

Travel Murah Jogja's Instagram Content Management at post Covid-19 Pandemic

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ABSTRAK

Purpose. The Covid-19 task force issued Letter Number 18 of 2022 regarding the rule for domestic travel during the Covid-19 pandemic. This led to an increase in the number of tourists coming to Yogyakarta. Tourist interest in visiting Yogyakarta can be seen from the increase in followers from tourist information provider accounts, one of which is @travelmurahjogja which has increasing numbers of followers despite the productivity of content creation has decreased from 2019 – 2021. This research aims to understand the content management of Travel Murah Jogja through Instagram @travelmurahjogja in response to the increasing tourist interest.

Design/Methodology/Approach. The methodology in this research is descriptive qualitative. The data was obtained from interviews with the owner and admin of social media @travelmurahjogja, observations on the official Instagram @travelmurahjogja, and documentation of reports in online media. **Finding.** @travelmurahjogja manages the content on its Instagram to target the middle to lower market share. The idea and planning of content that is neatly arranged and uses bright color tones.

Suggestion. It is recommended that Travel Murah Jogja further deepen the evaluation by utilizing the insight feature to maximize the performance of post-distribution content.

1. Introduction

Tourism in Indonesia is an important economic sector in Indonesia. Indonesia is the largest archipelagic country in the world. It is rich in the potential of its natural resources, so local and foreign tourists flock to explore every part of its natural wealth. Natural and cultural wealth is an important component of tourism in Indonesia. One of the most popular tourist attractions in Yogyakarta. "In the tourism sector, Yogyakarta is one of the main tourist destinations in Indonesia. This city is only unable to compete with Bali. There are various tourist destinations in this city that can attract many tourists" (Purwanto, 2021)

Yet, amid enormous expectations in the tourism sector, Covid-19 struck. When Covid-19 arrived in the country in March 2020, immediate action was taken by the government, all related to social restrictions. There were no outside activities except for urgent situations. Since February 2020, the number of foreign tourists entering Indonesia has decreased drastically, and the peak occurred in April 2020 with only 158,000 tourists. In total, throughout 2020, the number of foreign tourists who entered Indonesia was only around 4.052 million people. This figure is very concerning because of the capacity. Only about 25% of the number of tourists entered Indonesia in 2019 (Safitri, 2022). Then after approximately two years of facing the Covid-19 pandemic, there have been widespread Covid-19 vaccinations, so in May 2022, the Covid-19 Task Force issued circular letter number 18 of 2022 concerning travel provisions for domestic people during the Covid-19 Pandemic (Mei 2022

Satuan Tugas Penanganan Covid-19 Menerbitkan Surat Edaran Nomor 18 Tahun 2022 Tentang Ketentuan Perjalanan Orang Dalam Negeri Pada Masa Pandemi Covid-19. - Google Nggoleki, 2022).

With the enactment of these travel conditions, the number of tourists coming to Yogyakarta began to increase. The increase in tourists can be seen in tourist visits in Yogyakarta in April 2022, which were recorded at 268,831 people, then, in May, it increased by 806,942 people, and in June, tourist visits were 900,665 people (Hutasoit, 2022). The increase in tourists visiting can also be seen through one of the Instagram accounts of tourism information providers in Yogyakarta, namely, @travelmurahjogja, which experienced an increase in followers in the post-Covid-19 pandemic. In March 2022, the number of followers was 36,100, and in May 2022, it increased to 35,200 followers, although the productivity of content creation has decreased. Before the pandemic, the Instagram account @travelmurahjogja was quite active in 2019. Travel Murah Jogja posted 133 posts, and the number of Instagram users who liked the post was 25,209 and 364 comments, and the content posted was only consumer testimonials. In 2020, the Covid-19 pandemic emerged, and the content posted on the Instagram account @travelmurahjogja decreased by 104 posts, with the number of Instagram users who liked the post being 18,685 and 391 comments. The content posted was only recommendations and tips for traveling to Yogyakarta. In 2021, there were 54 posts on the Instagram account @travelmurahjogja, 5,741 who liked the post, and 233 comments. Then in 2022, entering the post-Covid-19 pandemic, from January to June, Travel Murah Jogja posts totaled 23 posts, 68,016 likes, and 2,967 comments.

2. Research Methods

2.1. Research Approach

The type of research used in this research is descriptive qualitative research. The researcher uses this type of research because the researcher wants to describe a phenomenon according to the actual situation experienced by the research subject and present the data in words. According to Nana Syaodih Sukmadinata, Qualitative descriptive research is intended to describe or describe existing phenomena (Faidah, 2021). Qualitative research has two objectives: to describe and reveal (to express and explore) and describe and explain (to describe and explain) (Rukhmana, 2022).

