qwl) terhadap kinerja dan kepuasan kerja karyawan PT. Bank BRI Syariah Cabang Pekanbaru. *Jurnal Tabarru': Islamic Banking and Finance*, *1*(1), 1-13.

Amalia, R. (2022) 'Efektivitas Instagram sebagai Media Promosi dalam Menarik Minat Pengunjung di Kopi Sadis Medan', MUKADIMAH: Jurnal Pendidikan, Sejarah, dan Ilmu-ilmu Sosial, 6(2), pp. 167–171. doi: 10.30743/mkd.v6i2.4929.

Fattah, A. (2017) Pengaruh Promosi Terhadap Minat Kunjung Pemustaka Di Perpustakaan Utsman Bin Affan Universitas Muslim Indonesia (UMI) Makassar. UIN Alauddin Makassar.

Gohil, N. (2015). Role and Impact of Social Media in Tourism : A case Study on the Initiatives of Madhya Pradesh State Tourism INTRODUCTION ; REVIEW OF LIT-ERATURE : 5(4), 8-15)

Hansen, S. (2020). Investigasi teknik wawancara dalam penelitian kualitatif manajemen konstruksi. Jurnal Teknik Sipil, 27(3), 283

Hasan, A. (2015). Tourism Marketing. Yogyakarta: CAPS (Center for Academic Pub-lishing Service)

Hendriyani, H. (2017). Analisis Isi: Sebuah Pengantar Metodologi yang Mendalam dan Kaya dengan Contoh. Jurnal Komunikasi Indonesia, 2(1), 7

Magdalena, H., & Santoso, H. (2021). Sosialisasi pemasaran digital bagi pelaku industri rumahan di kabupaten bangka tengah. *Jurnal Abdidas*, *2*(5), 1054-1063.Ryan Muljono, R. K. (2018). *Digital Marketing Concept*. Gramedia Pustaka Utama.

Mappasere, S. A., & Suyuti, N. (2019). Pengertian Penelitian Pendekatan Kualitatif. *Metode Penelitian Sosial*, *33*.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Mania, S. (2008). Observasi sebagai alat evaluasi dalam dunia pendidikan dan pengajaran. *Lentera Pendidikan: Jurnal Ilmu Tarbiyah Dan Keguruan*, *11*(2), 220-233.

Millah Febriani, E. S., Arobiah, D., Apriyani, A., Ramdhani, E., & Millah, A. S. (2023). Analisis data dalam penelitian tindakan kelas. *Jurnal Kreativitas Mahasiswa*, *1*(2), 140- Octaviani, R., & Sutriani, E. (2019). Analisis data dan pengecekan keabsahan data.

Martinez, M. P. L., Berrozpe, T. I., &Lasatre, M. P. (2014). Image-Focused Social Me-dia for a Market Analysis of Tourism Consumption. International Journal of Technology Management, 64 (1), 17. http://doi.org/10.1504/IJTM.2014.059234.

Nafis AGR 2017. Efektivitas media social Instagram sebagai media promosi pada produk jilbab Afra. [Internet].[skripsi Semarang(ID): Universitas Islam Negri Walisongo

Nurjanah, N. (2018). Pemanfaatan media sosial masyarakat sadar wisata dalam mempromosikan potensi wisata baru. Medium, 6(2), 39-50.

Purbohastuti, A. W. (2017). Efektivitas media sosial sebagai media promosi. *Tirtayasa Ekonomika*, *12*(2), 212-231.

Rahardjo, M. (2011). Metode pengumpulan data penelitian kualitatif

Saleh, S. (2017). Analisis data kualitatif

Sundari, S., & Lestari, H. D. (2022). Pemasaran Digital Dalam Kewirausahaan. WIKUACITYA: Jurnal Pengabdian Kepada Masyarakat, 1(1), 94-99.

Sutriani & Octaviani Octaviani, R., & Sutriani, E. (2019). Analisis data dan pengecekan keabsahan data.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.