2.2. Data Collection

In qualitative research, data collection is carried out in natural conditions, so data collection techniques are mostly in-depth interviews, observation, and documentation (Sugiyono, 2019).

The character of the informant in conducting in-depth interviews later is to choose the informant who best knows all policies and is responsible and has an important role in Travel Murah Jogja. Then, the next informant is responsible for designing each piece of content and posting social media content on Instagram Travel Murah Jogja.

The data analysis technique used in this study was the theory of Miles and Huberman (Sugiyono, 2019), which argues that the activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is saturated. Activities in data analysis are data reduction, data display, and conclusion drawing/verification.

3. Theoretical Review

Media management provides knowledge about media management by using the principles and the entire management process, which includes various management functions, namely planning, organizing, influencing, and controlling (Ikhwan, 2022).

Social media management helps companies to get closer to their consumers. One of them is using a variety of exciting content on social media to build relationships with consumers. Of course, to create exciting content, various improvements are needed (Halim, 2020). According to Kotler, Hermawan, and Iwan (Salmiah, Fajrillah, 2020), content is attractive and has commercial value if the content production considers the original quality aspect internally or chooses it from external sources. The following are the steps to prepare content well, according to Kotler, Hermawan, and Iwan (Salmiah, 2020):

1) Goals setting

In starting the concept of content creation, it is necessary to have clear goals regarding the content to be created. The setting of content goals is equated with the goals to be achieved. Brand-related goals, which include brand awareness, connectedness, and loyalty, help companies design the content of marketing strategies well (Kotler, 2019).

2) Target market mapping

Mapping the target market and market segmentation aims to clarify the individual or group to be addressed. Setting a specific target market will affect effective brand storytelling so companies can easily create sharper and deeper content (Halim, 2020)

3) Content initiation and planning

Next, do proper planning regarding the ideas and content ideas that will be created for consumers so that what they want will be channeled and well received by consumers (Julyanthry, 2021).

4) Content creation

The main element in content is creating content that is interesting and has a selling value in the market. Content creation is not easy. It requires a big commitment in terms of time and budget (Wijaya, 2022)

5) Content distribution

After finishing creating content, then distribute or introduce the content to consumers. Companies must ensure that consumers can find the content created through proper distribution (Sitorus, 2022).

6) Content reinforcement

One of the characteristics of strengthening interesting content is the key to distributing content according to the predetermined target market. Content strengthening is needed to reach influential people in a certain group, so it is likely that the content will go viral and attract a lot of attention from consumers (Salmiah, 2020).

7) Content marketing evaluation

Evaluate content marketing to observe content performance after post-distribution directly. Five matrices are used to measure whether content succeeds in attracting consumers: the visibility matrix, connectedness matrix, search matrix, action matrix, and endorsement matrix (Salmiah, 2020).

8) Content marketing improvements

The final step is the improvement of content marketing with the performance tracking process after it is marketed. Performance tracking is very useful as a basis for analyzing and identifying opportunities for advancement at a more granular level (Salmiah, Fajrillah, 2020).

4. Results and Discussion

1) Setting Goals

The first step in preparing content is to set the purpose of the content that Travel Murah Jogja does for consumers.

From the results of observations and interviews with Erengga Enggan Luka, the Owner and Admin of Travel Murah Jogja, the researchers found the purpose of the content uploaded by the Instagram account @travelmurahjogja which contains information about prices, tour packages, and facilities, as well as about tours in Yogyakarta. In fact, the recommended tours are carefully selected for the satisfaction and comfort of the tourists.

Fig. 1. Information content uploaded to the @travelmurahjogja account on Instagram

Source: Instagram @travelmurahjogja

The picture above is an example of information content uploaded to the @travelmurahjogja Instagram account, which contains information on terms and conditions, prices, facilities, and tour packages to be visited. The information provided by @travelmurahjogja is expected to attract customers of Travel Murah Jogja services when traveling to Yogyakarta.

In starting the concept of content creation, it is necessary to have clear goals regarding the content to be created. The setting of content goals is equated with the goals to be achieved. Having a goal can help you stay focused on content creation (Kotler, 2019). Determining the destination of Travel Murah Jogja is in accordance with the theory; it is equated with the goals to be achieved where the followers become consumers who will use their services.

2) Target Market Mapping

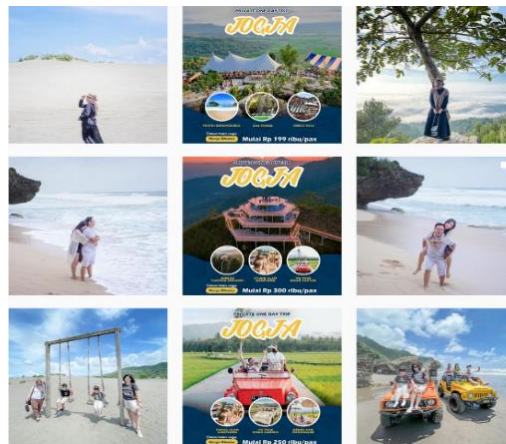
Travel Murah Jogja's market target is the lower middle class with no age limit. This is considered based on the name Travel Murah Jogja itself, which indirectly filters the market through the keyword "murah" cheap", which means that it can be reached by the lower middle class—and not specifying the consumer's age because there is no age limit for traveling. Everyone can travel while they are still healthy and can travel.

Mapping the target market is needed to provide clarity regarding the individual or group that will be targeted. Setting a specific target market will make it easier for the company to determine what to do and can easily create sharper and deeper content to attract consumers' attention (Halim, 2020). Mapping the target market on Travel Murah Jogja has determined the individual or group to target: the lower middle-class community.

3) Content Conception and Planning

The researchers found that Travel Murah Jogja has its characteristics in initiating and planning content. The Instagram feed @travelmurahjogja is always conceptualized and neatly arranged and uses bright color tones in each post. This attracts and makes it easier for consumers to recognize and remember it as a characteristic of Travel Murah Jogja.

Fig. 2. Characteristics of the Instagram feed @travelmurahjogja



Source: Instagram @travelmurahjogja

In content creation, it is important to plan properly regarding the ideas and content ideas that will be created so that what is desired will be channeled and well received by consumers (Julyanthry, 2021). In initiating and planning content, @travelmurahjogja has done proper planning regarding content ideas and ideas, namely having characteristics on his Instagram feed that makes it easier for consumers to recognize and remember Travel Murah Jogja.

4) Content Creation

After doing content planning, the next stage is content creation. So far, @travelmurahjogja does not have a special team for content creation. For now, content creation is carried out by the owner and the admin, namely Erengga Renggan Luka. In addition, the presented photo content also comes from the results of consumer travel documentation. After potential consumers see the content, they are expected to attract the trust of potential consumers to use Travel Murah Jogja services.

The first element in content creation is creating attractive content with market value. Content creation requires a huge commitment in terms of time and budget (Wijaya, 2022). The creation of Travel Murah Jogja content is in accordance with the theory, namely content that is interesting and has a selling value in the form of photos of consumer travel documentation that can attract the trust of consumers to use Travel Murah Jogja services. However, the time and budget of Travel Murah Jogja have not been committed because it does not have a special team.

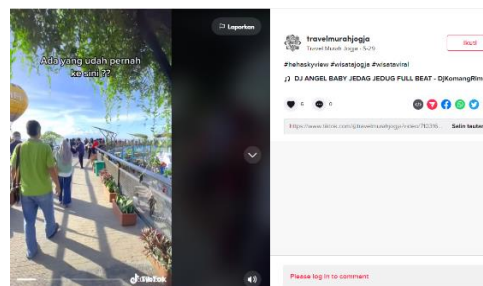
5) Content Distribution

Another important stage is content distribution or introducing the content to consumers. There are three broad categories of media channels used to distribute their content. Brand-owned media are brand-controlled media completely. Paid media are channels that brands pay to distribute their content. The media is obtained by the brand by word of mouth or endorsement (Kotler, 2019).

In distributing its content, Travel Murah Jogja uses its own media, namely Instagram, Website, and Tiktok. However, Travel Murah Jogja is more active in using Instagram as it is a widely used social media because of its ease and practicality. Rengga has also told foreigners to type in Instagram searches with the keyword travel 'murah' (cheap). The Instagram account @travelmurahjogja would be included in the Top list. The content uploaded on Tiktok is the same one that has been uploaded on Instagram. It can be seen in the post on May 29, 2022. The same content was uploaded to the Instagram account @travelmurahjogja and the TikTok account @travelmurahjogja, which contains videos on Heha Sky. In the video are the words "Has anyone been here??" and "besides being crowded, what other impressions do you have from this tour?".

Fig. 3. Instagram content @travelmurahjogja

Source: Instagram @travelmurahjogja

Fig. 4. Tiktok content @travelmurahjogja

Source: Tiktok @travelmurahjogja

In addition to using media owned by the researchers, they also found documentation that Travel Murah Jogja also uses paid media to distribute its content so that the content can reach and acquire new consumers.

Fig. 5. Paid Media Content Distribution

Source: Instagram @keluarbentar

Companies must ensure that consumers can find the content created through proper content distribution (Sitorus, 2022). In distributing Travel Murah Jogja content, it is in accordance with the theory that consumers can find the content that has been created, where Travel Murah Jogja uses the media owned, namely Instagram @travelmurahjogja also uses paid media so that its reach is wider.

6) Content Retrieval

From the interviews and observations, the researchers found that in uploading the content, Travel Murah Jogja only uses the features provided by Instagram. First is the captions, which are descriptions of the content. Then, they use hashtag (#) signs that will make it easier for other users to find posts related to the hashtag. They also use geotagging, the location where the content is created or uploaded. Moreover, they also have the arroba (@) feature, which is a feature to attract other users on Instagram.

Another goal is to use these features to attract customer trust because once there was an experience of one prospective customer DM (direct message) a tagged customer, and asked how using the services of @travelmurahjogja was good or not.

Fig. 6. Instagram content sharing @travelmurahjogja

Source: Instagram @travelmurahjogja

One of the characteristics of strengthening interesting content is the key to distributing content according to the predetermined target market. Currently, content strengthening is needed to reach influential people in a certain group, so the content will likely go viral and attract more customers (Salmiah, 2020). In its advancement, the content has reached more people and is in great demand by using the features provided by Instagram, such as captions, hashtags, geotagging, and arobba, which can attract the trust of potential consumers.

7) Content Marketing Evaluation

For now, the marketing evaluation done by Travel Murah Jogja are not in-depth. Rengga also added that Travel Murah Jogja should have its team to conduct the evaluation. However, due to the lack of human resources, the evaluation was carried out only through the insight feature provided by Instagram, which was only seen from likes, views, and comments.

Evaluate content marketing to observe content performance after post distribution directly. With the evaluation, it will be able to find out the advantages and disadvantages of the content, which can later become a reference for further content. Five categories of matrices are used to measure whether content succeeds in attracting consumers: the visibility matrix, connectedness matrix, search matrix, action matrix, and endorsement matrix.(Salmiah, 2020).

In the evaluation process, Travel Murah Jogja's content marketing is not in accordance with the theory regarding content performance after post-distribution because currently, Travel Murah Jogja is only evaluating content marketing through the insight feature, not fulfilling the five matrix categories.

8) Content Marketing Improvements

The final step is content marketing improvements. From the results of the interview with Rengga, there was no content sharing after the content was distributed. If the reach of the content, especially the reels, is not appropriate, the content will be taken down. Yet, for photo content it does not matter because the current Instagram algorithm is more on reels. He also mentioned that many would follow the Instagram account @travelmurahjogja after he uploaded one of the content reels which saw the content reach 2.6 million viewers.

Content marketing improvement is the process of tracking the performance of content after it has been marketed. Performance tracking is beneficial as a basis for analyzing and identifying opportunities so that when there is poor content performance, the cause will be sought, and improvements will be made for future content(Salmiah, 2020). In improving the marketing, however, Travel Murah Jogja has not been in accordance with the theory, namely the tracking of the content's performance after it is marketed. This is seen as there is no improvement in content after the content is distributed.

5. Conclusion

Table 1 concludes that from 2019 to 2021, the activity of Travel Murah Jogja content decreased. Then, in 2022 the number of followers of Travel Murah Jogja increased. Still, the productivity of the content from January to June continued to decline even though the number of likes and comments had increased quite drastically. From these data, it can be seen that the number of tourists who want to go to Yogyakarta is increasing.

Table 1. Content productivity @travelmurahjogja

Month	2019			2020			2021			2022		
	Upload	Like	Comment	Upload	Like	Comment	Upload	Like	Comment	Upload	Like	Comment
Jan	9	1519	27	17	2092	15	3	209	6	7	62.970	2318
Feb	9	1502	29	12	1230	13	9	809	31	3	1.015	22
Mar	12	2430	25	9	1257	26	3	257	1	4	435	12
Apr	15	7621	81	-	-	-	3	578	15	-	-	-
May	-	-	-	-	-	-	3	345	18	2	1124	474
June	12	2034	42	6	777	24	9	893	42	7	2472	141
July	27	3830	69	3	449	9	-	-	-			
Aug	24	2794	37	15	6757	128	-	-	-			
Sept	15	1521	30	12	1887	89	3	308	6			
Oct	6	716	11	3	340	13	9	934	25			
Nov	3	871	7	12	1718	46	6	787	64			
Dec	1	367	6	15	2178	28	5	724	25			
Total	133	25.209	364	104	18.685	391	52	5.844	233	23	68.016	2.967

Source: Instagram observation @travelmurahjogja

In creating content, @travelmurahjogja aims to provide information and target the lower middle-class market on each post. Then, in distributing the content, @travelmurahjogja is more active in the media using their media, namely Instagram social media. To strengthen the content that has been created, @travelmurahjogja uses the features provided by Instagram, such as captions, hashtags, arroba, and geotagging. However, @travelmurahjogja content evaluation is only done visually through the insight feature provided by Instagram and did not make improvements to the content after it has been distributed.

The results of this study can be used as material for consideration, input or additional references to conduct similar further research and it is hoped that further researchers can do better research on how to manage social media content through Instagram.

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